



45th Annual CONVENTION & TRADESHOW

CONNECT.
COLLABORATE.
Community.

JULY 19-21, 2023

OVERLAND PARK MARRIOTT

OVERLAND PARK, KS



Irv Mitchell
CBA Chairman

Dear Friends,

Connections. Collaborations. Community. That's what CBA of Kansas membership is all about. It's also the theme for the 45th Annual CBA Convention and Trade Show, coming up July 19-21, 2023. We return to the Marriott in Overland Park this year, which is always a great setting for education, networking and plenty of fun.

Speaking of entertainment, Patrick Dix with Shazam will emcee for us this year, and our keynote speakers include Mark Mayfield and Traci Brown. You might remember Mark from previous conventions, and his presentations are humorous, thought-provoking and enjoyable at the same time!

Featured Speaker Traci Brown is a renowned fraud-busting body language expert. You may have already seen her on NBC, CBS and FOX, as well as in Time Magazine, The Wall Street Journal and more. If you'd like to know when someone is trying to pull the wool over your eyes, don't miss this presentation.

When it comes to connections and community, making good memories together is always valuable. You will have plenty of opportunities at the Convention, like pickle ball at Chicken N Pickle on Thursday evening and TopGolf on Wednesday. This should be a great time for everyone!

Over the years I've enjoyed the CBA convention for many reasons. It's a great time to see our friends, and the networking is always important in our business. (Have you ever attended a banking event and not learned something from talking to your peers?) We also have a great lineup of vendors this year, so don't miss an opportunity to find out what's new that can benefit your bank.

And of course, the auction is always fun and exciting and a fantastic opportunity to provide financial support to our organization. Take home some treasures that will bring back fond memories of the great time you had at the 45th Annual CBA Convention.

Can't wait to see you there...sincerely,

Irv Mitchell
Wilson State Bank

Hotel & Convention *Information*

Hotel Reservations

Hotel accommodations at the Marriott are not included in your convention registration and should be made directly with the Hotel. CBA has reserved a block of rooms for Tuesday, Wednesday, Thursday and Friday nights, July 18-21, 2023. This block of rooms consists of hotel guest rooms. The special block price of \$149/night will be held until Saturday, June 5, 2023. After June 5, neither price nor room availability will be guaranteed, so make your reservations today! Be sure to mention you are with the Community Bankers Association.

Overland Park Marriott

(800) 228-9290

Room Block Price: \$149 (double/single/king)

Check in Time is 4:00 p.m. (price and availability cannot be guaranteed after June 5)



Wednesday Night Chairman's Welcome Reception

Join us Wednesday evening at TopGolf! CBA Chairman Irv Mitchell will host the annual welcome reception for a Swingin Good Time! CBA has reserved the Rooftop Terrace for attendees and family to enjoy the informal get together. Desserts and beverages will be available. Start the convention off right with a casual gathering of old friends and new friends you have yet to meet. *Sponsored by Bank Compensation Consulting (BCC)*

Thursday & Friday General Session & Trade Show

CBA's Trade Show is not your average trade show! Take advantage of this focused opportunity to hear our selected and screened demo companies share about their innovations on the General Session Stage. We've carefully chosen only a limited number of the most relevant vendors and presentations, so you're sure to get maximum value for your trade show time.

Networking Reception

Join us Thursday, July 20th from 3:15pm – 4:30pm for a cocktail reception. You don't want to miss this opportunity to network with exhibiting companies and industry peers in the Great Plains Ballroom. Name badges are required for this event.

Thursday Entertainment

Bring the whole family to this year's night of Good Food, Good Friends and Great fun. Join us at Chicken N Pickle, an indoor/outdoor entertainment complex including a casual, chef-driven restaurant and sports bar that boasts pickleball courts, a variety of yard games, cornhole, ping pong, battleship, bocce and jenga with enough space to kick back and relax with your favorite peeps. CBA has a reserved section and a pickleball court. On the registration form please indicate if you plan to attend. *Sponsored by SHAZAM, Inc.*

Attention All Pickle Ballers, TopGolfers and Those Who Wish to Become One:



Wednesday Night Chairman's Reception

This reception will be held at TopGolf golf bays. Comfortable, exciting .. and a little competitive in the most fun sense of the word. Don't miss the view, the food, the refreshments and the laughs.



Thursday Evening It's Pickle Ball at Chicken N Pickle!

Bring the family to this fun venue, filled with covered or outdoor pickle ball courts, awesome food and plenty of yard games. Gear is provided, but you need to bring your "get up and go", at whatever level you choose!



