



Join us for an event designed specifically for bank human resources and marketing professionals! With sessions for today's banking leaders, along with focused content for marketers and human resources professionals, this event provides the insights and tools you need to enhance your skills and elevate your banking career.

Human resources and marketing professionals collaborate with every part of the bank, playing a crucial role in building strong teams and fostering relationships with customers. By working closely with all employees, departments, and functions, HR and Marketing help drive the bank's success. To support this collaboration, IBA is excited to present the 2025 Fusion Conference, taking place April 9-10 in West Des Moines. The event will feature general sessions alongside specialized HR and Marketing tracks. Be sure to use the attached registration to secure your spot today!

### Location

West Des Moines Sheraton Hotel  
1800 50th Street, West Des Moines  
Ph. 515-223-1800

A block of rooms has been reserved at the hotel at a rate of \$134. Please ask for the IBA room block by March 18, 2025 to ensure conference rates. See the conference website at [ibafusion.com](http://ibafusion.com) for the online hotel reservation link.

### Conference Website

See the conference website at [ibafusion.com](http://ibafusion.com) for additional information about the event, including CE, handouts, links and more!

### Who Should Attend

This conference has been developed to meet the needs of all levels of supervisors, managers and team leaders, human resource professionals, public relations, marketing professionals and CEO's.

### Questions

If you have any questions or need additional information about the Fusion Conference, contact Maggie Klocke, [mklocke@iowabankers.com](mailto:mklocke@iowabankers.com) or 515-286-4372.

### Attire

Attendees are encouraged to be comfortable in business casual attire throughout the conference.

## 2025 IBA FUSION CONFERENCE

APRIL 9-10, 2025

#459

### Registration Information:

Fees includes all sessions, reception, continental breakfasts, luncheons, breaks and handout materials.

Members           \$345  
Nonmembers       \$690

Cancellations received before April 1 will receive a full refund minus a \$20 cancellation fee. No refunds after April 1. Substitutions allowed anytime.

### Mail Payment To:

Attention: Registrar  
Iowa Bankers Association  
8901 Northpark Drive  
Johnston, IA 50131-6200  
or Online at [www.iowabankers.com](http://www.iowabankers.com)

Bank \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Name \_\_\_\_\_

E-Mail \_\_\_\_\_

Name \_\_\_\_\_

E-Mail \_\_\_\_\_

Registration in Iowa Bankers Association (IBA) events and activities constitutes an agreement by the attendee to the IBA's use and distribution, both current and future, of the attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities. Please check [iowabankers.com](http://iowabankers.com) for more details.

# IBA FUSION CONFERENCE

April 9-10, 2025 | Sheraton Hotel West Des Moines

## April 9

8:15 am Registration & Continental Breakfast

9:00 am Welcome - General Session

**7 Habits That Will Transform Your Work & Life**

*Derek Deprey*

10:20 am Break with Exhibitors

10:45 am Breakout Session Tracks

**HR: Succession Planning Panel**

*Iowa Division of Banking*

**Marketing: Telling the Story of America's Banks**

*Peter Cook, American Bankers Association*

12:00 pm Lunch

1:00 pm Breakout Session Tracks

**HR: Live, Love, Laugh.. and Other Activities That Will Get Your Managers Sued**

*Brent Hinders, Hopkins & Huebner, P.C.*

**Marketing: Mastering Multi-Channel Marketing for Banks: A Blueprint for Success**

*Bailey Ronnebaum, forbinfi*

2:00 pm Break with Exhibitors

2:20 pm Breakout Session Tracks

**HR: Interviewing for Results**

*Suzi Kalsow*

**Marketing: Next Generation of Bank Customers**

*Devin Kono, Mills Marketing*

3:30 pm Break with Exhibitors

3:45 pm General Session

**What's Wrong With You? Behavior Styles**

*Suzi Kalsow*

4:45 pm Reception

Now the work is done for the day! Relax, take some time to network with your Human Resources and Marketing peers, and have a great time!

## April 10

8:00 am Breakfast

9:00 am Breakout Session Tracks

**HR: You Received an Employment Civil Rights Charge: What Now?**

*Jill Jensen-Welch, Dickinson, Bradshaw, Fowler & Hagen P.C.*

**Marketing: Content with Character: Using AI to Humanize (and Streamline!)**

*Ben Pankonin, Social Assurance*

10:15 am Break

10:30 am General Session

**Generation Conversation**

*Brandi Spurling*

11:45 am Adjourn

## CONFERENCE INFORMATION



Scan here or more  
conference info

### More Information

For more detailed information and session descriptions visit the event website at [www.ibafusion.com](http://www.ibafusion.com).

### Questions

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