

2019 Iowa Bankers Association's Next Generation Bankers Forum

Thursday, August 1, 2019

Sheraton Hotel, West Des Moines > 9:00am - 4:00pm

Designed to help you grow your career and leadership skills as part of the next generation of bank leaders in Iowa.

> Who Should Attend?

The forum is designed for the next generation of bank leaders in Iowa looking to develop skills to help grow their career, gain leadership skills and knowledge of the banking industry, and network with peers.

> Why Should You Attend?

- ▶ Collaborate and network with next generation banking peers from across Iowa.
- ▶ Share ideas and industry best practices.
- ▶ Gain tools for leadership skills for your career in banking.
- ▶ Leave with strategies and tools to thrive in an ever-changing environment.

> Registration Fee: \$150 per person

Registration fee includes continental breakfast, breaks, lunch, and all handout materials.

- ▶ Register online or download a registration form at www.iowabankers.com (Education/ Training, Event Calendar)

Featured Speakers



Joe Micallef



Sarah Noll Wilson



Jodie Beach



Dave DeFazio

Next Generation Bankers Forum

Thursday, August 1, 2019

#447

Registration fee includes one luncheon, breaks, breakfast, and all handout materials.

Members \$150
Nonmembers \$300

Mail form with payment:

Attn: Registrar
 8800 NW 62nd Ave.
 Johnston, IA 50131
 Ph. 800-532-1423

or register online at www.iowabankers.com

Questions: Contact Maggie Feldmann at (515) 286-4372 or mfeldmann@iowabankers.com.

Bank _____

Address _____

City _____ State _____ Zip _____

Phone _____

Name _____

E-Mail _____

Name _____

E-Mail _____

Program Agenda

Thursday, August 1, 2019

Sheraton Hotel, West Des Moines > 9:00am - 4:00pm

Thursday, August 1

- 8:30 a.m. Registration and Continental Breakfast
- 9:00 a.m. Welcome and Opening Remarks
- Top 10 Tips for Greater Success**
Joe Micallef
 Throughout the conference Joe Micallef will share his passion for growing banks and watching movies in an entertaining presentation that combines valuable leadership advice with memorable movie moments. With more than 27 years experience successfully leading banks across the globe, Joe will share his top 10 tips and techniques for achieving greater leadership success and bank growth. Participants will walk away with a number of tactical and philosophical tips that will support key takeaways from the conference and help improve your leadership skills, behaviors and beliefs.
- 9:15 a.m. **Clarifying Your Why**
Sarah Noll Wilson
 In this interactive session, Sarah Noll Wilson will teach us what we need to know about the clarifying your why as a leader, as an organization, and as a person. As an Executive Coach, Keynote Speaker, Transformer of Teams, Researcher, soon to be Author, Sarah helps people close the gap between what they intend to do and the actual impact they make. Sarah creates a safe, honest environment, preparing people to deal with real-world conflict, have more meaningful conversations, and create purposeful relationships.
- 10:30 a.m. Networking Break
- 10:45 a.m. **Think Quick! Etiquette Dos & Don'ts**
Jodie Beach
 Should your business socks match your shoes or your slacks? Does your name badge go on the right side or the left side? When should you start talking business at a meeting

over a meal? Jodie Beach will answer these questions and many more during her fast paced presentation on business etiquette. In addition to business skills and dining etiquette, she will challenge you to take a look at the visual image you are projecting to your customer.

- 11:45 p.m. Networking Lunch
 > Sponsored by Bankers' Bank
- 12:30 p.m. **Networking Round Table Activity**
 This session will provide an opportunity to participate in multiple hot-topic roundtable discussions. Topics will be explored from the varied perspectives of table participants. There will be three different roundtable segments, each with a different topic.
- 1:30 p.m. Networking Break
- 1:45 p.m. **Industry Panel**
- 2:30 p.m. Networking Break
- 2:40 p.m. **Amazon Prime Effect**
Dave DeFazio
 Subscription services are quickly becoming the dominate strategy of today's best retailers and have caused a monumental shift in the way people buy. More than 50% of all American households now subscribe to Amazon Prime, and more than 200 million people subscribe to this and other retail services such as Netflix, Spotify, Dollar Shave Club, Costco and AAA. Bank marketers have a duty to understand these trends and drive their banks beyond just transactions to connect better with the lifestyles of today's modern consumers.
- 4:00 p.m. Adjourn



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BANKERS' BANK
Always your partner, never your competitor.™

Don't miss this opportunity to unlock your potential!

Register online at iowabankers.com (Education/Training, Event Calendar)