

**Tuesday, March 12, 2024**

**9:50 – 10:50 am**

**HR Legal Hot Topics, Steve Brown, Isler Dare, PC**

This session will focus on how to evaluate credibility when interviewing witnesses in a workplace investigation and how to write the investigation report.

**Who Took the Cookies? Digital Marketing Trends for 2024 & Beyond, Robert Ropars, Vericast**

This session will cover key changes in digital marketing for the finserv vertical including: Privacy Protection, the end of cookies and new digital channels to consider.

**The State of ERM Today, Alp Can, FHLBAtlanta**

This session will provide an overview of emerging trends in Enterprise Risk management and the overall risk management field for Banks. Also shared will be insights on lessons learned from the events that occurred in March 2023.

**Legislative and Legal Update Affecting Banking, Robert Chappell, Spotts Fain**

This program will cover recent developments in the law that are of interest or concern to the banking community. It will review select legislative and regulatory developments over the past year impacting financial institutions. It will also highlight recent key court cases and decisions relevant to banks. Key takeaways will include steps bankers need to take to comply with changes in the law and areas of focus for the coming year.

**Check Fraud, Marydith Newman, US Postal Inspection Service**

This session is a basic overview of the of the Postal Inspection Service and investigative responsibilities; focusing mostly on the evolution of mail theft, check fraud and new security features being implemented by the Postal Service to ensure the security of the U.S. Mail. Also covered will be the role of the Inspection Service in check theft investigations, how to report check fraud/bank fraud and financial crimes to the Inspection Service.

**Atomic Banking: The Talent Management Edition, Erin Black, Liberty University**

Want to retain, develop, and engage employees in a meaningful way? Check out this session for researched-based tactics on how to make it happen!

**11:10 am – 12:10 pm**

**HR Legal Panel, Part I, Steve Brown, Isler Dare, PC; Deb Collins, Yeng Collins Law; Christy Kiely, Seyfarth Shaw; Tevis Marshall, Ogletree Deakins**

A two-part session, the panelists will share and discuss scenarios and potential legal implications addressing some of the hottest topics facing HR professionals today.

*\*Note: The discussion around a scenario may start during this block and continue in part II after lunch.*

**Fraud Busters: Empowering Banking Retail Staff to Detect and Explain Fraud to Customers, Bobbi McVey-Blath, Level Up Facilitation Group**

Join Bobbi McVey-Blath as she unpacks the common types of fraud and how bankers can best educate customers on preventing fraud, how to communicate when fraud hits and how to work effectively across the bank to resolve fraud incidents and support customers through the process.

**Corporate Communications Strategy ... and Engaging Employees In It! Erin Black, Liberty University**

As seasoned professionals, you know WHAT a corporate communication strategy entails, but let's shift our perspective to HOW we can build it to engage employees and achieve success.

**Payments Fraud – Instant Payment Shouldn't Equal Instant Fraud, *Elissa Brewer, Abrigo***

Payments, faster payments, instant payments. All the convenience is great for customers but is also a hunting ground for fraudsters. Institutions are seeing several fraud schemes related to payments and are taking losses. Join us for a discussion on popular types of payments, fraud trends, and fraud mitigation techniques to help your institution fight fraud.

**1071 Small Business Rule, *Margaret Dolinger, TCA***

The 1071 Small Business Rule presentation will provide an overview of the rule. Even though there are lawsuits currently filed against the rule, all the regulatory agencies state "this is just a delay of the rule". The presentation will include information of who is impacted, data that is to be collected and reported, the requirement of written procedures and monitoring of the small business loan data. TCA will provide best practices now that can help implement the rule for the future.

**Implications of Chat GPT and other Large Language Models for Banks | *Larry Pruss, SRM***

This talk is focused on the implications of advanced large language models (LLMs) for banks. Topics covered include the history of AI, what LLMs are and why they matter, emerging use cases for FIs, risks, and the future of work.

Key Takeaways:

- Understand the transformative potential of LLMs and their applications in the banking and credit union industry.
- Recognize the risks and challenges associated with implementing LLMs, including biases, data security concerns, and compliance risks.
- Gain an understanding of how LLMs can enhance various areas of financial institutions, from fraud detection to content management.
- Explore the potential impact of LLMs on the workforce and the need for new skills and expertise.
- Learn about the importance of establishing robust AI policies to govern the use of LLMs and protect sensitive data within financial institutions.

**1:10 – 2:10 pm**

**HR Legal Panel, Part II, *Steve Brown, Isler Dare, PC; Deb Collins, Yeng Collins Law; Christy Kiely, Seyfarth Shaw; Tevis Marshall, Ogletree Deakins***

A two-part session, the panelists will share and discuss scenarios and potential legal implications addressing some of the hottest topics facing HR professionals today.

*\*Note: The discussion around a scenario may have started in part I before lunch and pick-up in this session.*

**Training's AI Bootcamp: Where AI Doesn't Stand for "Absolutely Intimidating", *Paul Carney, Carter Bank & Trust***

Ever wondered if robots could make better HR trainers? Find out in this "Amazingly Informative" session. Discover how AI can take your training sessions from 'meh' to 'wow' with a few clicks, laughs, and ah-ha moments. Understand how to turn your training function into an "Advancement Incubator" that provides stronger employee development. Learn to speak

confidently about how AI helps your team to be “Always Innovating” your HR practices with creative solutions and strategies.

