

November 5 - 7

JW Marriott | Grand Rapids



mba
Michigan Bankers Association

Bank Management and Directors Conference

THANK YOU MBA BANK MANAGEMENT COMMITTEE:

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Matt Clarke
First Community Bank

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Southern Michigan Bank & Trust

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First Bank, Upper Michigan

Joanne Rau
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Michigan Bankers Association

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

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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!

Ray 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 - 8:45 a.m. **An Economic Outlook**

8:45 - 9:30 a.m. **Liquidity - What's Next?**

Ryan J. Smith, Managing Director, Financial Strategies, Piper Sandler & Co.

9:30 - 10:15 a.m. **Stretch Break with Exhibitors**

Recharge with refreshments and connect with our sponsors and exhibitors.

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

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 - 11:00 a.m. **Deposit Strategies for Success**

Neil Stanley, CEO, The CorePoint

11:00 - 11:45 a.m. **How to Build a Strong Brand for Your Bank**

Amber Farley, Executive Vice President, Brand Development, Financial Marketing Solutions

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

1:00 - 1:45 p.m. **Building a Culture You Can Bank On**

Brad Smith, Leadership Consultant, ADVISA; Joe Williams, President and CEO, County National Bank

1:45 - 2:15 p.m. **Stretch Break with Exhibitors**

Recharge with refreshments and connect with our sponsors and exhibitors.

2:15 - 3:00 p.m. **Homeownership Initiatives**

3:00 - 4:00 p.m. **Regulatory Panel**

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 - 10:00 p.m. **Afterglow Reception - Go Lions!**

Detroit Lions Tailgate Party at the ever-popular afterglow reception!



NOVEMBER 7

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

7:45 - 8:45 a.m. **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 - 9:45 a.m. **Navigating Next-Gen Threats, Strategies & AI**

John Iannarelli, Former FBI Special Agent

9:45 - 10:30 a.m. **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 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.

REGISTER TODAY

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

