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Seattle, WA



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2017 Bank Executive

Conference for CEOs, Directors, and Officers

We are pleased to invite you to the Washington Bankers Association's Bank Executive Conference. This premier banking industry event will provide bank management and directors with relevant information, opportunities for peer discussion and a holiday celebration at the Motif Hotel.

Our general sessions this year are packed with outstanding speakers on topics such as the economy, business strategies, and much more. The conference also includes a welcome reception, along with a dinner, lively entertainment as we pay tribute to outgoing WBA President & CEO Jim Pishue, and BankPAC auction on Monday evening.

Whether you are a bank executive, director, or business partner, don't miss your chance to register for this top-notch event that focuses on the industry's most critical issues.

2017 Bank Executive

Conference for CEOs, Directors, and Officers



Bank Executive Conference

December 3-5, 2017 • Seattle, WA

Registrant Information

Name _____ Title _____

Company _____

Address _____ City/ST/Zip _____

Phone _____ Email _____

Guest/Spouse Information

Name _____ Email _____

Hotel Information

Motif Seattle
1415 Fifth Avenue
Seattle, WA 98101

(206) 971-8000

Ask for the WBA Bank Executive Conference
room block

\$139 per night, plus tax

Send Registrations to: reg@wabankers.com

Mail: Washington Bankers Association, 1601 Fifth Avenue, Suite 2150, Seattle, WA 98101.

Call: (206) 447-1700. **Fax:** (206) 223-6453. **Online:** www.wabankers.com.

Questions? Contact: Donna Madsen
(206) 344-3484 | donna@wabankers.com

Registration Options

- Full Conference Registration (WBA MEMBERS) | **\$595**
\$695 after November 20
- Full Conference Registration (NON-MEMBERS) | **\$745**
- Full Spouse/Guest Registration | **\$250**
Includes: Sunday & Monday Receptions and Monday Dinner,
Auction & Entertainment
- Emerging Leaders Full Conference | **\$495**
- Emerging Leaders One-Day (Monday Only) | **\$395**

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December 3-5, 2017 • Motif Hotel • Seattle, WA



Sunday, December 3

3:00 – 7:00 pm Registration Desk Open
6:00 – 7:30 pm Welcome Reception

Monday, December 4

7:30 am – 9:00 pm Registration Desk Open
7:30 – 8:30 am Continental Breakfast and Networking
8:30 – 8:45 am Welcome and Announcements
8:45 – 10:15 am Keynote

Dynamic Leadership – Keys to Sustained Success

Patrick Bettin, Ph.D., Senior Lecturer, Foster School of Business, University of Washington, Seattle, WA

Given the dynamics of the political arena, the complex global economy, the impact of disruptive technologies, and the effects of terrorism, it's no wonder there are no simple answers when it comes to effective leadership in today's rapidly changing world. What are the critical leadership competencies necessary to achieve and sustain success? Does a compelling mission truly energize the workforce? How critical are core values? Is it enough to consistently deliver results? In this session, learn from a compelling case story and discuss many of the competing demands facing senior leaders as they strive to create a customer-focused culture.

10:15 – 10:45 am Coffee Break

10:45 – 12:00 pm Breakout Sessions

Emerging Leaders

The Impact of Culture – Creating and Sustaining High Performance

Patrick Bettin, Ph.D., Senior Lecturer, Foster School of Business, University of Washington, Seattle, WA

The two things attracting executive attention the most right now are strategy and culture. Strategy is how do we reach out into the marketplace? Culture is how do we create and sustain the internal capacity to execute our strategy? Culture can either be a complement to leadership or a substitute for leadership. Culture influences the way women and men work together especially when there isn't someone "looking over their shoulder telling them what to do."

C-Suite

Low Hanging Fruit – Bold Ideas for Increasing Shareholder Value While Eliminating Adverse Consequences

Peter Weinstock, Partner, Hunton & Williams, Dallas, TX

This session will examine 10 bold ideas banks should employ to enhance profitability and mitigate risk. We will discuss lessons-learned stemming from real conversations with a number of clients with billions of dollars in assets. By pinpointing and understanding the presenter's "oops" moments, opportunities and ways to avoid common missteps will be addressed.

Bank Directors

Enterprise Risk Management – Good News or Bad?

