

Welcome to 2019 ABA Mega Con

Go big or go home—that's the Megasaurus motto.

And that's what we do every year with our ABA Mega Conference, which combines eight of our annual conferences into one incredible experience that includes professional development, networking, and an on-site trade show.

Connect with peers from across the state and hear from qualified speakers to bolster your banking knowledge. Each day can be customized to your needs, whether you need to know more about agriculture banking, bank management, compliance, lending, marketing, security, technology, and trust.

We've also got some mega lunch time opportunities. Tuesday's lunch includes a hemp banking panel, while Wednesday's lunch features Rob Nichols, CEO & president of the American Bankers Association.

Join us for one or both days, or even just for our Tuesday lunch panel discussion.

As you sign up at www.arkbankers.org/mega.aspx, select your preferred track(s). Your selection gives us a head count for each track, but you are welcome to attend any of the sessions offered. All tracks combine for keynote, networking breaks, and lunch sessions.

Reserve your spot now—and join over 300 bankers from across the state!

ABA TRADE SHOW

Find the products and services your bank needs at the annual ABA Trade Show.

Exhibitors:

- Magna IV
- GSB/Wisconsin
- 3SI
- Foundation Life Insurance Company of Arkansas
- Telecom
- BKD, LLP
- Johanson Group/DBSquared
- Bankers Healthcare Group
- SBS CyberSecurity
- NetGain Technologies
- Works24
- U of A Sam Walton College of Business
- Mainstreet Advisors
- Federal Protection, Inc.
- DD&F Consulting Group
- Southern Pioneer P&C Insurance Companies
- KeyState Captive Management
- DataMax
- Brandon Moffitt ESQ Realty Group
- OneDigital Health & Benefits
- PCA Technology
- Equias Alliance
- JMARK Business Solutions
- AAMSCO
- FIS

SOCIAL MEDIA

We know you're going to make some great new contacts in the industry.

We'd love to follow along.

Megasaurus is on Instagram as @MegaChomps.

Arkansas Bankers Association is on Twitter, Instagram, and Facebook as @ArkBankers.

Tag us and use #ABAMega.



EIGHT TRACKS



Bank Management

Tuesday, October 8

- 9:30 am **Growing a Culture of Leadership**
Jeff Peden, *CultureDocs*
- 10:45 am **Your Customers are Carrying a Credit Card—Is it Yours?**
James Hudson, *TIB*
- 1:45 pm **Seven Strategies to Increase Profits, Boost Productivity, & Ramp Up Business Velocity**
Tom Douglas, *JMARK Business Solutions, Inc.*
- 3:00 pm **Key Technology Trends to Avoid**
Trent Fleming, *Trent Fleming Consulting*
- 4:15 pm **How Artificial Intelligence Empowers Bank Executives to Stay Human-Focused & Profit-Driven**
Panelists TBA, *BOND.AI*



Marketing

Tuesday, October 8

- 9:30 am **Creating High-Quality Customer Experiences Through Design Thinking**
Amy Baker, *Spry*
- 10:45 am **Starting with the Why—Building a Marketing Strategy**
Glenn Crockett & Lori Case Melton, *Dave Creek Media*
- 1:45 pm **Social Media: Paid, Owned, Earned**
Pat Howard, *SHAZAM*
- 3:00 pm **Compliance in Advertisements**
Darlia Fogarty, *Compliance Alliance*
- 4:15 pm **TBA**



Agriculture

Wednesday, October 9

- 8:00 am **The Pulse of Agriculture & Ag Lending**
Dr. David Kohl, Professor Emeritus, *Virginia Tech*
- 9:15 am **Taking Care of Business**
Dr. David Kohl, Professor Emeritus, *Virginia Tech*
- 10:30 am **State & Federal Agricultural Lending Legal Update**
Seth Hampton, *Quattlebaum, Grooms & Tull, PLLC*
- 1:00 pm **Update from Washington, D.C.**
Ed Elfmann, *American Bankers Association*
- 2:15 pm **The Aftermath of the Arkansas River Flooding**
TBA, *University of Arkansas Division of Agriculture*



