

West Virginia and Maryland Bankers Association

2022 CFO Financial Management Forum

AGENDA

Tuesday, October 25

6:00 – 7:00 pm

Welcoming Reception

Sponsored by:

Wednesday, October 26

8:00 – 9:00 am

Registration & Breakfast

Sponsored by:

9:00 – 9:55 am

Bank Strategy in a Post-Pandemic World

Kamal Mustafa, Chairman, Invictus Group

As the economy continues to transition away from the pandemic, banks must recognize they are entering an environment that is entirely unprecedented. Interest rates are once again at historic lows, structural changes to the economy are occurring and both leverage and asset prices across all sectors have reached historic highs. Community banks must look inward at their own banks, while also designing and evaluating innovative strategies to optimize their performance in this new world. This session focuses on digging deeper into these concepts and includes strong recommendations on analytical techniques and strategies that banks should consider as we move forward.

10:00 – 10:55 am

Data Analytics: Adapt or Fall Behind

Patrick Vernon, Senior Manager/Advisory Services, Crowe, LLP

With widespread use of data analytics, banks are adapting to current risks and economic trends through a deeper understanding of their credit performance, and their customers. The question is no longer if – but when. Learn how successful banks are using greater availability of data to improve their strategy for growth, financial positioning, profitability, and customer interaction.

10:55 – 11:05 am

Networking Break

Sponsored by: Federal Home Loan Bank of Atlanta

11:05 – 12:00 pm

Effective Strategic Planning – Beyond the Budget

Kyle Hershberger, President, Cross Financial

The strategic planning process is a vital step for your bank to be successful. This informative session examines planning techniques and best practices that extend beyond just reviewing your bank's balance sheet and income statement and other management tools that can be utilized to improve your bank's business planning activities. The session's easy-to-use forms and implementation checklists make preparations for your survey projects and strategic plan implementation, simple and effective. Review some practical ideas to help your bank reach its strategic goals. And what opportunities arise from avoiding planning stereotypes.

12:00 – 1:00 pm

Lunch

Sponsored by:

1:00 – 1:55 pm

Preparing Your Bank for An Economic Downturn

Peter Weinstock, Partner, Hunton Andrews Kurth

People, rules, and tools – these are three key areas critical to every bank's success; however, they become even more important if the economy takes a dip. In a conversation-style session, this presentation will reflect on the capital, liquidity, accounting, credit, innovation, technology, people, and examination considerations that every bank must keep top-of-mind regardless of whether economic headwinds occur in the short- or long-term.

2:00 – 2:55 pm

Managing Risk Amid Inflation, Rising Rates & Other Economic Challenges

Jim Craven, Vice President & Senior Consultant, McQueen Financial Advisors

Everywhere we look, there are signs of uncertainty, inflation, and potential recession. Interest rates have already started trending higher and will likely continue to rise throughout 2022. This is the opposite of what typically happens when economic conditions deteriorate. Our industry continues to focus on economic uncertainty, inflation, and the impact on bank health.

2:55 – 3:05 pm

Networking Break

Sponsored by: Mercantile Processing, Inc.

3:05 – 4:00 pm

Optimize Your Bank's Balance Sheet for Flexibility in Uncertain Times

Patrick Kealey, Regional Director-Maryland, IntraFi Network

Erich Buckenmaier, Regional Director-West Virginia, IntraFi Network

With the fog of inflation, extraordinary liquidity, the latest COVID variant, a war, and rising rates (at least in the near term), it is difficult to get a clear picture of what a return to "normal" will look like for the banking industry. Of particular concern are the persistently low loan-to-deposit ratios in a rising rate environment and the difficulty of predicting how fast liquidity may disappear for your individual bank. Learn how to prep your balance sheet to be both nimble and strong so that your bank can thrive under any number of market scenarios.

4:05 – 5:00 pm

The New Investment Paradigm for 2022

Michael S. Erhardt, CPA, Managing Director, ICBA Securities

Portfolio managers have been scrambling for two years to own the right mix of bonds. Rates shooting higher in 2022 have added new wrinkles, and we'll discuss some options.

6:00 – 7:30 pm

Dinner

Sponsored by: ProServ & MBA Solutions

Thursday, October 27

8:00 – 8:30 am

Breakfast Buffet

Sponsored by:

8:30 – 9:25 am

Close Encounters of the Fintech Kind

Dave DeFazio, Partner, StrategyCorps

See live demonstrations of trending apps like Robinhood, Cash App, SoFi, and Affirm to better understand the new features that are increasing competitive pressures on today's banking products. We'll share ongoing research which explains the trends - including which mobile features matter most to each generation, from zoomers to boomers. We'll also examine how fintech companies like Acorns are leveraging the subscription society (think Amazon Prime, Costco, Netflix, Spotify) and pioneering new recurring revenue-generating models for financial products and services.

9:30 – 10:25 am

The Evolution of ALCO: Regulatory Appeasement or Profit Improvement?

Todd Taylor, Founder & CEO, Taylor Advisors

ALCO is a continually evolving process. Changes in technology, the economy, and the financial industry all contribute to the dynamic nature of ALCO. This session will begin with a review of the history of the ALCO process, beginning in the 1970s, when Gap was the only tool, to the present, where complex interest rate risk models, capital, liquidity, and investments are interlinked to risk management and profitability. This session includes up-to-date peer data from banks across the country and case studies using real-world examples from community banks. A proactive ALCO process can not only help to meet or exceed examiners' expectations but can help management develop strategies to improve or protect profitability while managing risk.

10:25 – 10:35 am

Networking Break

Sponsored by: Federal Home Loan Bank of Pittsburgh

10:35 – 11:30 am

How Do You Eat the NIM Elephant – One BP at a Time!

Mark Swanson, Sales Executive, Deluxe Corp.

The past two years have presented bankers with numerous challenges. Among them is the significant compression of your Net Interest Margin (NIM). As the yield curve steepens and the likelihood of tightening by the Fed increases, NIMs will begin to rise from their historic lows. But not all financial institutions are positioned the same. Not all financial institutions will have a plan to optimize their NIM for the long term. Some will leave basis points on the table. In this session veteran banker Mark Swanson will share strategies, tactics, and tools to help you Optimize your NIM. He will draw on his experience, as a former CEO during The Great Recession, when he increased their Bank's NIM from 2.25% in 2009 to 4.18% in 2014, one Basis Point (BP) at a time.

11:35– 12:30 pm

Practical Steps to Get CECL Compliant

Shawn O'Brien, President, QwickRate

Wherever you are in the CECL prep process, you'll benefit from this discussion of practical steps to make the transition as simple as possible. The Q1 2023 CECL compliance deadline is closing in! While some banks are still working on adopting their standard, other banks are already rethinking their approach. Explore proper methodologies, strategies other community banks are taking, how to implement a parallel path, and the Federal Reserve's SCALE tool. Leave with a checklist of practical steps to make the transition as simple as possible, with less impact to your team.

12:45 pm

Conference Adjourns