

2013 CBAO HORIZON BANKERS ANNUAL CONFERENCE

June 16-18

Hilton Branson Convention Center

Branson, MO

**Leadership
Professionalism
Communication**



**Margins
Regulation
Compliance**

STRENGTHEN YOUR BALANCING ACT



**2013 CBAO Horizon Bankers
Annual Conference
June 16-18
Hilton Branson Convention Center
Branson, MO**

Sunday, June 16

Attendee Arrival Day

- 1:00pm Registration Desk Open
7pm Welcome Reception Dinner, Cantina Laredo – *Attendees & Families*

Monday, June 17

- 7:00am Registration Desk Open
7:30am Breakfast – *Attendees Only*
7:45am Opening Session: **Jana Christian**, The Etiquette School of Oklahoma – *“Under Construction”:
The Leader’s Toolbox*
8:45am Refreshment Break
9:00am **Lacey Biffle**, Quail Creek Bank - *Back to the Basics: Twitter/Facebook/ YouTube/ Instagram*
9:30am Refreshment Break
9:45am **Jeff Compton** - *The Driving Force in Communication*
10:45am Refreshment Break
11:00am **Oklahoma State Banking Department Panel** - *Social Banker meets Regulator: Safety and
Soundness*
- Assistant Deputy Commissioner Tony Reel, Senior Examiner Carter Mathews, Senior
Examiner Doyle Jones
12:00pm Free Time
Enjoy the wonderful city of Branson, MO with your family and fellow bankers. It is a family
destination with something for everyone. Experience the breath-taking Branson lakes, visit
a museum, play some golf, go ziplining or have fun at the water park. There are also many
fabulous shows including magic, country, comedy, variety and many more!!! Don’t miss out
on the delightful new shopping area, Branson Landing, which is walking distance from the
hotel! Please see below for additional events!
6:30-9:30pm **Grand Jubilee Musical Variety Show: Dinner and Show** – *Attendees & Families*
(Buses will leave at 6:15pm from the hotel lobby)

Tuesday, June 18

8:00am Breakfast – *Attendees Only*

8:30am General Session

Horizon Bankers Annual Meeting

Election of Officers

9:00am **Janine Kasper and Julie Hurley**, Deluxe Corporation - *Market Strategy for Community Banks:
Best Practices and Creative Approaches*

11:30am Adjourn

Speakers



Jana Christian

Founder

The Etiquette School of Oklahoma

Owasso, OK

Jana Christian is a leading expert in the etiquette and protocol industry. She has been a speaker, teacher and consultant in this arena for more than twenty years. She is the founder of The Etiquette School of Oklahoma, an etiquette consulting and training firm whose clients include a range of corporations and industries such as financial and investment institutions, law firms, manufacturing, government, health care, universities, political figures and a variety others.

Ms. Christian's credentials include national certification from the prestigious American School of Protocol and is affiliated with the American Business Etiquette Trainers Association. Her background includes years of experience in sales, management and education. She is involved in Toastmasters International, and is a certified judge for the Miss America pageant organization.

The recipient of the distinguished Chamber Spirit Award, Jana serves on the Board of Directors and as an Ambassador for the Owasso Chamber of Commerce.



Jeff Compton

Co-Founder and CEO

Third Dimension Group

Jeff Compton is co-founder and CEO of Third Dimension Group, Inc. In the past four years he has conducted over a thousand seminars to more than 150,000 managers and supervisors in most of the major companies and organizations in America; Coca Cola, GE Energy, Hasbro, Bank of America, HUD & DOD...etc.,

Author of Games Managers Play, a groundbreaking and enlightening book that challenges our age-old assumption that supervising people is always going to be a difficult thing to do and instead demonstrates that there is an easier way to increase productivity in those that work for you. Jeff Compton teaches leaders how to successfully interact with their employees in a way that promotes harmony in the workplace but more importantly increases productivity. When managers and supervisors need answers they go to him. Jeff Compton is truly America's Management Go-To-Guy™.

Speakers



Lacey Biffle

Quail Creek Bank

Lacey Biffle graduated with a Bachelors of Science Degree in General Business from University of Central Oklahoma in May 1998. Throughout her college career she was employed in the financial industry and went to work at Quail Creek Bank in October 1999. She started working in the new accounts department and later transferred into the marketing department. She is currently the bank officer for the Quail Classic Club, which is a prestigious club account for senior citizens.

