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Tuesday

# 2016 CFO & Sr. Management Conference

Harbor Hotel Watkins Glen  
Watkins Glen, NY  
May 9-11, 2016



## Scheduled Speakers

The industry experts you'll hear from include:

- John F. Edelen, Sr. Vice President & Chief Risk Officers—Federal Home Loan Bank of New York
- Gary Keith, Chief Economist — M & T Bank
- Al Forrester, CEO—FICAST Data Corp.
- Flynt Gallagher, President —Compensation Advisors
- Lawrence Pruss, Sr. Vice President & Revenue Expert — Strategic Resource Management (SRM)
- Roger Upton, CPA, Partner — MS Consultants
- Shawn O'Brien, President—Qwickrate
- Peter Brown, Senior Consultant — Sageworks
- Greg Roll, Sr. Vice President — Vining Sparks
- Joe Hooker, Managing Director — Promontory Interfinancial Network
- Kevin Hamilton, Regional Director — Promontory Interfinancial Network
- Alex Hernandez, VP of Customer Solutions — Praesido
- Larry Hessney, Director — Risk 7 Technology Consulting Services — Freed Maxick
- Jack Pohlman, Practice Fellow — FASB

## OVERVIEW

The 2016 CFO/Sr. Management Conference is designed to help community-bank CFOs and Sr. Management gauge the potential impact of higher interest rates, prepare for the final guidance on the FASB's current expected credit loss model, change the culture surrounding enterprise risk management, and gain insights on how to approach key strategic issues including cyber security, credit stress testing, succession planning. Participants will gain a wide variety of information from expert speakers on topics that community bank chief financial officers have repeatedly requested, and return to the bank ready to implement newly found ideas and knowledge.

## Who Should Attend?

- ⇒ Chief Executive Officers
- ⇒ Chief Financial Officers
- ⇒ Chief Operating Officers
- ⇒ Presidents & Senior Managers
- ⇒ Bank Directors & ALCO Teams

### Earn up to 12 CPE Hours (1.0 in taxation)

IBANYS has been authorized by the NYS Department of Education to award continuing professional education (CPE) credits.

Independent Bankers Association of New York State

19 Dove Street, Suite 101, Albany, NY 12210 | Phone: 518.436.4646 | Fax: 518.436.4648 | www.ibanys.net

## Monday, May 9

10:30 a.m.—Golf Registration  
Shotgun Start: 11:00 a.m.—4:00 p.m.  
Corning Country Club (additional fee required)

### Harbor Hotel

6:00—7:00 p.m.—Cocktail Reception  
7:00—9:00 pm.—Dinner

### 7:30—8:15 p.m. — Keynote

Financial institutions that apply effective risk management strategies are better positioned to safely navigate challenging market environments. John Edelen, Chief Risk Officer of the Federal Home Loan Bank of New York ("FHLBNY"), will highlight the challenges he sees on the horizon and share some of the tools and techniques used by the FHLBNY to fulfill its mission of providing a reliable source of liquidity to its members in all operating environments

**John F. Edelen, Sr. Vice President & Chief Risk Officer—  
Federal Home Loan Bank of New York**

## Tuesday, May 10

### 7:30—8:30 a.m.—Registration / Networking Breakfast

### 8:30 —9:20 a.m. Economic and Capital Markets Update

This session will provide an assessment of the trends driving the economy and what it means going forward to overall growth, interest rates and monetary policy from both a national and local perspective.

**Gary Keith, Chief Economist — M & T Bank**

### 9:20—10:10 a.m.

#### Deposit Analysis—Crucial Element in Understanding Your IRR Problem!

We all face an unprecedented interest rate environment and stress-testing scenarios for the next 12-18 months. As you all know, this stress test is really what your IRR modeling is accomplishing but regulators have made it very clear that they do not believe most non-maturity deposit behaviors that are being tested in those models. We also know that they continue to expect you to use your own deposit study in your modeling. This session will walk you through the various alternatives you have to solve this crucial problem.

