

2025 CONVENTION & TRADE SHOW BANKER BROCHURE



Dear Friends,

We are thrilled to share exciting news about the upcoming 47th annual convention hosted by the Community Bankers Association. This year, we invite you to join us for a remarkable three-day experience at the Kansas City Marriott Downtown, nestled in the vibrant Power & Light District, on July 7-9. We will commence our annual event on Monday evening, so we encourage you to arrive early and enjoy the lively atmosphere and nearby attractions. It's the perfect opportunity for a memorable getaway with your family.

We would like to extend a warm invitation to you and your family to be part of this dynamic event that promises to blend enjoyment, education and invaluable networking opportunities. Our dedicated CBA staff has meticulously curated a diverse range of activities designed to cater to all interests, including thought-provoking educational sessions, engaging social events, productive business meetings and family-friendly programs, ensuring there's something for everyone.

The convention will kick off in style with a welcome reception on Monday evening, July 7, where you'll have the chance to reconnect with colleagues and forge new relationships. Throughout the convention, you'll also have the opportunity to connect with an exciting marketplace of vendors showcasing their latest products and services tailored to enhance the operations of your bank.

One of the highlights of this year's event will be an inspiring keynote address from the distinguished Tara Renze, who will deliver a motivational message filled with actionable insights. Additionally, we have assembled a team of knowledgeable speakers who will share practical strategies to help community bankers navigate the current challenges they face.

As community bankers, we understand that our strength lies in unity and collaboration, and this convention serves as an invaluable opportunity to come together, exchange ideas and learn from one another. Our collective voice is powerful, and when we stand united, our state and national leaders take notice. Let's use this as our chance to make significant strides in our industry.

As your chairman for the past two years, it has been my honor to serve you. My wife, Nancy, I eagerly anticipate seeing all of you in Kansas City for what promises to be an enriching and enjoyable experience.

Warmest regards,
Joe Rottinghaus
CBA Chairman
Conway Bank



GENERAL INFORMATION

HOTEL RESERVATIONS

Hotel accommodations at Kansas City Marriott Downtown are not included in your convention registration and should be made directly with the hotel. CBA has reserved a block of rooms for Monday, Tuesday and Wednesday nights, July 7-9, 2025. This block of rooms consists of hotel guest rooms. The special block price of \$219/night will be held until Saturday, June 5, 2025. 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.

Kansas City Marriott Downtown

(816) 421-6800

Room Block Price: \$219 (double/single/king)

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

To make your room reservations online, scan the QR code.



<https://book.passkey.com/event/50807109/owner/587/home>

WHAT TO WEAR

Be comfortable! Dress for most events is casual — including the Trade Show and General Sessions. Business dress for men and women will be appropriate for the Wednesday evening Reception and Dinner.

FUN FOR THE ENTIRE FAMILY

Kansas City offers a vibrant array of activities and attractions that cater to diverse interests. Whether you're in the mood for a shopping spree, exploring fascinating museums or enjoying a leisurely trolley ride through the vibrant streets, there's something for everyone. Food lovers can indulge in the city's renowned culinary scene with a variety of exceptional restaurants serving everything from classic barbecue to gourmet cuisine. For those seeking relaxation and beauty, the city boasts stunning botanical gardens that are perfect for a peaceful stroll, along with a captivating zoo that delights visitors of all ages. To discover more about what Kansas City has to offer and to plan your visit, be sure to check out the Kansas City Convention and Visitors Association website at www.visitkc.com.

MONDAY NIGHT — CHAIRMAN'S WELCOME RECEPTION

Join us on Monday evening for the Chairman's Welcome Reception, an informal get-together. The whole family is welcome to attend. Light snacks 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. *Co-sponsored by Bank Compensation Consulting (BCC) and BHG.*

TUESDAY — GENERAL SESSION & TRADE SHOW

CBA's Trade Show is not your typical trade show! Take advantage of this unique opportunity to hear from our selected and vetted demo companies as they showcase their innovations on the General Session Stage. We have carefully chosen a limited number of the most relevant vendors and presentations, ensuring that you get the most value for your time at the Trade Show.

