



Solutions Showcase 1

- 10:30am** **ICBA Services Network**
Interest Rate Risk Simulation
ICBA Securities offers a full array of simulation models, tailored to the needs of community banks. Whether you are new to simulation models, desiring to become more productive in your ALCO process, or need more powerful tools, the “Risk Manager” can provide you the power and flexibility you need, without the overhead and inconvenience of an in-house solution.
Speaker: Wade Oliver, Vining Sparks, Director of Asset/Liability Management.
- 11:10am** **Promontory** Promontory Interfinancial Network Announces their new service, ICSSM(Insured Cash SweepSM) a **New, Reciprocal Deposit Sweep Service**

Promontory’s newest offering – **ICS, a low-cost, reciprocal, deposit sweep service** – will allow you to provide customers (retail and business) with both **daily liquidity** and **access to multi-million-dollar FDIC insurance**. Your institution will be able to set the interest rates it offers. You can choose to receive matching deposits, or to sell excess deposits for fee income while retaining full control over your customer relationships.
Presenter: Steve Kinner, Sr. Managing Director, Promontory
- 11:50am** **Energy Star**
This session provides an overview of how to use Portfolio Manager a free online tool available from the EPA's ENERGY STAR Program to assess the energy efficiency of your bank. The purpose of this training is to provide users with a step-by-step understanding of Portfolio Manager; arm them with the knowledge to benchmark their current energy use; track savings; and learn about recognition opportunities available from ENERGY STAR. Banks that score a 75 or greater using this tool can earn the ENERGY STAR label for their building.
- 12:30pm** **Bankers Healthcare Group**
Find out why BHG is a leading seller of medical loans to community banks nationwide.
What makes our credit and underwriting model work
Presenter: Al Crawford, Chairman/CEO, Bankers Healthcare Group
- 1:30pm** **ICBA Services Network – Mortgage**
Today’s Mortgage Technology
Join ICBA Mortgage and LenderLive for a discussion and demonstration of the kind of mortgage technology every community banks needs TODAY to maintain

compliance, improve efficiency, and increase fee income while providing you community with the best products and services available in the mortgage industry today.

Presenter: Elizabeth Deal, SVP, ICBA Mortgage

2:10pm

Mission Peak Capital

Mission Peak Capital (MPC) Bond Portfolio Optimization

Since Q2 2009, MPC's primary business focus has been providing PLMBS valuations for over 100 community and regional banks, working with examiners and independent accountants to better understand the impact of PLMBS on bank financial results. Due to the volatility and capital constraints that accompany PLMBS in the current environment, many banks have asked for assistance in an exit and/or hold strategy regarding PLMBS to minimize liquidation loss and minimize volatility.

Wit Solberg, MPC Principal, will demonstrate a bond portfolio optimization quantitative model that solves for PLMBS sell/hold scenarios. Wit will run sensitivities which illustrate minimizing realized loss upon liquidation while also minimizing the volatility of bonds maintained on the balance sheet. Additionally, Wit will discuss successful execution strategies that have resulted in banks meeting their objectives regarding their bond portfolio strategy.

Solutions Showcase 2

10:30am

Mortgagebot – Transforming Mortgage Lending How Community-Bank Lenders Are Using Innovative, Online Technology to Price Loans, Ensure Compliance, and Streamline Mortgage Origination

Complex pricing and compliance issues mean it's a new world for community-bank mortgage lenders. Don't miss seeing **Mortgagebot® PowerSite®**, the integrated point-of-sale solution that streamlines mortgage origination for over 900 lenders nationwide—including hundreds of ICBA members.

Presenter: Bob Brandt, VP, National Sales Manager (Mortgagebot LLC)

11:10am

Quicken Loans We're obsessed with finding a better way for your clients to get a home loan!

Join Quicken Loans Mortgage Services to hear about the advantages and tools we offer your bank to assist in growing your mortgage business. We combine industry-leading technology with award-winning customer service to give you the best of both worlds. And when it comes to customer service, no other lender comes close to our stellar satisfaction ratings! Quicken Loans Mortgage Services can offer your bank fast and efficient processing, industry-leading technology and a wide variety of loan options. And since we specialize only in mortgage lending, we won't be competing for other banking business that's best left up to you.

Presenter: Tod Highfield, Vice President of Quicken Loans Mortgage Services

11:50am

ICBA Services Network

What Do Successful Leading Family Business Owners Do To Smoothly

Transition Their Wealth and Their Bank Through Generations?

Sage Advisors will provide an open forum to discuss how we have counseled and managed successful families through this process for over 30 years

Presenter: Philip J. Toffel Jr., JD, Chief Executive Officer
Sage Hill Advisory & Management

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Presenter: Steve Kinner, VP/Senior Managing Director
- 1:30pm** **Canon**
Canon scanners that are appropriate for RDC at any level (check scanners and document scanners).
Presenter: Bob Ladich, Business Development Financial Markets, Canon
- 2:10pm** **Bankers Healthcare Group**
Find out why BHG is a leading seller of medical loans to community banks nationwide.
How to gain access and participate in the number one economic sector
Presenter: Al Crawford, Chairman/CEO, Bankers Healthcare Group

Solutions Showcase 3

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- 11:10am** **ICBA Services Network**
Funding and Lending – Practical Hedging Strategies for 2010
Vining Sparks Interest Rate Products has an extensive array of interest rate hedging products designed to improve and enhance core banking activities. Join Chris Goodson from Vining Sparks as we explore practical hedging strategies that will improve margin and reduce interest rate risk.
Speaker: Chris Goodson, Vining Sparks
- 11:50am** **Promotions Made Easy**
Does It Really Do That? Marketing That Really Is Turnkey.
Join Moira Shanahan, President and CEO of Cerebrate Marketing, the strategic marketing partner behind ICBA's PromotionsMadeEasy portal for an in depth look at community bank marketing tools and solutions available with just the click of a mouse. During the Showcase Solutions event, Moira will provide access to marketing solutions available for member community banks and provide insight on the results that banks already using the programs see.

Speaker: Moira Shanahan, President & CEO, Cerebrate Marketing

12:30pm

SHAZAM Emerging Trends in the Payment Industry

During this presentation, SHAZAM will cover the emerging trends in the electronic payments industry. You will also learn about debit card fraud, maximizing financial institution profitability, and new technologies playing an important role in the electronic payments industry.

Speaker: Jim Ghiglieri, Vice President of Corporate Communications, Shazam

1:30pm

INTRASWEEP Core, quasi-core, and wholesale funding. How is your bank managing its funding needs?

Concerns over the imbalance of liquidity in the country are leading many bankers to wonder what to do about future funding for their institutions. As the appetite for risk returns to the market and liquidity starts to leave banks, bankers must be prepared to adjust their funding strategies. Join Intrasweep for a discussion of the core, quasi-core, and wholesale funding options available to balance banks' funding needs with demands from customers.

Presenters: Steve Genereau, Chief Deposit Officer, Intrasweep
John N. Drahzal, President, Intrasweep

2:10pm

BoeFly

Witness the genius of BoeFly.com connecting all parties along the deal continuum from loan origination to secondary markets. Get exclusive access to BoeFly's online exchange and see first hand how our compatibility scoring, trading tools, and settlement services designed by lenders for lenders will improve your bottom line.

Presenters: David Naylor, Executive Vice President, BoeFly
Mike Rozman, Executive Vice President, BoeFLy