**Al Forrester, CEO — FICAST Data Corp.**

### 10:10 —10:25 a.m. — Refreshment Break/Networking

### 10:25 —11:15 a.m.—

#### Succession Planning—Developing the Next Generation of Community Banking Leaders

In the next 10 years, more than 70 million Americans will exit the work force permanently causing a scramble for good talent. The banking industry has traditionally not done a great job of attracting young workers who are motivated by different goals than past generations. This session will focus on best practices in the area of recruiting, retaining, compensation, and developing well-rounded bankers to manage this exodus of leadership expecting in the next few years.

**Flynt Gallagher, President — Compensation Advisors**

### 11:10—12:05 p.m.

#### Revenue Enhancement, It's Not What You Think

The regulatory environment, past recession, low rates, and competition has created an enormous strain on maintaining profitability, sustaining revenues, and ideally, growing. Additionally, revenue focus is becoming increasingly more important as financial institutions attempt to meet their capital requirements and meet shareholder expectations while attempting to improve

## Tuesday, May 10 (con't)

products and services, upgrade technology, provide employee training, and reinvestment in their communities. Yet, financial institutions continue to miss opportunities for driving additional revenue. This is often due to how FI's think about revenue - it's not just about driving interest and fee revenue. Even the more profitable institutions make costly mistakes during product implementations, disclosures, business case development, processes, or in understanding what their customers and their markets find acceptable.

**Lawrence Pruss, Sr. Vice President & Revenue Expert  
— Strategic Resource Management (SRM)**

### 12:05—1:00 p.m.—Networking Luncheon

### 1:00 —1:50 p.m.— Historical Tax Credit Deal — Is This Something our Bank Should Invest In?

This session will discuss what types of property qualify for a Historic Tax Credit (HTC); what expenditures qualify for HTC; the typical HTC investment deal structure; how does a bank exit the investment; and pulling it all together—an example of a Historic Tax Credit Investment.

**Roger Upton, CPA, Partner —MS Consultants**

### 1:50 —2:40 p.m.

#### Credit Stress Testing: What Examiners Expect and Steps to Deliver

In the new regulatory regime, stress testing is not optional - it's a must. Walk through the steps, as outlined by the FDIC, to build your bank's credit stress test. Discuss the new yardsticks banks must understand to test how future scenarios would affect your institution's capital adequacy. Summarize the essential data, tools and methods you will need to properly plan for your bank's capital needs under stressed scenarios and ensure your plans pass regulators' scrutiny. Also learn how to construct a Basic Portfolio Level Stress Test and walk through a sample analysis of actual stress test results, as we discuss how to communicate the results to various constituencies.

**Shawn O'Brien, President — Qwickrate**

### 2:40—2:55 p.m. — Networking Break

### 2:55 —3:45p.m.

#### The New ALLL—A CECL Primer for CFOs

The role that loan loss provisioning plays in our daily lives as bankers was never so pronounced as during the latest recession and banking crisis. Now, the Financial Accounting Standards Board (FASB) is set to change how the ALLL is calculated to a more forward-looking approach via the Current Expected Credit Loss (CECL) model. This session will review details on the model, how it will change the allowance calculation and how to best prepare for the changes.

**Peter Brown, Senior Consultant —Sageworks**

### 3:45—4:35 p.m.

#### Managing Your Investment Process—Best Practices for Assuring Consistency & Success

How many of us have found ourselves investing without a real strategy and living to regret decisions reached without a sound process? Investing in the past few years has taken on a much larger role in our profit picture and having a process that assures consistency as opposed to attempting to bet on interest rates is key to success in the future. This session will focus on a sound process for investing as opposed to the "hot" bonds for today's buyers and will leave you with constructive ideas for investing in the future.

**Greg Roll, Sr. Vice President, Investment Strategies —  
Vining Sparks.**

## Tuesday, May 10 (con't)

### Dinner Cruise—Captain Bill's Seneca Lake Cruises

5:30 p.m.—Board Boat - Boat sails at 6:00 p.m.  
5:30—6:30p.m.— Cocktails  
6:30—8:30 p.m.— Dinner—Sponsored by FHLBNY  
8:30 .p.m.—Disembark

## Wednesday, May 11

### 7:00—8:00 a.m.—Networking Breakfast

### 8:00—8:50 a.m.

#### Public Funds—Enhancing Your Deposit Business in 2016

Public funds have always represented an excellent funding source for our industry but too often this valuable deposit source has gone to the largest banks. Roughly one-half of these deposits typically go to banks with assets exceeding \$50 billion but that \$135 billion pool of funds may soon be "up for grabs" for community bankers. Two issues are impacting the \$50 billion + banks as it relates to public funds and our session will focus on the Liquidity Coverage Ratio as well as recent legislation which will create much better access to these funds for community banks in the future.