Lending

Wednesday, October 9

- 8:00 am **Managing Arkansas Environmental Issues in the Lending/Foreclosure Process**
Walter Wright, *Mitchell Williams*
- 9:15 am **Navigating the SBA Landscape in Arkansas**
Edward Haddock & Herbert Lawrence, *U.S. Small Business Administration*
- 10:30 am **Negotiation Skill Building to Improve the Bank's Business Development Efforts**
David Osburn, *Osburn & Associates, LLC*
- 1:00 pm **Lending to the Medical, Legal, & Accounting Professional**
David Osburn, *Osburn & Associates, LLC*
- 2:15 pm **An Introduction to Mortgage Lien Protection**
Hal Hyneman, *Southern Pioneer P&C Insurance Company*



Compliance

Tuesday, October 8

- 9:30 am **Hot Topics in Compliance**
Shaun Harms, *Bankers Assurance*
- 10:45 am **Compliance Management Systems**
Darlia Fogarty, *Compliance Alliance*
- 1:45 pm **Marijuana Banking**
Darlia Fogarty, *Compliance Alliance*
- 3:00 pm **TBA**
- 4:15 pm **Employee Selection Process: How to Ensure It's Effective and Legal**
Abtin Mehdizadegan, *Cross, Gunter, Witherspoon & Galchus, P.C.*



Technology

Tuesday, October 8

- 9:30 am **Incident Response—Plan to Fail Well**
Chad Knutson, *SBS CyberSecurity*
- 10:45 am **Assessing IT—Stability, Mobility, & Security**
Robert Patterson, *NetGain Technologies*
- 1:45 pm **The Interactive ATM**
Tim Leonard, *Commercial Bank of Texas*
- 3:00 pm **Now What? How to Get Your Team to Adopt New Software**
Michael Carpenter, *NContracts*
- 4:15 pm **"Can My Fridge Pay the Bills?" & Other Questions in the Internet of Things**
Manish Nathwani, *SHAZAM*



Security

Wednesday, October 9

- 8:00 am **Skimming, Scammers, & Security**
Mike Burke, *SHAZAM*
- 9:15 am **An Overview & Response to Active Shooter/Workplace Violence, Pt. I**
Wayne Goode, *First Financial Bank*
- 10:30 am **An Overview & Response to Active Shooter/Workplace Violence, Pt. II**
Wayne Goode, *First Financial Bank*
- 1:00 pm **Securing Your Assets through Digital Transformation**
Mike Carroll, *Silverfort*
- 2:15 pm **The UnderDark: Stealing for a Living**
Tim Leonard, *Commercial Bank of Texas*



Trust

Wednesday, October 9

- 8:00 am **Digital Assets**
Katie Watson Bingham, *Friday, Eldredge & Clark, LLP*
- 9:15 am **Death of the Post-Death Stretch/Issues Involving Trust Situs & Governing Law**
Bryant Cranford & Dan Young, *Rose Law Firm*
- 10:30 am **Business Development for Trust Professionals**
Kristi Barger, *Relyance Bank*
- 1:00 pm **Discretionary Distributions**
Kristi Barger, *Relyance Bank*
- 2:15 pm **Trust Department Issues**
Tim Grooms, Jeb Joyce, Cliff McKinney & Scott Lar, *Quattlebaum, Grooms & Tull, PLLC*

REGISTRATION

Online: www.arkbankers.org/mega.aspx

Phone: 501.376.3741

PRICING

Registration fees include admission to sessions, reception, conference meal functions, and the Trade Show.

REGISTRATION FEES

Register by **Monday, September 16** to receive early registration pricing.

	Bankers/Members		Non-Members	
	Early	After Sept. 16	Early	After Sept. 16
One Day	\$325	\$375	\$650	\$750
Two Days	\$600	\$650	\$1,200	\$1,300
Lunch & Panel Discussion Only	\$100	\$125	\$200	\$250

Discounts are available for blocks of five and ten registrations. All individuals must register at the same time. Please call Heather at 501.376.3741 for more information.

Block of five (5) one-day registrations: \$1,375

Block of ten (10) one-day registrations: \$2,750



LODGING

Little Rock Marriott
3 Statehouse Plaza, Little Rock, Arkansas 72201

Room Rate: \$169 per night, plus applicable taxes

Cutoff: Friday, September 13, 2019

Phone: 877.759.6290

Online: bit.ly/MegaMarriott

Please reference the Arkansas Bankers Association when making your reservation. The attendee is responsible for room payment, including taxes and expenses. All cancellations must be made 48 hours prior to the scheduled arrival date.