TUESDAY NETWORKING RECEPTION

Don't miss out on our exclusive cocktail reception on Tuesday, July 8, from 3:15 p.m.-4:30 p.m.! Join us in the Royal Exhibit Hall for a fantastic opportunity to connect with exhibiting companies and fellow industry leaders. Remember, name badges are a must for entry, so come prepared to engage and network! *Sponsored by BHG.*

TUESDAY DINNER + ENTERTAINMENT

GET READY TO HOWL WITH US! Howl at the Moon isn't just any dueling piano bar — it's an electrifying nightlife adventure in the heart of the Kansas City Power & Light District! Prepare yourself for a high-energy experience packed with live music and dancing that you won't forget. The incredibly talented musicians will put a fresh spin on your favorite songs, rocking out with dueling pianos, guitars, drums, synths, horns and so much more! From the classics of Buddy Holly to the hits of Katy Perry, Howl's dueling pianos will have you singing, dancing and howling with joy all night long! Come join the fun! *Sponsored by SHAZAM Inc.*

WEDNESDAY NIGHT — CHAIRMAN'S RECEPTION AND DINNER

Join us in a heartfelt celebration as we appreciate the wonderful service and leadership of Joe Rottinghaus, our CBA chairman and president/chief executive officer of Conway Bank in Wichita. This evening will be filled with laughter and warm congratulations as we recognize his incredible contributions. *Co-sponsored by Bankers' Bank of Kansas and RESULTS Technology.*

WEDNESDAY NIGHT — LIVE AUCTION

Don't miss out on the exciting Live Auction, a signature event by CBA that promises an unforgettable experience! Bidding kicks off at 7:30 p.m., and you can expect the same attractions as in years past — thrilling action! Unpredictable fun! Cheery laughter! Delightful collectibles, stylish treasures and maybe even some quirky finds, just like in previous years! Auctioneer Ed Dewey from GNBANK of Bucklin will be back to energize the room with competitive bids and good times. The anticipation in the audience makes it anyone's game! Whether you're bidding or simply watching, this fast-paced, down-home event guarantees entertainment. Remember, name badges are required for admission, so grab yours and join in on the fun! *Sponsored by Bank Compensation Consulting (BCC).*

REGISTRATION INFORMATION

Register online today at www.cbak.com or scan the QR code.

OR

Fill out the form below, scan and email it to yvonna@cbak.com.

<https://www.cbak.com/events/2025-annual-convention-and-trade-show/register>



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 (Mon. p.m.)

☐ General Session (Wed. a.m.)

☐ General Session/Trade Show (Tues. a.m.)

☐ Banquet (Wed. p.m.)

☐ Howl at the Moon (Tues. p.m.)

☐ Live Auction (Wed. p.m.)

2nd Attendee _____ Banker Spouse Guest Child: age _____

Email Address: _____

☐ Welcome Reception (Mon. p.m.)

☐ General Session (Wed. a.m.)

☐ General Session/Trade Show (Tues. a.m.)

☐ Banquet (Wed. p.m.)

☐ Howl at the Moon (Tues. p.m.)

☐ Live Auction (Wed. p.m.)

PRICING AND PAYMENT INFORMATION

Full Convention Registration Fee

CBA Bank Member \$499

Children 14 & under \$100

Bank Non-Member \$599

Associate Member Not Exhibiting \$1,599

Spouse/Guest \$339

Non-Associate Member Not Exhibiting \$1,899

Partial Registration Fee

TUESDAY ONLY

CBA Bank Member \$350

Bank Non-Member \$499

Vendors Not Exhibiting \$950

WEDNESDAY ONLY

CBA Bank Member \$350

Bank Non-Member \$420

Vendors Not Exhibiting \$950

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

Payment Method

☐ 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 1. After June 1, 20% of the fee will be deducted for costs. Cancellations after June 15 will not receive a refund.

Hotel Accommodations

Room Reservations: Resort accommodations at the Kansas City Marriott Downtown are not included in your convention registration and should be made directly with the hotel.

CBA has reserved a block of rooms for Monday, Tuesday and Wednesday July 7-9, 2025. This block of rooms consists of single/double guest rooms starting at \$219/night will be held until **June 5, 2025**. To make reservations call (816) 421-6800 and let them know you are with the CBA room block. After June 5, neither price nor room available will be guaranteed.



Register online by scanning the QR code.

