The role of a successful IT professional requires many diverse skills. Just knowing about IT is not enough, as you need to keep on top of technology trends, know the business of banking and advocate what is best for the bank's technology needs. To be successful in the bank you must be all systems go! To help you continue to lead your bank’s technology department, the Iowa Bankers Association offers the IBA Technology Conference. Designed to help you make decisions to increase productivity, customer satisfaction and profitability, the conference has two days of educational sessions, networking opportunities with your peers and an exhibit hall with over thirty vendors. This year’s conference offers sessions on information security, project management, how to prepare for the next IT exam, what’s ahead in payments, and fraud mitigation and more.

Registration Information
The registration desk will be open:
• Tuesday, October 24, 8:30 a.m. - 5:00 p.m.
• Wednesday, October 25, 8:00 - 11:30 a.m.
Your name badge admits you to Tuesday’s lunch and reception, two breakfasts, all general and breakout sessions and the Exhibit Hall.

Tuesday Evening Reception
Tuesday, October 24, 4:30 p.m.
Take this opportunity to visit with the Exhibitors and have your Grand Prize ticket signed. This is a great chance to explore products and services and network with your peers.

GSB Technology School Rebate
Attendees of this conference who attend the 2018 GSB Bank Technology Schools will receive a $250 rebate off the GSB school tuition. Information about the schools are in the conference packet.

Conference Sponsors
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Tuesday, October 24

8:30 a.m.  Registration, Continental Breakfast and Exhibit Hall Open
  • Iowa A
  • Sponsor by Secure Guard Consulting

9:00 a.m.  Strategies on Securing Your Banks and Enterprises
  • Iowa BCDE
  Jayson Street, F0rb1dd3n
  Most people who work on the defensive side of computer security only see the landscape from that perspective! Jayson will show how an attacker views your website & employees then use them against you. We’ll start with how a successful spear phish is created. By using the information gathered from the company’s own ‘about’ page as well as scouring social media sites for useful information to exploit. The majority of the talk will be covering successful countermeasures to help stave off or detect attacks. This discussion will draw on the speaker’s 15 years’ experience of working in the US banking industry on the side of defense.

10:00 a.m.  Break with Exhibitors
  • Iowa A

10:30 a.m.  Developing An Efficiencies Framework
  • Iowa BCDE
  Jeff Balacek, Locknet Managed IT Division, Eden Prairie, MN
  This session focuses on process mapping and finding more efficient ways to conduct daily/monthly/annual tasks. It is amazing what can be accomplished by targeting each process and either eliminating extra steps or inserting technology to be more efficient and accurate. Save time, money and effort by learning ways to effectively process map your recurring IT tasks.

12:00 p.m.  Lunch
  • Ballroom
  • Sponsored by Bankers’ Bank

1:00 p.m.  Preparing for Your Next IT Exam
  • Iowa BCDE
  Susan Orr, Susan Orr Consulting, Naperville, IL
  Regulatory examinations today, while risk focused and concentrated on management oversight and data security, will be enterprise-wide encompassing all areas of operations as well as IT. Therefore it is imperative that management ensure effective administrative, technical, and physical controls are in place throughout the institution. In this seminar we will cover the areas typically addressed in an IT examination, regulatory requirements, and point out some of this year’s “hot spots.”

2:00 p.m.  Refreshment Break & Exhibitor Time
  • Iowa A

2:30 p.m.  Vision 2020: Winning the Payments Race
  • Iowa BCDE
  Virginia Heyburn, FISERV
  Digital transformation is reshaping the payments industry. Financial institutions that can capitalize on this transformation will be able to build deeper and more profitable relationships with their customers. As digital consumers are trained to expect instant gratification and immediate delivery, the payments industry has not been in a position to keep pace until now. With powerful new competitors inspiring innovation, banks can seize the advantage of sitting at the epicenter of financial relationships. Creating distinction that is characterized by speed, ease and convenience, banks will use technology to build loyalty, deepen relationships, and preserve the payments franchise.

3:00 p.m.  Break with Exhibitors
  • Iowa A

3:30 p.m.  Power Up Your Fraud Mitigation Potential
  • Iowa BCDE
  Liz Little, SHAZAM, Johnston
  Fraud is ever-evolving, so what are the tactics, trends and tricks that fraudsters are using to get your customer’s information? You’ll learn the common ways fraudsters are gathering card information and what you can do to prevent it. Does law enforcement need to be involved? How are your vendor patterns helping and hurting your fraud liability? How do you discuss fraud with the local media? We’ll provide you with answers to maximize your fraud prevention efforts and position your institution as a knowledgeable financial leader in your community.

4:30 p.m.  Reception & Exhibit Time
  • Iowa A
Technology Conference

Wednesday, October 25

7:15 a.m.  Full Breakfast Buffet
   • Ballroom
   • Sponsored by MIB Banc Services

8:00 a.m.  The State of Security
   • Iowa BCDE
Stacia Tympanic, Alex Jacobs, Carbon Black
This session will discuss the general state of security and provide an overview of the financial services industry and general best practices and endpoint security. It will also detail cases specific to Iowa and share some success stories. Stacia Tympanic is a sales engineer with Carbon Black specializing in endpoint security health, developing protection strategies and optimizing products in security stacks for a business needs and objectives.

9:05 a.m.  Hot Topics in Bank Technology
   • Iowa BCDE
Join your fellow conference attendees to discuss some of the most pressing topics in bank technology today. This fast-paced session will draw knowledge from the group and will be something you won’t want to miss.

10:00 a.m. Break
   • Iowa BCDE

10:15 a.m. The Fine Art of Building Business Relationships for the IT Professional: One Conversation at a Time
   • Iowa BCDE
Debra Fine, Greenwood Village, CO
Focus on rapport building techniques, conversation and mingling skills, gaining visibility, making a positive impression and networking tips that help build face to face business relationships. Learn how to:
• Approach new people and quickly establish rapport and converse easily with new acquaintances
• Start conversations and keep them going
• Avoid sending contradictory/confusing signals about yourself
• Employ easy-to-use “active” listening techniques that will make communication more effective and help clarify the meaning behind the message
• Prevent the most common conversation blunders that create a negative impression
• Master introductions and remember names
• Make an unforgettable positive first impression
• Demonstrate you’re a positive & self-confident professional
• Turn every business meeting, conference and interaction into an opportunity for success
• Experience more ease at business conferences, networking occasions, receptions and meetings.
• Exit conversations with grace

11:30 a.m. Adjourn

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