



Arkansas Bankers Association
Security Conference



March 10-11, 2010

Wyndham Riverfront
North Little Rock, AR

Social Engineering ♦ Cyber Security: the Next Big Disaster ♦ Media Relations
Training New Employees on Bank Robbery Procedures ♦ Understanding Embezzlement
♦ Mortgage Fraud: an Introduction ♦ Security Legal Liability Issues
♦ Social & Workplace Violence Survival Techniques

7:45 a.m. - 8:15 a.m.

Registration

Conference Notebooks sponsored by:
BLU3 Technologies, Inc.

8:15 a.m. - 8:30 a.m.

ABA Update & Announcements

8:30 a.m. - 10:00 a.m.

Social Engineering

Barry Thompson, CRCM

Financial Institutions across the country prepared for the Identity Theft Red Flag Regulations. Now learn the one area where the regulations missed the real world! Using the concepts of Social Engineering the criminal can attack your institution in person via the internet or through your call center. Risk management professionals no matter their area of expertise need to know how these attacks work and exactly why their staff will fail during the attack.

10:00 a.m. - 12:15 p.m.

Concurrent Breakout Sessions

Session I: 10:00 a.m. - 11:00 a.m.

Session II: 11:00 a.m. - 12:00 p.m.

Mortgage Fraud: An Introduction

Barry Thompson, CRCM

Mortgage Fraud has become the newest way to obtain fabulous wealth illegally. Across the nation, task forces are being organized to combat the growing problem. Rogue appraisers, contractors and real estate agents have lead financial institutions down a new path in crime. This fast moving session teaches the novice about mortgage fraud and how it operates. This program reviews different types of loan fraud and the red flags to look for to protect your institution. This is a great introductory session for people with little or no understanding of this crime.

Cyber Security: The Next Big Disaster

Bruce Upton- Blu3 Technology

Can a cyber security attack bring your Bank or the whole Internet down? Find out the plans the bad guy hackers have for your Internet connection! A fast moving seminar designed to tell you the newest threats and how they will affect your Bank, how you can protect yourself, and what to do when the bad stuff happens. Coverage includes the recent regulatory guidelines, the newest cyber attack hacks, and the Cyber Security Act of 2009.

The Good News/Bad News:

Making the Most Out of Media Relations

Debi Barnes- DD&F Consulting Group

Banks are getting their share of media attention these days...and it's not all good. Learn when and how to tell your bank's story to get positive press, minimize negative press, develop positive relationships with the media industry and get the press your company wants and deserves. This session will include topics like when is news... "news"?—the news making process, when and how to tell your story when the news is good...and when it's bad, what to do to prepare for a "bad news" event, how to create a "good news" event, how to prepare for a media interview and interviewing tips, how to work with (and not against) the media industry, and how Social Media is changing the way your bank's story gets told.

12:15 p.m. - 1:00 p.m.

Lunch

1:00 p.m. - 3:00 p.m.

Concurrent Breakout Sessions

Session III: 1:00 p.m. - 2:00 p.m.

Session IV: 2:00 p.m. - 3:00 p.m.



Social and Workplace Violence Survival Techniques

Dana Turner- Security Education Systems

This presentation addresses the increasing threat of violence -- including the mystique about workplace violence -- that presents special concerns for the Security Officer and institution's employees. Statistically, one in every four Americans will become the victim of a violent act during their lifetimes, either at home, at work -- or anywhere in between. One of every six violent events occurs in the workplace. And most people are unprepared to make the decisions that may save their lives. The likelihood of becoming a victim of a violent crime is present in the related crimes of simple assault, sexual assault, burglary, robbery, extortion, hostage events, bomb threats, relationship abuse, terrorist acts and "random" assaults.

Training New Employees on Bank Robbery Procedures

Kelvin Hobbs- Liberty Bank of Arkansas

This presentation will highlight the importance and requirement of Bank Robbery Training for new hires. The session is an overview of suggested new hire Bank Robbery Training core curriculum content and is designed to assist those who are responsible for this training with an end goal of developing security consciousness in the attitudes of new employees.

Security Legal Liability Issues:

How Arkansas Banks Can Avoid The

Result in Shames-Yaekel v. Citizens National Bank

Bill Waddell- Friday, Eldredge & Clark

This presentation will analyze the holding in the Illinois case of Shames-Yaekel v. Citizens National Bank, 2009 U.S. Dist. LEXIS 75093 (N. D. Ill. August 21, 2009) and will predict how Arkansas courts would decide the same issue. The presentation will also focus on practical ways to avoid the result in Shames-Yaekel on the theories argued in that case as well as other theories of liability under Arkansas law.

3:00 p.m. - 3:30 p.m.

Refreshment Break with the Vendors

3:30 p.m.

Vendor Drawings

3:30 p.m. - 5:00 p.m.

Building Relationships with Law Enforcement:

How to Get Your Cases Prosecuted

Dana Turner & Barry Thompson, CRCM

Bankers with no knowledge of how law enforcement operates find themselves at a loss to obtain prosecution of their cases. No longer can you hand a counterfeit check to law enforcement and expect them to handle your case. This joint session with our two keynote speakers reviews what you need to do before you call law enforcement for help! This new program will educate the beginner as well as presenting a good review for the seasoned security officer!

Thursday, March 11

8:30 a.m. - 9:00 a.m.

Continental Breakfast

9:00 a.m. - 12:00 p.m.