<https://www.cbak.com/events/2025-annual-convention-and-trade-show/register>

CONVENTION SCHEDULE AT-A-GLANCE

Monday, July 7

- 4:00 p.m.** Registered guests may check in at the hotel.
- 8:00 p.m.** **Chairman's Welcome Reception** — Joe and his wife Nancy are hosting this friendly, informal gathering. *Co-sponsored by Bank Compensation Consulting (BCC) and BHG Financial*

Tuesday, July 8

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| <p>8:00 a.m. CBA Registration Desk Opens</p> <p>9:00 a.m.-11:13 a.m. General Session Be Who You Came To Be — Create, Own & Live the Life You Deserve & Desire — Opening Speaker Tara Renze Interactive Session with Demonstrating Companies Invited Guest — Governor Michelle Bowman, Federal Reserve Interactive Session with Demonstrating Companies</p> <p>11:13 a.m.-11:33 a.m. Morning Session Break</p> <p>11:33 a.m.-12:15 p.m. Community Bank Money-makers in 2025 — Jim Reber, ICBA Securities</p> <p>12:15 p.m.-1:00 p.m. Lunch Buffet</p> | <p>1:00 p.m.-3:15 p.m. General Session Interactive Session with Demonstrating Companies What is the Next Chapter for Your Bank? — Philip Smith, Gerrish Smith Tuck PC Interactive Session with Demonstrating Companies</p> <p>2:15 p.m.-2:35 p.m. Afternoon Break Bank M&A: Market Update, Key Trends, and Best Practices — Frank Berndt, Olsen Palmer</p> <p>3:15 p.m.-4:30 p.m. Reception with Exhibiting Companies — <i>Sponsored by BHG</i></p> <p>6:00 p.m.-8:00 p.m. Howl at the Moon — <i>Dinner + Entertainment sponsored by SHAZAM Inc.</i></p> |
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Wednesday, July 9

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| <p>8:30 a.m. CBA Registration Desk Open</p> <p>9:00 a.m.-10:10 a.m. General Session It's Not Just Cyber, It's Social — Mike Burke, SHAZAM Inc. Interactive Session with Demonstrating Companies</p> <p>10:10 a.m.-10:30 a.m. Mid-Session Break</p> <p>10:30 a.m.-12:00 p.m. General Session Backup & Business Continuity: Learn to Maintain the Integrity & Availability of Your Data — Patrick Murphy, RESULTS Technology The State of Banking in Kansas — David Herndon, Office of the State Bank Commissioner ICBA Update — Susan Sullivan Kinney, ICBA Annual Business Meeting</p> | <p>Afternoon Free Time — No scheduled events. Take advantage of the many activities to enjoy in the area.</p> <p>5:00 p.m. Officers' Photos</p> <p>5:15 p.m. Chairman's Reception</p> <p>6:00 p.m. Dinner — <i>Co-sponsored by Bankers' Bank of Kansas and RESULTS Technology</i></p> <p>7:30 p.m. Live Auction — Auctioneer Ed Dewey, GNBank in Bucklin — <i>Sponsored by Bank Compensation Consulting (BCC)</i></p> |
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SPEAKERS

Tara Renze

Be Who You Came To Be — Create, Own & Live the Life You Deserve & Desire

In this high-energy, packed-with-takeaways presentation, you will learn to tap into your emotional and positive intelligence to: redefine happiness, extinguish burnout, embrace change, eliminate comparison, self-assess to self-actualize, lean into fear to take risks, achieve higher goals, never play small again and elevate your success. Finding our purpose, balancing career and home, and living a truly fulfilled life are three priorities for professionals. “Be Who You Came To Be” is a thought-provoking, inspiring, genuine and fresh approach that helps professionals unlock and unleash their purposes in life. Tara takes a new and refreshing approach to help you find purpose and be who you came to be. Through personal experience, stories and research, she will walk you through a three-step process to *be who you came to be*. She combines her 20 years of success in corporate and direct sales along with her role as a wife and mother so she can offer her audience an experience and a message that is sincere, motivating, relatable and game-changing.



Governor Michelle Bowman, *Invited Guest*

Michelle W. Bowman took office as a member of the Board of Governors of the Federal Reserve System on Nov. 26, 2018, to fill an unexpired term ending Jan. 31, 2020. She was reappointed to the Board on Jan. 23, 2020, and sworn in on Jan. 30, 2020, for a term ending Jan. 31, 2024.

Prior to her appointment to the Board, Ms. Bowman served as the state bank commissioner of Kansas from January 2017 to November 2018. She also served as vice president of Farmers & Drovers Bank in Kansas from 2010-17.

In addition to her experience in the banking industry, Ms. Bowman worked in Washington, D.C., for Sen. Bob Dole of Kansas from 1995 to 1996 and served as a counsel to the U.S. House Committee on Transportation and Infrastructure and the Committee on Government Reform and Oversight between 1997 and 2002. In 2002, Ms. Bowman became director of congressional and intergovernmental affairs at the Federal Emergency Management Agency. From 2003-04, she served as deputy assistant secretary and policy advisor to Homeland Security Secretary Tom Ridge.