She is a graduate of the American Bankers Association School of Bank Marketing and Management, and recently graduated from The Oklahoma Bankers Association Intermediate Banking School. Biffle serves on the board of the Community Bankers Association Horizon Bankers and has served as President of the Village Lions Club for 2 years. Biffle currently sits on the

John Marshall Finance Academy Board and The John Marshall Scholarship Recipient Board. One of her passions is to lead the younger generation in their financial literacy success.

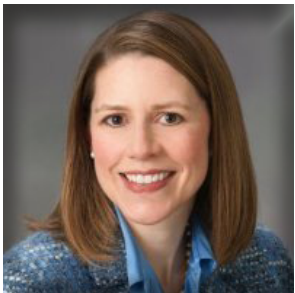


Janine Kasper

Deluxe Corporation

Janine Kasper's passion is empowering bankers to serve their communities. Over 25 years Janine developed an expertise for seeing an organization from a strategic perspective. She uses this view to develop real-life, practical solutions to solve complex issues. Her consultative approach helps clients maximize branch profitability, drive cultural changes and staff performance improvement, and deliver an unparalleled customer experience across channels.

While Janine's career started with Deluxe and her foundation was built serving community and regional size banks, she has also held leadership positions in other companies. She has a proven track record of leading and managing teams working with Chase, Bank of America, U.S. Bank, Visa, MasterCard, and other clients in the mobile and insurance industries.



Julie Hurley

Deluxe Corporation

Julie Hurley has spent the past 25 years helping clients improve operational efficiencies, establish sales culture, create brand identity, deepen loyalty, and maximize customer relationships to drive revenue growth.

Julie has managed corporate relationships with Bank of America, Wells Fargo, Sallie Mae, Susan G. Komen, Procter and Gamble, GMAC and hundreds of regional and community banks across the country. Spending most of her career at Deluxe Corporation and Hallmark Cards, she has a passion for impacting clients at a "head and heart" level.

Speakers

Tony Reel

**Assistant Deputy Commissioner
Oklahoma State Banking Department**

Mr. Reel started career with the Banking Department in January 1976 as an Examiner. His current duties include, coordinating the scheduling of examinations for 170 State-chartered banks and 21 credit unions. He reviews Reports of Examination and assists the Commissioner's Administrative Assistant in scheduling training and education activities for 28 examiners. He also generates quarterly financial analysis reports for the Department's internal use, while assisting in the annual strategic planning process for the Department. Mr. Reel assists the Deputy Commissioner in various capacities, as needed, including administering the licensing activities for 20 money order companies. Mr. Reel previously chaired the Curriculum Committee for the Education Foundation of State Banking Supervisors for two years. Mr. Reel served with the U. S. Air Force from August 1969 to July 1973. He attended Tulsa University from 1965-66, and then attended Oklahoma State University from 1966-1969. Upon returning from active duty with the U. S. Air Force, he returned to undergraduate studies at Oklahoma State University and graduated in December, 1975 with a Bachelor of Science degree in Business Administration.

Doyle Jones

**Senior Examiner
Oklahoma State Banking Department**

Doyle Jones is a Senior Examiner with the Oklahoma State Banking Department and has been with the department for over 20 years. He has received a significant amount of training in numerous aspects of the regulatory environment and has experience in all aspects of the Safety and Soundness examination process. He is also designated as an Information Technology examiner at the department. He is a Certified Examiner-In-Charge and an Associate Certified Information Systems Examiner with the Conference of State Bank Supervisors (CSBS). Doyle is a graduate of the Graduate School of Banking at Colorado.

Carter Mathews

**Senior Examiner
Oklahoma State Banking Department**

Mr. Mathews began his examining career with the Oklahoma State Banking Department in 1982. He also spent some time as a banker and thus appreciates the perspective from the "other side of the table." Mr. Mathews has been examiner-in-charge of over 100 bank and trust company examinations for institutions of all sizes, including those in troubled condition. Although assigned to the Tulsa Field Office, he has examined banks in all areas of the state. He is a Certified Examinations Manager and Associate Certified Information Systems Examiner through the Conference of State Bank Supervisors and serves on the CSBS Technology Committee. Mr. Mathews is a graduate of the Jack T. Conn Graduate School of Community Banking at Oklahoma City University.

Evening Activities

Welcome Reception Dinner

Sunday, June 16th

Cantina Laredo

Starts at 7:00pm

Come enjoy dinner, family and friends at Cantina Laredo! The Mexico City style menu includes grilled fish, chicken and steaks complimented by signature sauces such as chipotle-wine with portobello mushrooms or sauteed artichoke hearts and roasted red bell peppers. Enjoy the award-winning signature margarita, Casa Rita, made from fresh lime juice and the finest tequila!

