

November 5 - 7

JW Marriott | Grand Rapids



mba

Michigan Bankers Association

# Bank Management and Directors Conference



## THANK YOU MBA BANK MANAGEMENT COMMITTEE:

### CHAIR

Matt Clarke  
*First Community Bank*

### VICE CHAIR

John Waldron  
*Southern Michigan Bank & Trust*

Todd Maki  
*First Bank, Upper Michigan*

Joanne Rau  
*Chelsea State Bank*

Neil McDonnell  
*Isabella Bank*

Ron Justice  
*The State Bank*

Brad Clark  
*Bankers' Bank*

Matthew Keene  
*Citizens National Bank*

Rann Paynter  
*Michigan Bankers Association*

## THANK YOU SPONSORS AND EXHIBITORS (as of 8/15)

American Security & Privacy  
Bankers' Bank  
BHG Financial  
Cinnaire  
Endeavor IT  
FHLBI  
Haberfeld  
Lenderful Solutions  
Performance Trust Capital Partners  
Piper Sandler  
Plante Moran  
Rehmann  
SBS CyberSecurity  
Thompson Phelan Group, Inc  
United Bankers' Bank  
Warner Norcross + Judd

*Interested in sponsoring or exhibiting?  
Contact Stephanie Fisher,  
sfisher@michigan.bank*

## Michigan Bankers,

It's my pleasure to invite you to Grand Rapids for the Bank Management and Directors Conference, November 5-7.

Our goal is to bring together bright minds that are idea-focused, and on a wide range of topics, to foster learning, inspiration and provoke conversations that matter. We are in a highly dynamic environment. Our speakers will help you explore, evaluate, and help challenge your strategic thinking. Always learning and discovering, along with continuous strategic thinking, helps you and your bank face challenges and progress.



During the conference, we encourage you to find an innovation to add to your product set or services as well.

Thank you to our Bank Management Committee, chaired by Matt Clarke, First Community Bank, for their hard work and planning. Don't forget to bring your board! We encourage you to bring members of your management team and board of directors at the special discounted rate.

I look forward to connecting with you in November!

A handwritten signature in black ink that reads "Raymond A. Biggs".

Ray Biggs  
MBA Chairman and  
President and CEO, West Shore Bank





## Tentative Agenda

### NOVEMBER 5 - ELECTION DAY!

*Be sure to vote!*

**2:00 p.m. Registration and Exhibitor Set Up**

**6:00 p.m. Welcome Reception with Exhibitors**

*Mingle with exhibitors, catch up with long-time friends and new acquaintances during the opening reception.*

**Enjoy Dinner in Downtown Grand Rapids**

*Gather colleagues, clients, and friends to dine downtown, from sophisticated or creative cuisine to edgy restaurants.*

### NOVEMBER 6

**7:30 a.m. Registration**

**7:30 a.m. Continental Breakfast with Exhibitors**

**8:00 a.m. Chairman's Welcome**

*Ray Biggs, MBA Chairman, and President and CEO, West Shore Bank*

**8:15 - An Economic Outlook**

**8:45 a.m.**

**8:45 - Liquidity - What's Next?**

**9:30 a.m.** *Ryan J. Smith, Managing Director, Financial Strategies, Piper Sandler & Co.*

**9:30 - Stretch Break with Exhibitors**

**10:15 a.m.** *Recharge with refreshments and connect with our sponsors and exhibitors.*

**10:00 a.m. Guest Program: Grand Rapids**

**- Noon Downtown Market -**

**A Delicious Destination**

*A collective of artisan food merchants and restaurants for a full-on fun foodie experience! Includes a hands-on cooking demo and time for shopping.*