Following her time in Washington, D.C., Ms. Bowman led a government and public affairs consultancy based in London before returning to Kansas in 2010.

Ms. Bowman received a BS in advertising and journalism from the University of Kansas and a JD from the Washburn University School of Law. She is a member of the New York Bar.



Jim Reber

Community Bank Moneymakers in 2025

It looks like “Higher for Longer” could evolve into “Higher for Ever.” Monetary policy easing keeps being pushed into later quarters and even years, compared to recent Federal Reserve rate-cutting cycles. Implicit in this is a flat yield curve, which has resulted in some rewriting of the playbook for creating earnings. You will look at the current community bank balance sheet makeup, highlighting where relative value opportunities exist.



Philip Smith

What is the Next Chapter for Your Bank?

Is the banking industry facing a time of greater uncertainty, or does the new presidential administration bring more certainty? Are community banks destined to be sold? Or will there be a new resurgence toward greater independence? The key job for the CEO, in conjunction with the Board of Directors of any financial institution, is to decide what is coming next for your organization and to plan for the next chapter of the bank's life, whatever it is. This upbeat and informative presentation will cover a wide range of topics, helping CEOs think about the future of the industry as well as the future of their individual banks. Whether you want to be an active acquirer, want to remain independent and create more stakeholder value, or engage in strategic planning to chart a new course, this presentation will have something for everyone.



Frank Berndt

Bank M&A: Market Update, Key Trends and Best Practices

While bank M&A activity has been relatively tepid of late, the banking industry is seemingly on the verge of a sizable consolidation wave over the years ahead. Accordingly, this session will provide an engaging update on the bank M&A landscape, including transaction activity, pricing, deal drivers, key trends and best practices. The discussion should be useful whether from the perspective of potential sellers, would-be acquirers, prospective merger counter-parties and even those intending to remain squarely independent.



Mike Burke

It's Not Just Cyber, It's Social

Most cybersecurity incidents start with some type of social engineering. Mike will cover some trending social engineering tactics used by fraudsters that target financial institutions and their clients — from ACH and new account openings to the tried-and-true tactics used for clients' account takeovers.



Patrick Murphy

Backup & Business Continuity: Learn to Maintain the Integrity & Availability of Your Data

Are you following best practices when it comes to your bank's backup and business continuity? When was the last time you checked? A robust and flexible backup strategy will ensure your examiner is satisfied and your bank stays operational during a range of disruptions, whether it's a health crisis, a natural disaster or a ransomware attack.



Join us to learn what makes a good BCDR IT plan, testing business continuity, what to backup, types of backups and retention cycles.

David Herndon

The State of Banking in Kansas

David will delve into the current financial landscape of State Banks in Kansas, highlighting the various challenges they encounter as well as the opportunities that may arise within the banking industry. His discussion will provide an insightful analysis of the factors influencing these banks and the potential pathways for growth and adaptation in a rapidly evolving market.



Susan Sullivan Kinney

ICBA Update

Susan Sullivan Kinney is the senior vice president of congressional relations at the Independent Community Bankers of America® (ICBA), where she plays a key role in advocating for community banks before key members of Congress and banking regulatory agencies. Her areas of focus include regulatory relief, deposit insurance, payments, digital assets, cybersecurity and data privacy.



Chris Kelley — Emcee

Mr. Kelley is the executive director & president of the Barret School of Banking since 2003. Chris regularly speaks at banking conventions and events across the U.S. He is a graduate of the Barret Class of 2000 and served as the Alumni Association president. Chris was a board member prior to becoming the executive director. He began his banking career in 1995 in a management trainee position with the National Bank of Commerce in Memphis. His final role was senior vice president in branch administration. Prior to starting his banking career, Chris played professional baseball for the Texas Rangers. Chris has an undergraduate degree in finance from the University of Tennessee, where he played baseball, and received his MBA from Christian Brothers University. He was born and raised in Andalusia, Alabama, and moved to Memphis in 1995. He is married with two children. Chris has served a number of civic organizations in the Memphis area, including as a board member of Leadership Memphis and the Community Foundation of Greater Memphis. He has served on the PTA of his children's schools for more than 10 years and has been a volunteer youth sports coach for the past 15 years.

SPONSOR RECOGNITION

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 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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