Karl Nelson, Founder & CEO, KPN Consulting, Roswell, GA

We are pretty sure that the biggest issue to come from the banking crisis is enterprise risk management. But, is this just another one of those Dodd-Frank things we must endure as directors? Or, perhaps this is one of the positive ideas coming from Dodd-Frank? Join Karl Nelson as he discusses why ERM came to be, where it all actually started, and what it means for directors as they go about their duties in a more strategic fashion.

12:00 – 1:15 pm WBA Luncheon and EDP Graduation

1:30 – 2:45 pm Breakout Sessions

Emerging Leaders

Learning to Listen Like a Leader – Exploring the Differences Between Managing and Leading

Carol Zizzo, Owner/COO, Henley Leadership Group, Seattle, WA

How you listen impacts your results. Listening like a leader is different than how we listen as a manager. And, it is not just in your orientation to your work that creates this difference. In this session, we will explore the differences between management and leadership. As leaders, the demands and chaos of the day can pull us in the direction of managing what is in front of us instead of leading through it. In this interactive session, you will use your current work place challenges to experience the impact of your listening as a manager versus listening as a leader. You will leave knowing the difference and be able to make the shift in any circumstance.

C-Suite and Bank Directors

The Future of Money and Blockchain Technology

Robert Schwentker, Founder & President, Blockchain University, International Speaker and Consultant, San Francisco, CA



2:45 – 3:00 pm

Coffee Break

3:00 – 4:00 pm

Closing Session

The Future of Business – Consumers' Instant Gratification Expectations and Infinite Choices

Darren Pleasance, Managing Director, Global Customer Acquisitions, Google Marketing Solutions, Bend, OR

The world we live in is evolving at an ever-increasing pace.

Consumer expectations are rising and technological capabilities are enabling the delivery of services and experiences in ways that were never possible before. These two factors are self-reinforcing and are driving an era of "accelerating change", raising questions for business leaders as to how they'll need to adapt to remain relevant and competitive. This session will bring to life specific examples of how customer expectations and technologies are changing and implications for businesses over the coming years.

5:30 – 7:00 pm

Reception and BankPAC Silent Auction

Join us for a reception and the annual BankPAC silent auction, benefiting Washington's PAC. Money raised during the silent auction is used to fund the campaigns of worthy candidates who believe in the principles to which our industry is dedicated.

7:00 – 9:00 pm

Dinner and Entertainment

Say a fond farewell to Jim Pishue, outgoing WBA President & CEO, as he begins retirement. Celebrate Jim's 17 years of accomplishments at the WBA with this special tribute.

Tuesday, December 5

7:00 am – 12:00 pm

Registration Desk Open
WBA Breakfast and Legislative Overview

7:30 – 8:30 am

Welcome and Announcements

8:45 – 9:00 am

9:00 – 10:00 am

Keynote

A Sea of Change – Issues and Answers to Bank Distribution and Delivery Channels

Robert Kafajian, President & CEO, The Kafajian Group, Inc., Parsippany, NJ

This session will review the continuing themes and headwinds facing the community banking industry, including the impact of the economic, interest rate, regulatory, and competitive environments, as well as the current state of physical and digital delivery of banking products and services. Attendees will leave the session

with a better understanding of the transitional nature of the next 15 years, and the critical issues that community banks must address to remain profitable, independent, and relevant.

10:00 – 10:45 am

General Session

Spotlight on Washington Real Estate – Challenges and Insights from a Banking Perspective

Jeff Lyon, Chairman & CEO, Kidder Mathews, Seattle, WA

Consistently, Washington has been one of the hottest real estate markets in the entire country. High demand and need for space has created a specific set of challenges as well as opportunities. In this session, Jeff Lyon will look at real estate in Washington from a banking perspective, covering commercial, residential and retail. He will also provide an overview of real estate markets in Seattle, Portland, Spokane and share thoughts on how the Hirst Supreme Court decision may impact banks.

10:45 – 11:00 am

Coffee Break

11:00 am – 12:00 pm

Closing Session

Becoming Digital – The Amazon Way

John Rossman, Managing Director, Alvarez & Marsal, Consultant, Author and Former Amazon Executive, San Clemente, CA

What does "becoming digital" really mean? What is the secret formula for Amazon's world class operations and innovation? Want to learn how to "think" like Amazon? Join John Rossman in understanding how Amazon approaches new industries, and what you might be able to apply in yours.

12:00 pm

Conference Adjourns



For sponsorship opportunities, contact:

Donna Madsen | (206) 344-3484 | donna@wabankers.com
Sponsorships are available on a first-come, first-serve basis. To receive the latest sponsorship availability, contact Donna Madsen.