Friday Night – Chairman’s Reception and Dinner

Join us as we honor and thank our CBA Chairman Irv Mitchell, President/Chief Executive Officer of Wilson State Bank in Russell for his year of service and leadership. Laughter and congratulations are the themes of this evening.

Sponsored by Bankers’ Bank of Kansas.

What To Wear

Be comfortable! Dress for most events is casual – including the Tradeshow and General Sessions. Business dress for men and women will be appropriate for the Friday evening Reception and Dinner.

Fun For The Entire Family

There are so many things to do in and around Overland Park – shopping, museums, Top Golf, indoor sky-diving, wonderful restaurants, movies, botanical gardens and the zoo. To find out more information about Overland Park and the surrounding area, log on to the Overland Park Convention and Visitors Association website, www.visitoverlandpark.com.

**Don’t
Miss This
Event!**

The **Live Auction**, held Friday July 21st, is a CBA signature event you don’t want to miss, bidding will begin at 7:30 p.m. There will be the same Action! Unexpected Activity! Laughter! Collectors’ items, trendy treasures and perhaps a few unusual finds like in years past! Auctioneer Ed Dewey from the GNBank of Bucklin, will be back to bring on the bids and the fun. You seldom know where the next bid will be coming from in the audience. Come join this fast-paced, down home, entertaining event. Even if you don’t want to bid, you can still enjoy the show. Name badges are required for this event.

Convention Schedule **At-A-Glance**

Wednesday – July 19th

1:00 p.m.
Exhibitor Booth Set-Up

Afternoon
Registered guests may check in at the Marriott starting at 4:00 p.m.

8:00 p.m. – Chairman’s Welcome Reception
TopGolf. Irv and his wife Jennifer are hosting this friendly informal gathering. Transportation will be available.

Sponsored by Bank Compensation Consulting (BCC)

Thursday – July 20th

8:00 a.m. – CBA Registration Desk Opens

8:55 a.m. – 11:13 a.m. – General Session

Emcee – Patrick Dix, SHAZAM, Inc.

» **OPENING SPEAKER – Mark Mayfield – Find Your Day**

Sponsored by RESULTS Technology

» **Interactive Session with Demonstrating Companies**

» **What Banks Need to Know About CIS Controls** – Mike Gilmore, RESULTS Technology

» **Interactive Session with Demonstrating Companies**

11:13 a.m. – 11:33 a.m. – Morning Session Break

Sponsored by FHLBank Topeka

» **So Much Yield, So Little Liquidity**

– Jim Reber, ICBA Securities

12:15 p.m. – 1:00 p.m. – Lunch Buffet

1:00 p.m. – 2:17 p.m. – General Session

» **Interactive Session with Demonstrating Companies**

» **The State of Banking in Kansas** – David Herndon, Office of the State Bank Commissioner

» **Interactive Session with Demonstrating Companies**

2:20 p.m. – 2:40 p.m. – Mid-Session Break

2:41 p.m. – 3:15 p.m. – General Session

» **The Future of Banking** – Manish Nathwani, SHAZAM

3:16 p.m. – 4:30 p.m.

Reception with Exhibiting Companies

Sponsored by ICBA, ICBA Securities & ICBA Bancard

6:00 p.m. – 9:00 p.m. – Chicken N Pickle

Transportation will be available.

Sponsored by SHAZAM, Inc.

DON'T *Miss*

**A fun evening at
Chicken N Pickle**

**Thursday, July 20th
6 – 9 p.m.**

Friday – July 21st

8:30 a.m. – CBA Registration Desk Open

8:55 a.m. – 10:30 a.m. – General Session

Emcee – Patrick Dix, SHAZAM, Inc.

» **OPENING SPEAKER – Traci Brown – Fraud-Busting Body
Language Expert – Liar Liar Pants on Fire**

Sponsored by UNICO Group

10:30 a.m. – 10:45 a.m. – Mid Session Break

Sponsored by ICBA, ICBA Securities, ICBA Bancard

10:45 a.m. – 12:00 p.m. – General Session

» **Building Resilience in the Face of Regulatory Uncertainty:**

A C-Level Discussion – Ed Sullivan, Trust Exchange

» **Legal Update** – Pat Reeder, Woner, Reeder & Girard, P.A.

» **ICBA Update** – Lucas White, ICBA Chair-Elect

» **Annual Business Meeting**

Afternoon – Free Time

No scheduled events. Take advantage of the many activities to enjoy in the area.

