



2017

OPERATIONS AND TECHNOLOGY CONFERENCE

Pre-Conference Sessions
March 14-15

Conference: March 15-16

Atlanta Marriott Northwest
www.gabankers.com

ADVOCACY / COMMUNITY / EDUCATION / SERVICES



Registration Information

Three registration options are available: 1) Operations & Technology Conference Only, 2) Pre-Conference Sessions Only; or 3) Operations & Technology Conference AND the Pre-Conference Sessions. The per person early registration price for the Conference Only is \$350 through Feb. 28. The per person early price for the Pre-Conference Sessions Only is \$295. The per person early price for BOTH is \$595. Add \$50 to registration price beginning March 1. Register online at gabankers.com or return the form below by mail or email to GBA Registrar **Angela Barber** at abarber@gabankers.com. Registration fees may be paid by check (made payable to the Georgia Bankers Association) or you may request that your bank be invoiced.

Hotel Information

Atlanta Marriott Northwest Hotel, 200 Interstate Parkway, Atlanta 30339

To reserve a room, call Marriott Reservations at 800.228.9290 or call the hotel directly at 770.952.7900. Be sure to mention you are with the Georgia Bankers Association to receive the discounted nightly rate of \$165. The cut-off date for reservations at the GBA rate is Wednesday, Feb. 20, and rooms may sell out before then. Guestroom internet access, self-parking, and fitness center usage are included in the rate.

Registration Cancellation and Refund Policy

Cancellations must be in writing and submitted to **Angela Barber**, GBA Registrar, at abarber@gabankers.com by 5 p.m. ET on Wednesday, Feb. 8, to receive a refund. Substitutions are welcome at any time. Contact GBA's **Kathy Friestad** at 404.420.2024 or kfriestad@gabankers.com with questions.

Registration Form

Name: _____ Nickname: _____

Title: _____

Bank/Company: _____

Address: _____

City: _____ State: _____ Zip: _____

Phone: _____ Email: _____

Bank Asset Size:

- Below \$100 M \$100 M - \$ 250 M \$251 M - \$500 M \$501 M - \$750 Over \$750 M

Payment Information

Registration Package – check one:

- \$350 – Member Conf. Only Registration – Early (*through 2.28.17*)
- \$400 – Member Conf. Only Registration – Regular (*beginning 3.1.17*)
- \$295 – Member Pre-Conf. Sessions Only – Early (*through 2.28.17*)
- \$345 – Member Pre-Conf. Sessions Only – Regular (*beginning 3.1.17*)
- \$595 – Member Pre-Conf. Sessions and Conference Registration – Early (*through 2.28.17*)
- \$645 – Member Pre-Conf. Sessions and Conference Registration – Regular (*beginning 3.1.17*)

Payment Method – check one:

- Check enclosed (payable to the Georgia Bankers Association).
- Send me an invoice.

Is this your first time attending this event? Yes / No

Is this your first time attending a GBA event? Yes / No

Letter from the Chair

Dear Colleagues,

GBA's Operations and Technology Committee is pleased to announce that the **2017 GBA Operations and Technology Conference** will be March 15-16 at the Atlanta Marriott Northwest Hotel.

In addition to the traditional conference, we will once again offer pre-conference sessions on March 14-15. The pre-conference sessions will include an operations track and an IT track, which will run concurrently on March 14, and a general session on the morning of March 15. Scheduled for March 15-16, the traditional conference will feature two half days of sessions, exhibits and peer exchange. Attendees may participate in the pre-conference session as an independent event or as an add-on to the traditional conference. Be sure to check out the agenda for both to see how you can benefit!

As chair of GBA's Operations and Technology Committee, I would like to thank the entire group for its efforts in planning this excellent program. It is an honor and a privilege to serve as chair of such an outstanding committee.

I strongly encourage you to make plans now to join us. You will benefit from the program agenda and get the opportunity to cultivate new relationships and renew old friendships at the opening reception and during the extended breaks. I look forward to seeing you at the conference in March!

