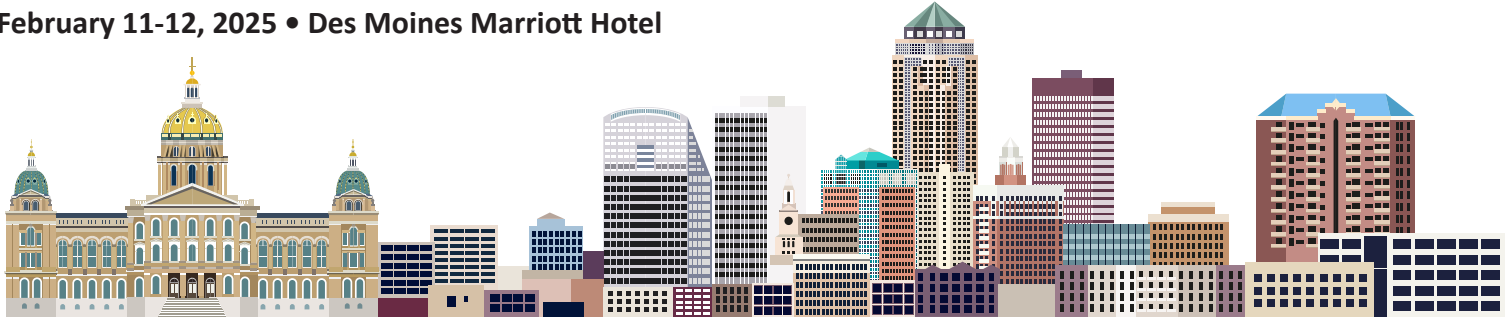


2025 IBA BANK MANAGEMENT & POLICY CONFERENCE

February 11-12, 2025 • Des Moines Marriott Hotel



Join us for the 2025 Bank Management and Policy Conference. This annual event brings together the best minds in the financial services industry to explore key areas influencing the industry. Sessions include technology integration, AI use in the financial services, and legislative and economic updates. You will also hear from Iowa leaders about the current financial landscape so you can make informed decisions for your bank. You'll also have the opportunity to attend IBA's annual Legislative Reception and the IBA/IBIS Annual Meeting.

IBA/IBIS Annual Business Meeting & Industry Update

Tuesday, February 11 • 9:00 - 10:00 a.m.

A review of the past year for IBA and IBIS, plus an industry update panel discussion. Membership input is encouraged.

Legislative Reception

Iowa Taproom, 215 E. 3rd Street

Tuesday, February 11, 5:00 - 6:30 p.m.

Shuttle service will be provided between the Marriott Hotel and the Iowa Taproom. Parking is also available at the Iowa Taproom.

Who Should Attend

This conference is designed for bank leadership, including CEO's, management team members and bank directors.

Accommodations

Downtown Des Moines Marriott

700 Grand Ave., Des Moines 50309

Room Rate: \$136

Reserve rooms directly with the hotel no later than January 8. After January 8, reservations will be based on availability. For reservations call the Marriott Hotel at 515-245-5558 and ask for the Iowa Bankers room block.

Questions

Contact IBA's Darcy Burnett at 515-286-4300 or dburnett@iowabankers.com.

SESSION TOPICS INCLUDE -

FOMC Board Member Michelle Bowman, AI Implementation, Legislative Updates, Technology Integration, Iowa Industry Update, Economic Outlook, Division of Banking, Driving Profitable Relationships



2025 IBA BANK MANAGEMENT & POLICY CONFERENCE

Registration Information

IBA Member \$345
Non-member \$690

Refunds will be made if requested by 2/1/2024.
Substitutions allowed any time.

Mail this form with payment to

Attn: Registrar
Iowa Bankers Association
P.O. Box 6200
Johnston, IA 50131

Or register online at www.iowabankers.com

Company

Address

City, State, Zip

Phone

Name

E-mail

Name

E-mail

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Tuesday, February 11

8:30 am Registration & Continental Breakfast

9:00 am IBA/IBIS Annual Meeting

Adam Gregg, President & CEO, IBA; Chad Ellsworth, President, IBIS; Robert Hartwig, President, IBMC; Sharon Presnall, Sr. Vice President, IBA

9:45 am Refreshment Break

10:00 am Community Banking and What's Ahead

Governor Michelle W. Bowman, Federal Reserve Board of Governors

Michelle W. Bowman is a member of the Board of Governors of the Federal Reserve System. As a member of the Board, she is a permanent voting member of the Federal Open Market Committee. She leads the board committees on smaller and community banks, as well as consumer and community affairs. She also serves on committees that broadly address supervision and regulation and payments. Prior to her appointment, she served as the State Bank Commissioner of Kansas.

11:00 am Break

11:30 am Data: The foundation of Successful AI Implementation

Fabio Biasella, EngageFI

Emerging trends in artificial intelligence offer tremendous potential for financial institutions. Realizing the potential is not possible without one critical foundation: data. Without a robust data strategy, implementing AI effectively becomes a significant challenge. Ensure data is ready to support AI-driven products and solutions before making the investment.

12:15 pm Lunch

1:30 pm Legislative Update

Jon Blum, American Bankers Association

Hear about key policy issues and ABA's advocacy priorities and its response to regulatory changes facing banks. As the vice president of Congressional relations, Blum is an experienced policy advisor. He was previously the Deputy Assistant Secretary for Legislative Affairs (Banking and Finance) for the U.S. Department of the Treasury. At Treasury, he provided legislative and political strategy on financial sector issues, including banking regulation, anti-money laundering reform, fintech, cybersecurity, and insurance.

2:15 pm Break

2:30 p.m. Integrating Technology Into Your Enterprise Strategy

Trent Fleming, Fleming Consulting, Germantown, TN

Historically, banks have had two strategic plans: an enterprise, or business plan, and a separate technology plan. This is no long a tenable position, as technology is a driving force behind most strategic initiatives. Discuss methods of integrating technology planning into your enterprise planning efforts.

3:30 pm Break

3:45 p.m. Superintendent of Banking Update

James Johnson, Iowa Division of Banking

Legislative Update

What are the issues in the Iowa legislature this year. IBA staff will provide a briefing, answer questions, and prepare you with the information you need for the evening's reception with legislators.

5:00 p.m. Legislative Reception at the Iowa Taproom

Iowa Taproom

Engage with Iowa legislators at this casual event following the conference.

6:30 p.m. Reception ends

Wednesday, February 12

7:30 a.m. Networking Breakfast

8:30 am State of the Industry – Iowa Panel

Iowa's economy is resilient, but challenges remain over labor shortages, interest rates, elevated prices and moderating economic growth. This panel brings together leaders in Iowa's ag, manufacturing, and retail sectors to discuss how Iowa's economy is faring.

9:30 am Break

9:45 am Fraud - Current Trends and Resources

Paul Benda, American Bankers Association

Paul Benda is the Executive Vice President for Risk, Fraud and Cybersecurity at ABA. He will share the latest in what fraudsters are doing and how the industry can detect and prevent.

10:45 am Break

10:55 am Why Some Bankers Drive More Profitable Relationships

Jack Kasel, Anthony Cole Training Group

In most banks, 15% of all consumer relationships drive 75% of deposits and 50% of revenue. Additionally, business relationships with treasury management and the primary operating account will have three times the return on capital as a standalone loan. You know the bankers in your group who are skilled at identifying primary relationships and properly leveraging them. What are those bankers doing differently than others?

Noon Conference adjourns