

March 6 & 7, 2018
Courtyard by Marriott, Bismarck



LEAD360

CONFERENCE



NORTH DAKOTA
BANKERS
ASSOCIATION



Overcome Challenges - Initiate Strengths!

**Service Strategy ♦ Banking Trends ♦ Customer Experience ♦
Technology & Interaction ♦ Data-Driven Decision Making**

WHO SHOULD ATTEND

Bank leaders in sales, lending, marketing, retail and customer service should attend **LEAD360** to gain personal and professional benefits.

We are all called to lead!

Tuesday, March 6

8:00 am Registration and Continental Breakfast

8:30 am Welcome

8:30–9:30 am Rapid-Fire Roudtables

Join us for a fast-paced networking session to get to know other attendees and discuss current issues.

9:30 am Break

9:45–10:45 am “Why Becoming a Person of Influence Should be Your #1 Priority”

Erick Rheam, Rheam Connections, Clear Creek IN

One cannot achieve anything of significance without the help of others. That’s why it’s paramount to gain buy-in to achieve true success. The success in your life is proportional to the influence you have with others...and your influence is the result of your “vibe” and how you leverage influence through times of change and conflict.

11:00–11:55 am “The World Belongs to the Encourager”

Erick Rheam, Rheam Connections, Clear Creek IN

Life is hard and challenging, especially with change as our constant companion; however, there is one relationship tool that will never become obsolete: Encouragement. In this motivational talk, Erick will share a compelling real-world story of rags to riches and invite the audience to embrace the idea of becoming an encourager and show them why it’s their greatest investment for success.

Learn how to become an encourager.

12:00 pm Lunch and Networking

1:00–1:45 pm “Adopting Technology for a Changing Customer Base”

Terry Fields, Datrue Process Automation, Mandan ND

As in-branch transactions decline, learn how banks are using technology like currency recyclers, teller automation, and ITMs – as well as employing universal bankers – to engage customers and facilitate relationships.

1:45–2:15 pm Break and Visit with NDBA Business Partners

2:15–3:00 pm “Advisory Analytics: Complex Reporting, Customer Behavior & Processing Analysis”

Arden Sustad, Journey Technology Solutions, Sioux Falls SD

See your data differently. Community bank’s data requirements are growing rapidly. At a high level, these requirements include complex reporting and customer behavioral analysis. Real-world case studies will illustrate the use of data to refine decision making. Discover operating costs, compare profitability among DDA products, analyze attrition behaviors and identify opportunities within customer base.

Use data to make effective business decisions.

3:00 pm Break

**Are you a person of influence?
You can be.**

3:15–4:00 pm

Moderated Panel Discussion

What keeps you up at night? Generating new leads, promoting your brand, inbound marketing, leveraging data, the Internet of Things or predictive analytics? Szudera will moderate a panel discussion with experts to delve into your biggest issues and get answers to your most pressing questions.

Get answers to the questions that keep you up at night.

4:00–5:00 pm

Reception

Wednesday, March 7

7:00–7:45 am

Hot Breakfast

7:45–8:45 am

“Branch Transformation Strategies: Combining Technology & Human Interaction for an Intelligent Experience”

Anthony Burnett, LEVEL⁵, Atlanta GA

As younger customers rapidly adopt new self-service technologies, creating a personal experience for each customer has never been more important. Now more than ever, community institutions need to effectively manage the costs of acquiring new customers while servicing existing accounts. They must also manage costs across a multi-channel network.

8:45 am

Break

9:00–10:00 am

“Stop Selling and Start Connecting: Why Your Marketing program Isn’t Working!”

Patrick Dix, SHAZAM, Johnston IA

Digital media is changing the way we market to customers.

It’s not enough to be your community’s “Hometown Bank.” You can’t just tell a potential customer it’s your people that make the difference. The number of years you’ve been in business doesn’t mean anything to your potential customer. Information is coming at your customers and your potential customers faster than ever. The volume can turn to white noise if you don’t stop and pay attention to how you target customers, when they see your message, where you deliver that message and how you tell your institution’s story. This session explores the ways digital media is changing the way we market to customers, the new ways customers are digesting the information you serve up and how you can differentiate your message by connecting with customers instead of trying to sell to them.

10:05–11:00 am

“Never Give Up! The Survivor Way”

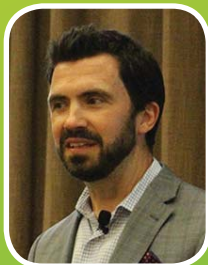
Holly Hoffman, Survivor Nicaragua Finalist, Sioux Falls SD

As we survive life’s challenges, we come face to face with fear and uncertainty. Challenges allow us to step out of comfort zones and push ourselves beyond our limitations. How we choose to overcome challenges makes us who we are and strength in times of difficulty proves our character and self-worth. As Hoffman shares her experience of being on a reality show, she encourages attendees to think about how to survive on a daily basis. With six simple words to develop survival skills, you can take on any challenge you face.

11:00 am

Adjourn

Keynote Speakers



Anthony Burnett
LEVEL⁵
Atlanta GA



Patrick Dix
SHAZAM
Johnston IA



Terry Fields
Datrue Process
Automation
Mandan ND



Holly Hoffman
Survivor Nicaragua
Finalist
Sioux Falls SD



Erick Rheam
Rheam Connections
Clear Creek IN



Arden Sustad
Journey Technology
Solutions
Sioux Falls SD

HOTEL INFORMATION



A block of rooms has been reserved at the Courtyard by Marriott.

Deadline to reserve rooms: February 12

Please call the hotel directly and ask for the *North Dakota Bankers Association* room block.

Courtyard by Marriott

3319 N 14th Street, Bismarck ND
Phone: 701.223.6667
Room rate: \$139

REGISTRATION

Registration fee includes entrance to sessions, breakfasts, lunch, refreshment breaks, conference materials and the evening reception.

Register by February 15 and save!

Fees listed are per person.

	Advance	After February 15
NDBA Member	\$295	\$320

Refund Policy

Refund less \$25 will be made if requested one week prior to conference. No refunds after that date. If you are unable to attend, substitution by another bank employee is encouraged.

Tax Disclaimer

The cost for all meals and breaks at the conference is \$55. This information is provided for your tax records, in keeping with the IRS 50% deductible provision under Section 274(n) of the Internal Revenue Code.

Thank you to our sponsors.

Special thanks to the NDBA Marketing Committee members who helped plan this year's conference: Steve Heydt, Shantel Hellman, Pam Knudson, Tim Rensch, Shelley Szudera, Alison Wald, Melissa Wulf and Lonna Willer Smith.



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**Questions? Contact NDBA SVP of Education
Dorothy Lick at 701.223.5303.**



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Organization Information

Bank/Company _____ Phone _____

Address _____

City _____ State _____ Zip _____

Registrants

Registrant 1 _____

Email _____ Branch Location _____

Registrant 2 _____

Email _____ Branch Location _____

Registrant 3 _____

Email _____ Branch Location _____

Total Due _____



NORTH DAKOTA
Bankers
ASSOCIATION

Mail this form with payment to:

North Dakota Bankers Association
Attn: Registration
PO Box 1438
Bismarck ND 58502-1438

Or email to: ndba@ndba.com

- Please send an invoice.
- Check enclosed.
- I'd like to pay by credit card. Please contact me.