Rob Horan

2016-2017 GBA Operations and Technology Committee Chair
SVP/CTO
South State Bank, Augusta



2016-2017 GBA Operations and Technology Committee

Rob Horan, Chair South State Bank, Augusta	Emily Strickland, Group 7 Greater Community Bank, Rome	Jaye Eubanks, At Large United Bank, Zebulon
Christa McDonald, Vice Chair PrimeSouth Bank, Blackshear	Mindy Green, Group 8 Citizens Community Bank, Hahira	Tracy NeSmith, At Large Planters First Bank, Cordele
Josh Dasher, Group 1 Glennville Bank	Jim Stewart, Group 9 United Community Bank, Blairsville	Greg Walls, At Large Flint Community Bank, Albany
Brian Smith, Group 2 First Port City Bank, Bainbridge	Vicki Ellis Hubbard, Group 10 Liberty First Bank, Monroe	Zach Duke Associate Member Representative Safe Systems, Inc., Alpharetta
Sherri Barber, Group 3 Magnolia Bankshares / Bank of Eastman	Leesa Anderson, At Large State Bank of Cochran, Dublin	Matt Shugart Associate Member Representative Fiserv, Inc., Cumming
J. Randal McKoon, Group 4 First Peoples Bank, Pine Mountain	Susan Cospers, At Large Ameris Bancorp, Inc., Moultrie	
Greg Holmes, Group 6 Exchange Bank, Milledgeville	Lamar Doolittle, At Large The Geo. D. Warthen Bank, Sandersville	

Wednesday, March 15

Noon	Conference Registration and Lunch <i>(Exhibits open until 6:15 p.m.)</i>
1 p.m.	GBA Advocacy and Industry Update Joe Brannen , President and CEO, GBA
1:25 p.m.	Welcome and Introductions Rob Horan , Chair, GBA Op/Tech Committee
1:30 p.m.	Transformation Beyond Technology Jaime Dominguez , Director, Strategy, Retail Banking & Channels, Bank Solutions, Fiserv <i>New technology and heightened consumer expectations for faster, better information and smarter interactions have changed the way people want to manage their financial lives. That means bankers must reevaluate the way they go to market in every channel. Rather than focus on technology, ask this: What experience will satisfy my customers and differentiate my bank in the market? Jaime will explain how, once you answer that question, you can identify technology that will enable that experience, which makes technology decisions much easier.</i>
2:35 p.m.	You've Had a Disaster— Now What? Josh Dasher , VP, Information Technology/ Security Officer, Glennville Bank; Jaye Eubanks , VP, Information Systems, United Bank; Representative from Georgia Emergency Management Agency (GEMA) <i>We all have business continuity/disaster recovery plans, but how do we know if we are ready and who we can turn to for assistance? A representative from GEMA will explain how it can help banks after a disaster and the resources it offers. Two bankers whose banks were heavily affected by recent natural disasters will discuss their experiences, including what parts of their plans worked and lessons learned.</i>
3:45 p.m.	Break and Exhibitor Time <i>Break sponsored by TJS Deemer Dana</i>
4:15 p.m.	The Blind Spots of Payments Risks Terri Sands , Director, Financial Investigative Unit, State Bank & Trust <i>Regulatory scrutiny, increased fraud attacks and banks not changing their current infrastructure are making it more difficult to stay compliant and avoid monetary and reputational loss. Terri will provide a practical and insightful look into the blind spots financial institutions don't focus on until a significant event occurs.</i>

5:15 – 6:30 p.m. **Opening Reception**
Sponsored by Safe Systems, Inc.

Thursday, March 16

7:15 a.m.	Continental Breakfast <i>Sponsored by Porter Keadle Moore (Exhibits open until 10:30 a.m.)</i>
8 a.m.	Hacking: It's a Bold New Crime Chad Hunt , Supervisory Special Agent, Cybersecurity Squad Manager, Atlanta FBI <i>Get a behind-the-scenes look into the bold new world of hacking for profit, where hackers no longer slip undetected into "secure" systems merely for a quick payout, but are hacking to support a diversified criminal enterprise. Learn how the combined forces of international law enforcement, private industry, academia and researchers identify, pursue and defeat the adversaries. Hear about recent FBI successes and learn more about current trends such as hacking as a business model.</i>
9:05 a.m.	Peer Exchange
10:15 a.m.	Networking Break <i>Break sponsored by Fiserv, Inc.</i>
10:30 a.m.	What to Expect At Your Next Regulatory Exam Tony DaSilva , AAP, S&R Senior Technical Expert, Federal Reserve Bank of Atlanta <i>Tony will discuss regulatory hot topics such as InTrex, FFIEC updates and Cyber Assessment Tool (CAT). He'll recommend techniques you can use at your institution to identify areas that need improvement. This practical discussion will equip you with confidence as you prepare for your next exam.</i>
11:30 a.m.	Alternate Branching Strategies: Leveraging Technology to Efficiently Serve Existing and New Markets Trent Fleming , Trent Fleming Consulting <i>While community banks offer a wide range of electronic delivery channels, branch footprint remains a key component of service delivery. Trent will discuss smarter ways to branch, including limiting physical plant investment and using a wide range of technologies to provide outstanding service across all of your markets.</i>
12:30 p.m.	Adjourn



