

Program:
September 9, 2014

Location:
Washington Athletic Club
1325 6th Ave Seattle, WA 98101

Reservations:
(206) 464-3055
Ask for the WBA Room Block.

Conference Registrations:

| | Before 8/24 | After 8/24 |
|---------------------|-------------|------------|
| EDP Students/Alumni | | \$199 |
| WBA/OBA Members: | \$325 | \$375 |
| Non-Members: | \$650 | \$850 |

Cancellation Policy: Registrations may be cancelled up to seven days prior to the conference. All cancellations have a \$50 charge. No cancellation within the seven day period; however, a substitute may attend.

Registration Form

Please complete the following information:

Name _____

Bank/Company _____

Work Address _____

City/State/Zip _____

Phone _____

Title _____

Email _____

Amount to be charged: \$ _____

VISA Mastercard Expiration Date _____

Credit Card # _____

Name on Card _____

Signature _____

Send registration and check payable to Washington Bankers Association, 1601 Fifth Avenue, Suite 1120, Seattle WA 98101. Call us at (206) 447-1700. Fax your registration to (206) 223-6453.



WASHINGTON BANKERS ASSOCIATION

1601 Fifth Avenue
Suite 1120
Seattle, WA 98101
www.wabankers.com

2014 Executive Leadership Conference



Executive Leadership Conference

September 9, 2014
Washington Athletic Club
Seattle, WA



Who Should Attend?

The 2nd Annual Executive Leadership Conference is designed to provide a broad industry perspective to mid- and senior-level bankers who wish to know more about critical issues, national politics and federal updates, risk management, leadership and talent management. Graduates of WBA/OBA's Development Programs (EDP, MDP, RBMDP) and current students are encouraged to attend. Join your banking colleagues for an exclusive networking opportunity and a special bank CEO Panel.

Interested in sponsoring this conference?

We have great sponsorship opportunities available. For information, contact Chelsey Mullins at chelsey@wabankers.com or (206) 344-3484.

Tuesday, September 9

8:30 - 9:00 Registration and Continental Breakfast

9:00 - 9:15 Welcome

Jim Pishue, President and CEO, Washington Bankers Association, Seattle, WA
Linda Navarro, President & CEO, Oregon Bankers Association, Salem, OR
Jeff Deuel, President & COO, Heritage Bank Olympia, WA; Moderator

9:15 - 10:00 Critical Issues Facing the Financial Industry

Steve Brown, President and CEO, Pacific Coast Bankers' Bank, San Francisco, CA

Steve Brown will give insight into key industry changes going on now and what role bank leadership can play to address them head-on. The session will delve into specifics related to new industry dynamics facing banks in order to provide a deeper understanding and analyze future potential risks. Themes include increased competition, rising interest rates, structural changes and other factors, along with specifics to help executive leaders directly address these issues when they return to your bank.

10:00 - 10:30 Policy, Politics and Positioning: How Washington Views the Banking Industry in 2014

Adam Noah, Senior Vice President of Congressional Relations, American Bankers Association, Washington, D.C.

Adam will discuss the political environment on Capitol Hill and how the elections will impact the banking industry. He'll also cover the role of bankers in advancing public policy; the need for bankers to serve as advocates for their banks and the industry as a whole; and provide a legislative update on issues impacting the banking industry.

10:30 - 10:45 Coffee Break

10:45 - 11:15 Retribution: What FDIC Enforcement and Receivership Actions Tell Us about the Standard of Care

John Bley, Attorney, Financial Institutions Practice Chair, Foster Pepper LLC, Seattle, WA

John will analyze federal bank regulatory lawsuits and enforcement actions against officers and directors of failed banks and provide practical insights regarding how current boards and management can manage legal risk.

11:15 - 12:00 The Political and Regulatory Environment in Washington State: A Change in Climate, or More of the Same?

*Rob McKenna, Partner, Public Policy Group
Co-chair, Orrick Law Firm, Seattle, WA*

12:00 - 1:15 Networking Luncheon

1:15 - 2:15 The Secret of the Slight Edge: 212°

Dr. Colleen Hacker, Ph.D., USOC Sport Psychology Registry, Certified Consultant-AASP Consultant-Professional and Olympic Athletes and Teams, Five-Time Olympic Games Coaching Staff, Tacoma, WA

Through stories and examples from the world's best performers, Dr. Hacker will share four essential principles for achieving and sustaining excellence, including:

- The Secret of the Slight Edge (including the role of passion, preparation and perspective)
- The Power of Belief and Expectations (the influence of self-talk, belief and the differential impact that self fulfilling prophecy has on performance)
- The Reaction to Setbacks and Adversity (techniques to grow productively and purposely after failure), and,
- Moving from Me to WE (challenges and techniques to cultivate group and organizational success)

2:15 - 3:15 The Talent Gap: Challenges and Strategy—Bank CEO Panel Discussion

Steve Brown, President and CEO, Pacific Coast Bankers' Bank, San Francisco, CA; Moderator
Mark Grescovich, President and CEO, Banner Bank, Walla Walla, WA
Chris Heman, Market President, Commercial Banking, U.S. Bank – Washington State, Seattle, WA
Melanie Dressel, President and CEO, Columbia Bank, Tacoma, WA
Roy Whitehead, President, Chairman and CEO, Washington Federal, Seattle, WA

The biggest challenge facing your bank may not come from your competition or bank regulators. It may not even come from outside your bank. That's because the biggest challenge facing many banks is finding the next generation of talented leaders to step up and guide the organization as current members of senior management retire. Responding to this "Talent Crisis" requires coordinated strategies to attract and retain strong performers and help them develop the skills they'll need to take on new responsibilities in the future. This panel will feature leading bank CEOs discussing both the challenge and their strategies for responding to it.

3:15- 3:30 Coffee Break

3:30 - 4:30 Employee Engagement is a Decision of the Heart

Mark Crowley, Speaker, Consultant, Author, CA

There's an inherent disconnect between our perception of what motivates employees in their jobs and what truly inspires and drives great performance. Mark Crowley, author of *Lead From the Heart: Transformational Leadership for The 21st Century* shows us why traditional leadership practices have become fully destructive to people (just 3-in-10 US workers now admit to being fully engaged) and introduces us to revolutionary insight on what leaders and organizations must do to reignite and fully re-engage their workforce. Drawing on stunning new scientific and medical discoveries, Mark shows that much of what we've long believed influenced people to perform well in their jobs is entirely wrong.

4:30 Adjourn

About the Conference

Says Liz Wilson, EVP for the Washington Bankers Association, "We added this particular conference to the slate of WBA/OBA educational offerings for a specific reason: to provide an annual high caliber event that bankers can count on year after year, especially graduates of the EDP and our other leadership programs. Compare this agenda to the NW Executive Conference for CEOs and you'll notice that speakers and topics are of similar quality."