To top off the great food...the restaurant is riverfront on the central part of Branson Landing!



Grand Jubilee Musical Variety Show

Monday, June 17th

6:30pm-9:30pm

Buses will depart at 6:15pm from the Hilton Branson Convention Center

Audiences fall in love with the tight harmonies and dynamic performance of Branson's BEST Quartet, New South! Mark, Trey, Jason & David sing today's country hits as well as quartet classics from the Oak Ridge Boys to the Eagles. From Country and hand-clapping Gospel, to decades of Rock & Roll favorites, the Grand Jubilee will surpass expectations of any age.

Comedy is abundant! Jamie Haage, as Jim Dandy and Emcee, Mike Patrick, will keep you absolutely doubled over in laughter. Along with the power vocals of Jackie Brown, this show is a bomb with the fuse lit!

Additional Information

Dress Code

Dress code for the evening events is casual. Please note that the temperature on the lake can be cooler, so you may want to bring a light jacket. Dress code for the general sessions is summer casual (shorts included!!!).

Branson Landing

Discover uncharted waterfront shopping, dining and entertainment adventures at Branson Landing, located on the waterfront of beautiful Lake Taneycomo in downtown Branson. At Branson Landing, you will have a whole new world to explore, with Belk Department Store, Bass Pro Shops and over 100 specialty stores and restaurantd. Don't miss the magnificent \$7.5 million water fountain spectacular, synchronized to light, sound, music and fire! For more information and a map of Branson Landing and all it has to offer, www.bransonlanding.com

Recommend Activities

Branson is full of many fun and exciting things to do!! To help you narrow it down, below is some information on top attractions.

Ride the Ducks

Climb aboard the famous Branson Duck Tours for a fun land and water adventure in the Ozarks! Many packages available, plus you can board right at Branson Landing!! Visit www.branson.ridetheducks.com

Branson Zipline and Canopy Tours

Need something a little more adventurous? Canopy tours are world class experiences and consist of ziplining from platform to platform and traversing multiple sky bridges through the tree canopy - all under the supervision of certified guides. No zip line experience is necessary. Visit www.bransonzipline.com

The Track Family Fun Parks

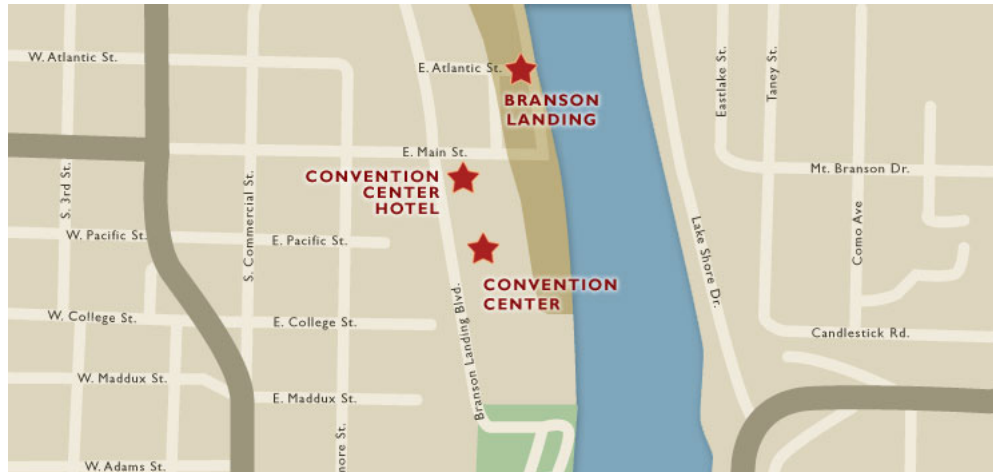
The Track Family Fun Parks are the fastest way for your family to have fun together in Branson Missouri. Wooden or classic go-kart tracks, water blaster-equipped bumper boats, themed mini golf-all without an admission charge! Visit www.bransontracks.com

Branson Shows

Want to take in one of many Branson Shows?? Visit www.bransonshows.com to see what all be playing while you are in town!

Additional Information

The Branson Convention Center is connected to the Branson Convention Center Hotel. You can access the convention center on the first floor of the hotel. Branson Landing is only a short walk from your hotel!



Branson Convention Center
200 Sycamore Street
Branson, MO 65616
Phone Number: 417.336.5401

Meeting Room Locations