Embezzlement for Investigators:

When Everyone Lies, Cheats & Steals

Dana Turner- Security Education Systems

Embezzlement has become the nation's favorite financial crime -- and losses attributed to embezzlement are greater than those from all other financial crimes combined. Embezzlement is often the most complicated crime to discover -- or to investigate. Embezzlement is both a "property" and a "people" crime -- it's not just a document or technological crime. Embezzlement is the intentional misuse or misappropriation of funds or property entrusted to an employee -- or some other person who has power, control, trust or authority over money or property.

Understanding the crime of embezzlement is critical to every investigator. That's right -- every investigator. To plan any investigative strategy, you have to understand the unique "people, places and things" involved so that you can identify potential witnesses and suspects, and know where to look for evidence. Embezzlement crimes usually contain an abundant evidence trail that most other crimes do not. But you have to know where to look and what you're actually looking for. While this presentation isn't so much about conducting a financial crime investigation, your participation will help you to plan and execute a professional one.

Thanks to our Conference Partners!

ADT Security Services
exhibitor



BLU3 Technologies, Inc.
sponsor &
speaker provider



DD&F Consulting
speaker provider



Federal Protection
exhibitor



Fleming Network Services, Inc.
exhibitor



Friday, Eldredge & Clark
speaker provider



Liberty Bank of Arkansas
speaker provider



Red Hawk
exhibitor



Debi Barnes

- Principal with DD&F Consulting in Little Rock, AR
- Provides marketing expertise with primary focus of assisting clients with sensitive strategic marketing and communication issues
- Has over 24 years of experience in banking and bank marketing



Kelvin Hobbs

- Vice President/Bank Security Officer with Liberty Bank of Arkansas in Siloam Springs, AR
- Has a 36 year career history of law enforcement and physical security
- Served 26 years with the Siloam Springs Police Department where he was a criminal investigator and retired as Assistant Chief of Police



Barry Thompson

- Writer and Author who contributes to Bankersonline.com and Bankers' Hotline and other publications
- Has worked in the financial services industry for over three decades and has handled over 900 security cases
- Nationally-recognized speaker who has appeared at many financial industry conferences



Dana Turner

- Security Practitioner based in Texas
- Has served as a law enforcement officer in several capacities and is currently in his 38th entertaining year of crime
- A speaker and conference facilitator who has delivered thousands of presentations



Bruce Upton

- Founder and President of Blu3 Technologies
- Served over 20 years in the U.S. Air Force including over 10 years as Communications Security Officer
- Has over 30 years of experience in project management, information security, data networking, IT audit, data encryption and operations



Bill Waddell

- Attorney with Friday, Eldredge & Clark in Little Rock, AR
- Areas of practice include business litigation, class action defense and church and religious law
- Admitted to Arkansas Bar in 1984

Registration Form & Details

Location

Wyndham Riverfront
#2 Riverfront
North Little Rock, AR
Reservations: (501) 371-9000 or (866) 657-4458
(Room Block closes on February 17, 2010. Please reference the 2010 ABA Security Conference to ensure group rate.)

Registration & Cost

Please register for the conference by February 9, 2010 to qualify for the early registration rates. To register for the conference, complete the registration form below. Registrations will be accepted by fax or mail. You may include payment with your registration form, pay with a credit card, or your bank/company will be invoiced for the amount due.

<u>Full Registration:</u>	<u>Early</u>	<u>After Feb. 9</u>
Banker/Member	\$400	\$450
Additional Attendee	\$250	\$300
Non-Member	\$600	\$700
Additional Attendee	\$450	\$550

Cancellation

All cancellations must be submitted in writing and may be faxed to (501) 376-9243. Full refunds will be made if written notice of cancellation is received by **February 24**. No refunds will be made for cancellations received on or after **February 24**. Substitutions are welcome and encouraged, and must be submitted in writing.

More Information

Registration fees include instruction and materials. Lunch will be provided on Wednesday, March 10. To receive a registration confirmation, please provide an e-mail address on this registration form. Dress for the conference is business casual. To ensure your comfort, please bring a jacket or sweater- the room temperatures are often hard to control. If you need additional information, please contact the Education Division of the ABA at (501) 376-3741.

Continuing Education

The Security Conference has been approved for **3 general (CLE) credits** through the Arkansas Continuing Legal Education State Board of Law Examiners.

The Institute of Certified Bankers (ICB) is dedicated to promoting the highest standards of performance and ethics within the financial services industry. **The 2010 Security Conference has been approved for 12.50 CFSSP credits.** This statement should not be viewed as an endorsement of this program or its sponsor.

Who Should Attend?

Security Officers

Operations Managers

Chief Information Officers

Branch Managers



2010 ABA Security Conference
Wyndham Riverfront, North Little Rock

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(Please copy form if needed for additional registrants)

Bank/Company Name _____

Registrant Name _____ Title _____ E-mail _____

Registrant Name _____ Title _____ E-mail _____

Registrant Name _____ Title _____ E-mail _____

Address _____ City _____ State _____ Zip _____

Registration Contact _____ Phone _____ E-mail _____

PAYMENT INFORMATION

Charge my: Mastercard  Visa 

Account Number _____

Expiration Date _____

Name on Card _____

CSC Number _____

(3-digit security code on back of your card)

Fax: Please Invoice (ABA Members Only)
Fax to: (501) 376-9243

Mail: Check Enclosed (Payable to ABA)
Arkansas Bankers Association
Education Division
1220 West Third Street
Little Rock, AR 72201

Note: If you would prefer to give us your credit card information over the phone, please call the ABA Education Department at (501) 376-3741.

ABA Use Only:

Registered: _____ Check: _____

Received: _____ Amount: _____