



CHARTING A COURSE FOR SUCCESS

2011 ILFI/OBL JOINT CONVENTION



HYATT
REGENCY
BALTIMORE

ON THE
INNER
HARBOR

SEPTEMBER
8 thru 11



CHARTING A COURSE FOR SUCCESS



WELCOME TO BALTIMORE

This fall, more than 300 of our peers will gather along Baltimore's Inner Harbor for the annual joint convention of the Illinois League of Financial Institutions and the Ohio Bankers League. This historic city provides a spectacular venue for dialogue and debate about the future of our industry. Packed with thought-provoking presentations, stimulating dialogue and valuable relationship building opportunities, this year's event promises to be a worthwhile investment. We hope you'll join us for this knowledge gathering and networking opportunity.

James J. Renn, Chairman, Illinois League of Financial Institutions
Chairman, Lisle Savings Bank, Lisle

Paul M. Reed, Chairman, Ohio Bankers League
President & CEO, Farmers Bank and Savings Company, Pomeroy

Schedule at a Glance

Thursday, September 8

11 a.m. – 5 p.m.	Convention Registration
12 – 1:30 p.m.	Convention Kick-off Luncheon
2 – 5 p.m.	Concurrent Breakout Sessions
5:30 – 6:30 p.m.	Welcome Reception in the Exhibit Hall <i>Financial Services Expo & Silent Auction Bidding</i>
6:30 p.m.	Dinner on Your Own

Friday, September 9

7 - 8 a.m.	Breakfast in the Exhibit Hall
7 a.m. – Noon	Financial Services Expo <i>Silent Auction Bidding</i>
8 a.m. – Noon	General Session
9 a.m. – Noon	Spouse/Guest Program
12 – 1 p.m.	ILFI Annual Meeting or Lunch on Your Own
12 – 9 p.m.	Optional Activities & Dinner on Your Own
9 - 11 p.m.	Silent Auction & Desserts Reception

Saturday, September 10

7 – 8 a.m.	Breakfast in the Exhibit Hall
7 a.m. – Noon	Financial Services Expo
8 a.m. – Noon	General Session
Noon – 7 p.m.	Optional Activities & Lunch on Your Own
1 – 7 p.m.	Joint Convention Golf Tournament
2:30 p.m.	Camden Yards Tour
7 - 7:30 p.m.	Chairmen's Reception
7:30 – 10:30 p.m.	Inner Harbor Dinner Cruise

Sunday, September 11 – Convention Check-out

“Would you learn
the secret of the sea?
Only those who
brave its dangers,
comprehend its
mystery!”

Henry
Wadsworth
Longfellow

ABOUT OUR FEATURED SPEAKERS



Creating a Culture of Courage: The New Leadership Challenge

Cindy Solomon, Leadership Consultant, Executive Coach & Author

As companies ask their employees to take more risks, do more with less, and try to anticipate the future, courage is becoming an ever more critical job skill. The fact is safe, risk-averse organizations are quickly being replaced by organizations comprised of courageous individuals who can make difficult decisions confidently and quickly. While many believe that courage is a quality people are born with, Solomon's extensive research shows that everyone can build their "courage skills" and help create the strong, productive culture your organization needs to succeed in today's tumultuous business environment. But all courage is not alike. Knowing which type of courage to invoke, and when, is the key to success. Solomon unlocks the secrets to using the different types of courage effectively to embrace change, thrive on it, and meet the demands of the new world order.

Thinking Outside the Branch: Technology Trends Driving Generation Y Consumers

Jack Vonder Heide, President, Technology Briefing Centers, Inc., Chicago

Generation Y customers (born between 1978 and 1994) are the future of banking. They grew up with connectivity and expect their bank to provide the same 24/7 communication channel, quick response and superior service they experience in other areas of their lives. Vonder Heide explores the new banking technologies that Generation Y customers are excited about and how to affordably incorporate them into the bank's existing product and service mix. You will learn about personal financial management tools, social networking trends, live auctions, person-to-person payments, comparison shopping platforms and much more.