**Migrating from Transactions to Conversations, Setting Your Branches and People Up for Success, *Marshall Jett & Glenn Grau, PWCampbell***

For as long as we can remember, the bank branch was a place where routine transactions were taken care of, job functions were specialized, and limited conversations took place quickly to move people along – all behind a barrier called a teller line or closed in office. Now, this new generation of customers want one-on-one conversations, education, and advice; experts who can help them through life’s important moments, like buying a house, setting up a retirement account or paying for college. They want open spaces, natural light, and environments that feel like home, along with the ability to perform self-service functions at the touch of a button. Good service is no longer defined by “how quickly you can get me out of here” but is now defined by “how good can you educate me”. From designing the look, feel, and functionality of a branch based on customer needs, to streamlining branch operations to free up time; to training your employees to have conversations about life’s important moments and transitioning to the universal staffing model; this session covers both sides of the spectrum and your two most important assets – people and branches.

**Automation isn’t Automatic: How to Get Started, *Josh Mabus, Mabus Agency***

Automation can fuel two of the most impactful areas of marketing: onboarding and nurturing (cross-selling). Find out how these two factors fit into a comprehensive marketing scheme. Josh will take you through tips for success and point out pitfalls to avoid as you stand up emailing and beyond for your bank.

**Are You Ready for It? How to Manage Regulatory Change, *Stephanie Lyon, Ncontracts***

If there’s one constant in compliance, it’s regulatory change. And 2024 has a lot of final and proposed rules in store. This presentation will look at the regulatory road ahead while showing you how to create a change management playbook that interplays with your enterprise risk management program. Don’t reinvent the wheel every time a new change is handed down. Learn how to prepare for the regulatory change ahead.

**M365/Azure Security and Real Stories of Email Compromise, *Eric Delgado, Safe Systems***

Discover how to optimize Azure AD and M365 settings, controls, and Conditional Access Policies (CAPs) to get ahead of threats and effectively prevent email compromise. Also, learn how institutions that experienced real compromises discovered the attacks, what caused them, and how they resolved them.

**2:30 – 3:30 pm**

**Navigating Conflict, *Tom Epperson, InnerWill***

Dr. Tom Epperson will lead an engaging session on navigating and supporting conflict resolution among employees. Participants will have the chance to explore the positive aspects of constructive conflict, gaining insights into how to express disagreements, pose challenges, and ask questions effectively. We’ll focus on fostering an environment of growth, encouraging innovation, and strengthening team dynamics through open communication and understanding. Join in to discover practical approaches to navigating conflicts for the benefit of your team.

**How to Do Amazing Things with a Small Department, *Bobbi McVey-Blath, Level Up Facilitation Group***

Join us for a dynamic session on applying the SUCCESS model to elevate training in small banking departments. Discover practical steps to set clear goals, leverage technology effectively, foster

collaboration, enhance communication, embrace flexibility, and streamline training processes. We'll share insights and real-world strategies to help your team create impactful training with limited resources. Walk away with a toolkit for success, ready to optimize your approach, stay learning-focused, and foster a culture of continuous improvement. Don't miss this opportunity to unlock the full potential of your small training department and drive excellence in banking education.

### **CRA Modernization Final Rule and Update | *Elizabeth Madlem, Compliance Alliance***

With the recent passing of the CRA Final Rule and an estimated effective date of April 1, 2024, just around the corner, what better time to delve into the rule and its expectations. The final can be challenging with its near-1,500 pages of definitions, tests, changes, and transitions. This session will identify and focus on some of the key considerations for your bank's strategic preparation and implementation of the new rules. We will review areas such as the size and thresholds which apply to your bank, how CRA evaluations will be calculated, the new "assessment area" rules, and much more.

### **What is Data Governance and How to Implement It? *James Krynicki, FHLBAtlanta***

Join us for the enlightening seminar "What is Data Governance and How to Implement It?" to unlock the secrets of effectively managing your organization's data. Discover the essentials of data governance, a critical process that ensures data is managed securely, ethically, and efficiently across your enterprise. James will guide you through the foundational elements of a robust data governance framework, including stewardship, quality control, policy management, and compliance. Learn practical, actionable strategies for initiating and sustaining a successful data governance program, from securing executive buy-in to leveraging cutting-edge technologies for data management. Don't miss this opportunity to transform your organization's data practices, ensuring they're fit for the challenges of today's data-driven world!

### **Elder Financial Exploitation: The Hidden Crime, *Terri Luttrell, Abrigo***

Financial exploitation continues to be an effective form of abuse of seniors and adults with disabilities, and the number of reported cases has grown significantly since the pandemic. This session will discuss the red flags and give you the tools to identify elder financial abuse in your community and help protect your customers and loved ones.

Take Aways:

- Gain the knowledge needed to train front-line staff on red flags
- Feel confident in your ability to file a SAR for elder financial exploitation correctly
- Know who to call in your state to report elder abuse

### **Unlock Immediate Banking Wins with AI, *Paul Carney, Carter Bank & Trust***

Banking leaders are in a very unique position. While you need to leverage generative AI (GenAI) to enhance your skills and abilities as you tackle business challenges, you can also be the catalyst for widespread GenAI literacy in your workplace. To unlock the power of GenAI, you need to understand and learn about it yourself before you can guide employees through the learning process to use GenAI for increased productivity, efficiency, and innovation. In his latest speech, Unlock Immediate Banking Wins: Practical AI Techniques for Enhanced Productivity, Paul Carney inspires and ignites the GenAI passion in bankers. He has given this speech to hundreds of business professionals, is your group next?