5:00 p.m. – Officers' Photos

5:15 p.m. - 6:00 p.m. – Family Photos

5:15 p.m. – Chairman's Reception

6:00 p.m. – Dinner

Sponsored by Bankers' Bank of Kansas

7:30 p.m. – Live Auction

Auctioneer: Ed Dewey, GNBANK in Bucklin





Patrick Dix – Emcee

As vice president of client and association engagement, Patrick leads SHAZAM's Speakers Bureau, providing valuable and timely education on issues facing banks and credit unions. SHAZAM's Speaker's Bureau delivers some of the highest-rated content and training at more than 100 meetings and conventions annually. Patrick also supports SHAZAM's advocacy efforts at the state and federal level to ensure community financial institutions have a strong voice in the payments industry. Patrick joined SHAZAM as vice president of public relations and has served as vice president of strategic alliances prior to moving to his current role. Before joining SHAZAM, Patrick spent 25 years as a broadcast journalist, including 16 years as the senior morning news anchor at the NBC affiliate in Des Moines, Iowa.



Mark Mayfield – Find Your Day

Perspective. It's a key to survival. And during times like these, when the challenges of the pandemic seem never ending, perspective is vital for our personal well-being. In this inspiring AND hilarious presentation, Mark will discuss his personal experience with gaining perspective during difficult times, while providing people with valuable insights and skills on coping and thriving. Frustration, anxiety, and depression are the new pandemic variants. Mark will give you skills to manage your mental health and reset your baseline for happiness and success. He will help you "Find Your Day".



Mike Gilmore – Find Your Day What Banks Need to Know About CIS Controls

Banks continue to be prime targets for cybercriminals. To protect bank data, as well as maintain compliance with strict regulations, the FFIEC has adopted seven controls developed by the Center for Internet Security (CIS). These controls include; Inventory & Control of Enterprise Assets, Inventory & Control of Software Assets, Data Protection, Secure Configuration of Enterprise Assets & Software, Account Management, Access Control Management, Continuous Vulnerability Management. In this presentation, we will explain what each Control is and why it is important.



Jim Reber – So Much Yield, So Little Liquidity

Interest rates on garden-variety bonds are at their highest in 15 years. Predictably, community banks are scrambling to capitalize as liquidity has become hard to find. We will analyze the fixed-income market for banks and share some strategies for finding ways to take advantage of these historically attractive yields.



Ed Sullivan – Building Resilience in the Face of Regulatory Uncertainty: A C-Level Discussion

Ed Sullivan, Founder and CEO of the Trust Exchange, will discuss the role of technology and automation in managing Regulatory Compliance. He is a successful technology executive with over 20 years of experience building and managing early stage companies, Ed is a serial entrepreneur and investor, having started 5 companies where he has raised over \$70M in venture capital and created \$700M in exits for investors and shareholders. He was also the Founder and CEO of Aria Systems, an on-demand billing and customer management platform and LaserLink.net, the world's first and largest Virtual Internet Service Provider. He has worked closely with many large companies as either a customer or partner including Apple, HP, IBM, DELL, Disney, Dreamworks, SONY, Cisco, CSC, VMWare and EMC.



David Herndon – The State of Banking in Kansas

David will discuss the financial condition of State Banks in Kansas as well as challenges and opportunities facing the banking industry.



Manish Nathwani – The Future of Banking

The rate of change in banking technology, heightened consumer expectations and disruptive new players in the banking industry make “the future” harder to predict and plan for. What if you had a framework to evaluate and strategically plan for change? In this session we’ll look at some of the latest innovations and biggest disruptive forces for banks. We’ll help put those tools and the challenges that come with them in context for your bank. It’s time to start asking the right questions so you can draw your own map to the future of banking!



Traci Brown – Fraud-Busting Body Language Expert Liar Liar Pants on Fire

Traci is the Fraud-Busting Body Language Expert. She’s spent the last 20 years reading people and uncovering secrets hidden in plain sight. She’s trusted by the media to reveal the truth in crimes, politics and billion-dollar business deals.

Protect your hard-earned profits and catch would-be fraudsters before they can take away everything you’ve worked for. Would you win a game of Two Truths and a Lie? In this fast-paced keynote you’ll learn how to use Traci’s fraud prevention system to find the liars in today’s headline...and in your own life. You will learn to discover how to use Traci’s **9-Point Fraud Spotting System** to separate the lies from the truth, so you don’t innocently step into a business, life, or reputation-destroying event. You’ll walk out knowing how to read fraudsters like a book and keep yourself and your company off the front page for the wrong reasons. Save yourself from financial ruin, defamation, and even jail time.