Diversity in America: The Growing Impact on Work, Organizations and Consumers

Kelly McDonald, Author, Speaker and Nationally Recognized Marketing Expert

We all know that our society is becoming increasingly diverse and that no longer are cultures necessarily "melting together" into one homogenous group as in past decades. In fact, the modern phrase is that our society has moved from being a "melting pot" to a "salad bowl", with clear distinction between different cultural groups.

The 2010 Census reveals just how diverse America has become. For example, for the first time in our country's history, one in three Americans is not White. But diversity comes in many forms: racial, ethnic, gender, generational, sexual preference, linguistic, even life stage and level of affluence, to name a few. Diversity of thought helps companies stay leading-edge and proactive as well. And learning about differences in values among different groups is the key to maximizing relationships, marketing efforts and business opportunities.

What Americans Really Want...Really: The Truth About Our Hopes, Dreams, and Fears

Frank Luntz, Political Consultant, Pollster and Public Opinion Guru

Frank Luntz is one of the most honored communication professionals in America today. *Time* magazine named him one of the "50 most promising leaders aged 40 and under" and he is the "hottest pollster" in America according to the *Boston Globe*. Named one of the four "Top Research Minds" by *Business Week*, he was also the winner of the coveted *Washington Post* "Crystal Ball" award for being the most accurate pundit. Luntz has written, supervised, and conducted more than 1,500 surveys, focus groups, and dial sessions in over two dozen countries and four continents over the past decade. From General Motors to Federal Express, Disney to American Express and more, Luntz has become the go-to consultant when Fortune 100 companies need communication and language guidance.

He is the author of the New York Times' best seller *Words That Work: It's Not What You Say, It's What People Hear* that delves into the art and science of language, examining how the choice of words can change the course of history. His latest book, *What Americans Really Want...Really: The Truth About Our Hopes, Dreams, and Fears* examines the five things Americans want the most, what they really want in their daily lives, in their jobs, from their government, for their families, and how understanding what Americans want allow businesses to thrive. Luntz offers a glimpse into the American psyche based on strong analytics that will challenge assumptions.



Proud to be a Banker

American Bankers Association Chairman Steve Wilson, Chairman & CEO, LCNB National Bank, Lebanon, Ohio

"What are you doing to rebuild the banking industry's reputation?" asks Steve Wilson. As ABA Chairman, Wilson has made it his goal to restore pride throughout the banking industry – and to restore the industry's damaged reputation. "We have been made the villain in the name of regulatory reform. The national media have not taken the time to understand who we are and what we really do for our community." The battle won't be won by trade associations alone; real bank success must be won at the local level.

SPECIAL EVENTS & ACTIVITIES

Kick-off Luncheon and Breakout Sessions - Thursday, Sept. 8

Plan to arrive early to take advantage of these additional learning opportunities.

Convention Kick-off Luncheon

Building a Cloud Migration Strategy

Kevin Prince, Chief Technology Officer, Compshare

Concurrent Breakout Sessions

Survival Plan for Community Banks

Steve Clinton, President, Capital Market Securities, Inc. (an affiliate of Young & Associates, Inc.)

Billions Served: An Inside Look At Social Media's Impact On Banks

Tom Knapp, Senior Vice President & General Manager/Bank Solutions, Fiserv, Inc.

Sponsoring a Successful Retirement Plan

Positioning Your Bank or Thrift to Compete Effectively

Clarisse I. Andrus, CEBS, Senior Consultant, Pentegra

The Root of the Financial Crisis? Incentive Compensation Practices after the Fall

J. Bret Treier, Partner/Corporate and Finance Group, Vorys, Sater, Seymour and Pease LLP

Alan D. Duffy, Associate/Executive Compensation, Vorys, Sater, Seymour and Pease LLP

Enterprise Risk Management - The Other Side of Strategy

Jack R. Salvetti, CPA, President, S.R. Snodgrass, A.C.

Capital Alternatives for Mid-West Community Banks

Tom Dooley, Senior Vice President, Boenning & Scattergood, Inc.

Chad Hull, Managing Director, Boenning & Scattergood, Inc.