CANCELLATIONS, REFUND & SUBSTITUTION POLICY

Full registration fees will be refunded if a cancellation is received before September 23. There will be a \$50 fee for cancellations made after September 23. Substitutions are welcome and encouraged. All cancellations and substitutions must be submitted in written format prior to the event.

ABA reserves exclusive right to modify, postpone/reschedule or cancel programs for any reason, including but not limited to emergencies and inclement weather. If there is an event cancellation, every attempt will be made to reschedule, and registration fees will be applied to the rescheduled event date. Any travel, lodging or incidental expenses incurred related to a cancelled event cannot be refunded under any circumstances. If a cancelled event cannot be rescheduled, ABA will determine an equitable basis for the refund of a portion or all of the registration fees, after due consideration of circumstances and expenditures.

CONSENT TO USE OF PHOTOGRAPHIC IMAGES

From time to time at ABA events, the ABA may take photographs of participants, attendees, and guests for marketing use. By attending an ABA event, you are consenting to the ABA taking and using your, and your guests', photograph and name without compensation. Any photographs taken will be the sole property of the ABA.

SPECIAL ACCOMMODATIONS/DIETARY REQUESTS

We want all of our participants to enjoy the events comfortably. If you require special accommodations to attend, please contact Kami at 501.376.3741 or kami.coleman@arkbankers.org with your request.



THANK YOU TO OUR SPONSORS



COME ON DOWN!



Vendors from across the state will provide a fun opportunity featuring a **The Price is Right** theme at the networking reception sponsored by Shazam on Tuesday, October 8 at 5:30 pm.

While playing games at the ABA Trade Show, spend time with colleagues and see if you can guess the **right price** for our exhibitor prizes.

The latest **banking** news and tech
 The opportunity to meet your **peers** from across the state
 The largest banking expo in **Arkansas**



We've gathered the leaders in banking across eight tracks, in one spot, for your convenience.

Meet, learn, and grow at the **2019 MEGA Conference**, choosing education tracks that cover agriculture banking, bank management, compliance, lending, marketing, security, technology, and trust.

We've got something for everyone.



October 8-9, 2019
 Little Rock Marriott

With eight **conferences** packed into one **event**, we've got something **for every banker**.



2019 MEGA Conference

It's gonna be a **ROARING** good time.



MEGA SCHEDULE

Tuesday, October 8, 2019		Wednesday, October 9, 2019	
8:30 am	Breakfast/Registration	7:00 am	Breakfast/Registration
9:30 am	Concurrent Sessions (Bank Management, Marketing, Compliance, & Tech)	8:00 am	Concurrent Sessions (Agriculture, Lending, Security, & Trust)
12:00 pm	Lunch Featuring Hemp Banking Panel	11:30 am	Lunch Featuring Rob Nichols, American Bankers Association
1:45 pm	Concurrent Sessions (Bank Management, Marketing, Compliance, & Tech)	1:00 pm	Concurrent Sessions (Agriculture, Lending, Security, & Trust)
5:30 pm	Networking Reception	3:15 pm	Adjourn

LUNCH & LEARN WITH KEYNOTES

Hemp Banking Panel
 Tuesday, October 8 at 12:00 pm



Since the passage of the 2018 Farm Bill, hemp has become a new hot topic in agricultural banking. From this panel discussion, you will learn about some of the issues surrounding financing hemp. This includes understanding what the 2018 Farm Bill authorized, the difference between hemp and cannabis, why there are so many issues still surrounding the financing of hemp, and understanding the difference in state and federal laws regarding hemp and cannabis.



Rob Nichols
 President & CEO, American Bankers Association
 Wednesday, October 9 at 11:30 am

Rob Nichols is the president and CEO of the American Bankers Association, which represents banks of all sizes and charters and is the voice for the nation's \$17 trillion banking industry.

Nichols joined ABA in August 2015 following ten years at the helm of the Financial Services Forum, a non-partisan financial, and economic policy organization.

**** Single-event registration available for this panel and lunch ****