**Joe Hooker, Managing Director & Kevin Hamilton,  
Regional Director — Promontory Interfinancial  
Network, LLC**

### 8:50 —9:40 a.m.

#### State of the Threat Landscape

In this session we'll identify current IT Threats, issues, and trends that Financial Institutions face today and how to stay steps ahead of bad actors. In addition, we'll provide an inside look into the mind of a cybercriminal and walk through a factious attack, step by step, as you learn the anatomy of a targeted Advanced Persistent Threat (APT). The session will explore methods of reconnaissance, social engineering techniques, detection avoidance methods, and common command & control communications – all broken down into easy to digest sections for banking BODs and C-suites.

**Alex Hernandez, VP of Customer Solutions —  
Praesidio**

### 9:40—9:50 a.m.— Networking Break

### 9:50—10:40 a.m.

#### Strategies for Successful Partnership between Internal Audit, ERM and the Business – How to Maximize the Value from your Risk Functions

Too often today, Internal Audit is perceived as the regulatory police of the bank, focused too much on finding out what's not done right. ERM is a newer function that isn't well understood or mature at many financial institutions, how do we develop ERM so that it better monitors emerging risks and helps us develop responses to best mitigate or deal with the risks?

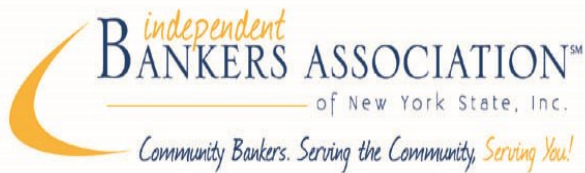
**Larry Hessney, CIA, CISA, PCI QSA, Director— Risk 7  
Technology Consulting Services — Freed Maxick**

### 10:40 — 11:30 a.m.—

#### Background on the FASB's Financial Instruments Credit Losses Project

This session will provide participants with a background of the Credit Losses Project, the key aspects of the forthcoming guidance, and implementation considerations. We will also discuss the current status of the project and the effective date.

**Jack Pohlman, Practice Fellow — FASB**



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**Watkins Glen Harbor Hotel**  
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**Registration Fees:** Fees include all meal, meetings and materials.

- Member \$525 per person
- Non-member: \$625 per person
- Golf at Corning Country Club \$125 each person includes cart and lunch **(optional)**

Bank/Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Yes, I will golf \_\_\_\_\_ Handicap

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Yes, I will golf \_\_\_\_\_ Handicap

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Yes, I will golf \_\_\_\_\_ Handicap

Enclosed is payment for \_\_\_\_\_ # of attendees \_\_\_\_\_ # of golfers

Please charge my credit card: \_\_\_\_\_ # of attendees \_\_\_\_\_ # of golfers

Visa/MasterCard/AMEX number: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Billing address of Card \_\_\_\_\_  
(if different than above)

CVV (last 3 numbers located on back of card/AMEX 4 numbers on front of card) \_\_\_\_\_

**Have a question?**

**Contact:**

**Linda Gregware**  
**lindag@ibanys.net**  
**(518) 436-4646**

**Registration deadline:**  
**April 27, 2016**

Please note:  
No refunds after  
April 27, 2016

**A block of rooms have been reserved at the Harbor Hotel Watkins Glen.** Reservations can be made by contacting the Harbor Hotel directly at 1-607-535-6116. **Refer to group: Independent Bankers CFO/Sr. Management Meeting.**

**Room cut-off: April 15, 2016.** (We cannot guarantee room availability and pricing after this date.)

Single/Double rate: \$159 ++ village view/\$179.++ lake view

**WE STRONGLY SUGGEST YOU TO MAKE YOUR RESERVATIONS EARLY. THE ROOMS WILL SELL QUICKLY.**

Cancellations must be made **7 days** prior to day of arrival.

Please send completed registration form to:

Independent Bankers Association of New York State  
19 Dove Street, Suite 101, Albany, NY 12210  
Fax: 518.436.4648 or email— lindag@ibanys.net