**10:15 - Deposit Strategies for Success**

**11:00 a.m.** *Neil Stanley, CEO, The CorePoint*

**11:00 - How to Build a Strong Brand for Your Bank**

**11:45 a.m.** *Amber Farley, Executive Vice President, Brand Development, Financial Marketing Solutions*

**11:45 a.m. Lunch**

**1:00 - Building a Culture You Can Bank On**

**1:45 p.m.** *Brad Smith, Leadership Consultant, ADVISA;  
Joe Williams, President and CEO, County National Bank*

**1:45 - Stretch Break with Exhibitors**

**2:15 p.m.** *Recharge with refreshments and connect with our sponsors and exhibitors.*

**2:15 - Homeownership Initiatives**

**3:00 p.m.**

**3:00 - Regulatory Panel**

**4:00 p.m.**

**5:00 p.m. MI Traveling Circus Reception Invite Only**

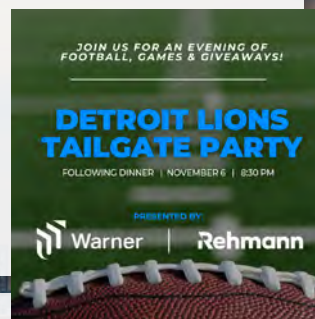
**6:00 p.m. Reception with Exhibitors**

*Look for new opportunities for growth and improvement at your bank. As always, trend-setting exhibitors will have plenty of ideas to share!*

**7:00 p.m. Dinner and Economic Impact Award**

**8:30 - Afterglow Reception - Go Lions!**

**10:00 p.m.** *Detroit Lions Tailgate Party at the ever-popular afterglow reception!*



### NOVEMBER 7

**7:30 a.m. Continental Breakfast with Exhibitors**

**7:45 - Perspectives on the Election Results from Inside the Beltway**

*Chris Fisher, Vice President, Congressional Relations, American Bankers Association  
Patricia Herndon, Chief Policy Officer, Michigan Bankers Association*

**8:45 - Navigating Next-Gen Threats, Strategies & AI**

*John Iannarelli, Former FBI Special Agent*

**9:45 - What are We Doing Differently in a Declining Rate Environment**

*Frank L. Farone, Managing Director, Darling Consulting Group*

# REGISTER TODAY!

## ATTENDEE INFORMATION

Name\_\_\_\_\_

Name as should appear on badge\_\_\_\_\_

Spouse/Guest\_\_\_\_\_

Title\_\_\_\_\_

Bank/Firm\_\_\_\_\_

City, State\_\_\_\_\_

E-mail\_\_\_\_\_

Phone\_\_\_\_\_

## REGISTRATION FEES

\_\_\_\_\_ \$125 Guest/Spouse  
\_\_\_\_\_ \$595 First registration  
\_\_\_\_\_ \$495 Per person for two or more from the same bank or firm

\_\_\_\_\_ Total

\_\_\_\_\_ Guest/Spouse program (*no additional charge for registered attendees*): A guest is a spouse, significant other or friend who is not in a financial services occupation. Only registered guests are allowed access to all conference activities.

## METHOD OF PAYMENT (check one)

Check payable to Michigan Bankers Association.

MasterCard VISA AMEX Discover  
☐ Credit Card Number ☐ ☐ ☐

Name on card \_\_\_\_\_

Expiration Date \_\_\_\_\_ CVV code \_\_\_\_\_

*Registration fees will be refunded, less a \$75 processing fee, if received by October 30. Substitutions are always welcome. Please e-mail us for ACH payments at [mbaregistrations@michigan.bank](mailto:mbaregistrations@michigan.bank) with your request.*

*Food allergies or special dietary needs:*

\_\_\_\_\_

## OUR HOST CITY, GRAND RAPIDS

Grand Rapids never fails to surprise visitors with the huge variety of things to see and do: world-renowned art, museums and historic sites all within a 10-minute walk. Check out the Cool City. Hot Eats. webpage for tips on favorite restaurants, farm markets, craft breweries, wine bars and more at: <http://www.experiencegr.com>



## ACCOMMODATIONS

JW Marriott Grand Rapids  
235 Louis Street NW  
Grand Rapids, MI 49503

The JW Marriott Grand Rapids is everything you would expect and nothing you could have imagined. Situated in the heart of downtown Grand Rapids, Michigan, the JW Marriott Grand Rapids is meticulously designed for both business and pleasure. As the first JW Marriott hotel in the Midwest, the hotel offers well-appointed, smoke-free rooms and suites on 23 posh floors. Each of which is outfitted with atypical amenities, as well as numerous other uncommon personal luxuries. The JW raises the bar. In luxury. In service. In dining. In everything.

## RESERVE ONLINE:

- <https://book.passkey.com/e/50817104>
- (616) 242-1500

**Room Rate: \$204**

## ATTIRE

Dress is business casual during the day and business attire for evening events.

## CONTACT US!

Have questions? connect with Stephanie Fisher, [sfisher@michigan.bank](mailto:sfisher@michigan.bank).

## REGISTER TODAY

- Michigan Bankers Association  
507 S. Grand Ave  
Lansing, MI 48933
- (517) 485-3600
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