Spouse/Guest Program - Friday, Sept. 9, 9 a.m.

Discover Baltimore's Inner Harbor

Join us for a special breakfast and introduction to the historic city of Baltimore then set off on your own for a day of discovery with your Baltimore Harbor Pass. The Harbor Pass offers admission to each of these favorite Inner Harbor destinations, the Maryland Science Center, Top of the World Observation Level, the Baltimore Water Taxi and the National Aquarium and more.

Shhh . . . It's a Silent Auction

Friday, Sept. 9, 9-11 p.m.

Get ready to tap into the excitement and support the grassroots initiatives of Ohio BankPac and ILFIPEC. Auction items will be on display in the Financial Services Expo beginning Thursday with final bidding at the Dessert Reception on Friday. To donate an auction item contact: Jeff Quayle at (614) 340-7603 or jquayle@ohiobankersleague.com; or Jay Stevenson at (217) 522-5575 x212 or jstevenson@ilfi.org.

Convention Golf Outing at Turf Valley - \$125 per person

Saturday, Sept. 10, 1 p.m. (Shamble Format)

Turf Valley features 36 holes of championship golf along with some of the most beautiful scenery Maryland has to offer. Against the backdrop of Ellicott City's rolling hills, the course promise to challenge every aspect of your game. *Lunch will be provided for all registered golfers. Participation is limited; register early.*

Take a Stroll Through the Ballpark that Forever Changed Baseball!

Saturday, Sept. 10 - 2:30 p.m. - \$10 per person

Come see Oriole Park at Camden Yards from a whole new perspective. Enjoy the charm of the ballpark from club level suites, the press level, and even the Orioles dugout. Oriole Park revolutionized baseball when it debuted on Opening Day 1992. Here's your chance to go behind the scenes of this historic ballpark and learn more about how it has continued to change the baseball fan's experience ever since.

Anchors Aweigh! - Inner Harbor Dinner Cruise

Saturday, Sept. 10, 7:30 p.m. (On board Chairmen's Reception at 7 p.m.)

Join us as we set sail for an evening out on the water. Enjoy dinner, dancing, entertainment and breathtaking views of Baltimore's glittering skyline aboard The Spirit of Baltimore.

The Financial Services Expo

Check out the latest in financial industry product and service providers at the Financial Services Expo on Thursday, Friday and Saturday. The Convention marketplace features more than 30 of the industry's leading vendors. For information about exhibiting contact Mike Baker at (614) 340-7600 or mbaker@ohiobankersleague.com.



Convention Registration

Registration fees, which include all scheduled meeting and meal functions as noted on the Schedule at a Glance, are:

ILFI/OBL Members

First Registrant	\$650
Additional Registrant (same company)	\$600
Spouse/Guest	\$350
Children (18 & Under)	\$50

Non-Members

Registrant	\$1100
Spouse/Guest	\$575

Refund Policy

Requests for refunds must be received in writing to the sponsoring association with whom you registered no later than Aug. 31, 2011. A \$150 processing fee for each registrant will be withheld for requests prior to that date. **Cancellations received after Aug. 31 will not be refunded.**

Hyatt Regency Baltimore

300 Light Street, Baltimore, MD 21202

Tel. 410-528-1234

Room Rates - Starting at \$159/Night

We have reserved a limited number of rooms at discounted rates. Make your reservations by **Wednesday, Aug. 10**, to secure these rates.

- Tel. Reservations: **888-421-1442**
- For a link to Online Reservations visit www.ohiobankersleague.com or www.ilfi.org.

Attire

Attire for ALL business sessions and receptions - including the Closing Banquet - is business casual.

Questions?

Illinois League of Financial Institutions

133 South 4th Street, Suite 206, Springfield, IL 62701

Tel. (800) 237-1936 Fax (217) 789-9115

Visit www.ilfi.org for more convention information.

Ohio Bankers League

4249 Easton Way, Suite 150

Columbus, OH 43219

Tel. (614) 340-7595 Fax (614) 340-7596

Visit www.ohiobankersleague.com to register online.