**2017 Operations and Technology Conference
Pre-Conference Sessions
March 14-15
Atlanta Marriott Northwest Hotel**

Pre-Conference Sessions Program Agenda

Tuesday, March 14 – Pre-Conference Sessions

Noon – 1 p.m. **Pre-Conference Sessions Registration**

Operations Track (1-5:15 p.m.)

1 – 3 p.m. **The Regulatory Backdrop of Payments**
Terri Sands, Director of Financial Investigative Unit, State Bank & Trust

Payments are moving faster and regulatory scrutiny is taking a different turn. Payment services such as ACH, RDC, debit cards and wire transfers have been traditional payment channels but are emerging as higher risk channels through fraud attacks, industry changes and regulatory expectations. Other payment types including mobile RDC, person-to-person payments and bank-to-bank payments are micro in nature but can also carry as much risk based on the volume and dollars. This session will take attendees through each payment channel and focus on risk management, audit expectations and strategic steps financial institutions are now taking to be prepared and competitive.

3 – 3:15 p.m. **Break**

3:15 – 5:15 p.m. **Fraud Reducing Technologies: What Are They and How Are They Working?**
Speaker TBD

IT Track (1-5:15 p.m.)

1 – 3 p.m. **Ransomware: Is Your Bank Prepared?**
Jamie Davis, VP Product Management and Quality Control, Safe Systems

When it comes to security, the buzzword these days is ransomware. It is everywhere. It has affected hospitals, medical clinics, big businesses and community financial institutions. Safe Systems has seen more than half a dozen cases of ransomware in the last 12 months. Is your financial institution prepared? Join Jamie as he explains the realities and risks as well as what your financial institution can do to be ready.

3 – 3:15 p.m. **Break**

3:15 – 5:15 p.m. **Building a Risk Assessment**
Mike Morris, Partner, Porter Keadle Moore, LLC

The risk assessment process is critical for financial institutions to properly identify and mitigate risk. However, many financial institutions find the process daunting because they do not have the basic building blocks required to successfully create a risk assessment. In this training session, Mike will discuss the fundamentals for approaching risk assessments and provide tips and real world examples for successfully creating a risk assessment.



Wednesday, March 15 - Pre-Conference Sessions Continuation

General Session for Pre-Conference Sessions:

9 – 10:30 a.m. **Managing Your Core Vendor Relationships**
Trent Fleming, Trent Fleming Consulting

Your contract for services with your primary banking software provider defines an important third-party relationship with your bank. Issues of exposure, liability, service levels and cost are all in play. Many banks have signed contracts with dozens of pages without a careful review. In some instances, the bank's attorney has been asked to review and comment on the contract, but without specific software expertise, such a review may be cursory at best. This session is not a legal review, but an operational one, of the implications of committing to selected aspects of the contract. Participants will leave with insight into how to evaluate contract terms and what areas to ask the bank's attorney to look into in further detail. These skills can then be extended to other third party contracts, further enhancing the benefits.

10:30 – 10:45 a.m. **Break**

10:45 a.m. – Noon **Project Management Best Practices & Practical Tips on Managing Multiple Projects**
Terrie Cloud, ICI Consulting

This session will focus on best practices, tips and techniques in managing a project by outlining project management methodology universally used to manage any project type. We'll also address how to manage multiple projects at once with varying project scopes, timetables, project plans and deliverables.

Noon **Pre-Conference Sessions Adjourn**

See brochure for the conference program agenda.