Pat Reeder – Legal Update

During this update, outcomes and decisions from Kansas cases across 2022 and 2023 will be reviewed—and lessons from these decisions will be reviewed and explained, among other topics.



Lucas White – ICBA Update

Lucas White is chairman-elect of the Independent Community Bankers of America® (ICBA), the only national organization that exclusively represents community banks. Lucas has served as president of The Fountain Trust Company since 2016 and actively practices law in the family firm of White & White Attorneys LLP. He serves in many leadership roles at ICBA, including as a member of the ICBA Executive Committee and board of directors and as vice chairman of the Federal Delegate Board. He serves on ICBA’s Policy Development and ThinkTECH Selection committees and is Executive Committee liaison to the Legislative Subcommittee. He is also a member of the ICBA Securities board of directors. A fourth-generation community banker, White is an active member of his community. He is past chairman of the Indiana Bankers Association.



CBA offers special recognition and appreciation to the following companies who have committed to convention sponsorship. If you would like to sponsor a segment of the CBA Convention, please contact Yvonna Hansen in the CBA Office at (785) 271-1404 or by email at yvonna@cbak.com to inquire about available opportunities. Sponsors are recognized by signage and publicly acknowledged during their sponsored event. In addition, sponsors receive special mention in the CBA magazine, *In Touch*.

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First National Bank of Hutchinson
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UNICO Group, Inc.



Created by SJC Marketing, a full-service marketing agency with community bank experience. Learn more at: sjc.marketing

5897 SW 29th Street Topeka, KS 66614
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Registration Information

You can also [Click here to register online](#) or go to www.cbak.com

Bank: _____

Address (City/State/Zip): _____

Phone: _____ Email Address: _____

Please print name as it should appear on name badge - indicate after name if registrant is a banker, spouse, guest or child. Also, please mark the events you plan to attend, to help us obtain a more accurate food and beverage count.

1st Attendee _____ Banker Spouse Guest Child: age _____

Email Address: _____

Welcome Reception TopGolf (Wed. PM) General Session/Trade Show (Thurs.) Chicken N Pickle (Thurs. PM)

General Session (Fri. AM) Banquet (Fri. PM)

2nd Attendee _____ Banker Spouse Guest Child: age _____

Email Address: _____

Welcome Reception TopGolf (Wed. PM) General Session/Trade Show (Thurs.) Chicken N Pickle (Thurs. PM)

General Session (Fri. AM) Banquet (Fri. PM)

3rd Attendee _____ Banker Spouse Guest Child: age _____

Email Address: _____

Welcome Reception TopGolf (Wed. PM) General Session/Trade Show (Thurs.) Chicken N Pickle (Thurs. PM)

General Session (Fri. AM) Banquet (Fri. PM)

4th Attendee _____ Banker Spouse Guest Child: age _____

Email Address: _____

Welcome Reception TopGolf (Wed. PM) General Session/Trade Show (Thurs.) Chicken N Pickle (Thurs. PM)

General Session (Fri. AM) Banquet (Fri. PM)

Pricing and Payment Information

Full Convention Registration Fee

Banker Registrant \$499 Spouse/Guest \$339 Children 14 & under \$100

Associate Member Not Exhibiting \$1,599 Non-Associate Member Not Exhibiting \$1,899

Partial Registration Fee

Banker - Thursday Events Only \$350 Banker - Friday Events Only \$350

Vendors Not Exhibiting - Thursday Events Only \$950 Vendors Not Exhibiting - Friday Events Only \$950

For other special pricing arrangements please contact Yvonna Hansen at yvonna@cbak.com

Payment Method

I have enclosed a check for my registration fees Please email me my invoice

E-mail address: _____

Special Needs – Persons with special needs who plan to attend the convention and who may require auxiliary aids or services are required to contact CBA at least 15 days prior to the Convention so appropriate arrangements can be made. Also, please advise us of any special dietary requirements we need to address. CBA (785) 271-1404.

Cancellation Policy – Full refund available through June 1st. After June 1st, 20% of the fee will be deducted for costs. Cancellations after June 15th will not receive a refund.

HOTEL ACCOMMODATIONS

Room Reservations: Hotel accommodations at the Marriott are not included in your convention registration and should be made directly with the Hotel.

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Send completed registration form and fees to:

CBA • 5897 SW 29th Street • Topeka • KS 66614

Email: yvonna@cbak.com • Questions? (785) 271-1404