IOWA BANKERS
ASSOCIATION

Power Up

2018 IBA Technology Conference
November 1-2, 2018 | Des Moines, IA

Welcome to the IBA Technology Conference. 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 Power Up 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, developing table-top exercises, how to help your team adopt new software, hacking lessons, and more. Thank you for attending!

Registration Information
The registration desk will be open:
Thursday, November 1, 8:30 a.m. - 5:00 p.m.
Friday, November 2,8:00 - 11:30 a.m.
Your name badge admits you to Thursday's lunch and reception, two breakfasts, all general and breakout sessions and the Exhibit Hall.

Thursday Evening Reception
Thursday, November 1, 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 2019 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
Special thanks to our sponsors!

Exhibit Hall
Thursday, November 1, 8:30 a.m. - 5:00 p.m.
Vendors with the latest products and services for bank technology and operations have been invited to set up displays during the first day of the conference. Tuesday's agenda allows time to browse through the exhibits, while finding ideas, answers and assistance from experts.

Conference Website
For additional materials for the IBA Technology Conference, see the event website at ibatechconference.com. Schedules, handouts, links to sponsors, speakers and more are available!

Questions
Please talk to us if you have any questions! IBA staff is available during the conference or following with any questions you may have. Contact IBA's Darcy Burnett by phone or text at 515-669-5077 or dburnett@iowabankers.com with questions.

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Thursday, November 1

8:30 a.m. **Registration, Continental Breakfast and Exhibitors**
• *Iowa A*

9:00 a.m. **Cryptocurrency, Cybercrime & the Darkweb**
• *Ballroom*
Chad Knutson, SBS Cybersecurity, Madison, SD
What do these 3 items have in common? Criminals looking to buy or sell their illegal items have long depended on the black market to conduct their trades. With the evolution of technology, we have brought these markets to the internet. We will explore the different aspects of the internet, including the surface web, deep web, and dark web. Cybercriminals are also leveraging the web to buy and sell their stolen data or cyber products and services. Understanding how the internet is leveraged for crime gives us a better understanding how to protect our institutions. We will also explore the types of cybercrime affecting community banks and how to counter these risks. In this session, we will discuss the following: cryptocurrency and its impacts; cybercrime fraud trends in community banking; different dark parts of the internet; and buying and selling cybercrime

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

10:30 a.m. **Developing and Conducting a Table-Top Exercise**
• *Ballroom*
Vicky McKim, Aureon, Des Moines
Nearly two-thirds of businesses do not have an emergency plan in place for responding to disasters such as hurricanes, floods, or cyberattacks according to an Ad Council survey. One such way to help your business be prepared is to conduct table top exercises. This session covers the different types of exercises for crisis planning and their value; the types of preparation you want to make for each exercise; how to track and monitor findings for resolution in your plans; and incorporating exercises into your risk management and business continuity program.

11:45 p.m. **Lunch**
• *Ballroom SC*

12:45 p.m. **Break with Exhibitors**
• *Iowa A*

1:00 p.m. **Now What? Get Your Team to Adopt New Software**
• *Ballroom*
Mitchell Klein, VP Risk Services, Ncontracts
You've found the perfect software solution and have a timeline for implementing it. The only obstacle between you and success: management and staff acceptance. This session will explain how to tackle this challenge and disarm employees' concerns about new software.

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

2:30 p.m. **Hacking Lessons Learned**
• *Ballroom*
*Alex Hernandez, VP of Customer Solutions, DefenseStorm*
This session will explore what it actually means to be hacked – everything from why hackers hack to how they select their targets to how they cover their tracks on the way out. Using real-world examples, we'll take an inside look at how hackers identify and exploit weaknesses in networks. We'll also address what you can do to protect and prepare your organization.

3:30 p.m. **Break**
• *Iowa A*

3:45 p.m. **The Amazon Prime Effect – What's Next for Mobile**
Dave Defazio, StrategyCorps
The question remains the same, but the answers are constantly evolving. Discover the newest mobile banking features being implemented by top performing financial institutions that go beyond basic transactions to help them connect better with their customers. This session will cover key players in the mobile payments war well as the financial institutions that are using rewards to engage customers. We'll discuss born digital banks that are leading the way in developing ways to serve customers' financial needs, social payments and how Venmo is becoming the standard for how Millennials and other customers think about finances between friends.

4:30 p.m. **Reception & Exhibit Time**
• *Iowa A*
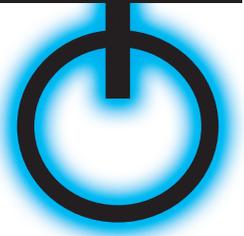
Friday, November 2

7:15 a.m.   Full Breakfast Buffet
    • *Ballroom SC*

8:00 a.m.   Emerging Tech Trifecta and the Value Creation Explosion with IOT, AI and Blockchain
    • *Ballroom*
    Ian Khan, Technology Futurist
    Learn about the three transformative technologies that will reshape 99.9% of what we do and how we do it. Internet of Things, Blockchain and Artificial form the technology trifecta that is slowly leading the path to unlock a tremendous amount of value. These three technologies are revolutionary in nature and will shape positive outcomes in the era of the 4th Industrial revolution. Learn the How and the Why of the technology trifecta and apply the knowledge to your business to inspire, grow and become successful.

9:25 a.m.   Hot Topics in Bank Technology
    • *Ballroom*
    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.

10:25 a.m.   Break

10:35 a.m.   7 Leadership Lessons from Ender's Game
    • *Ballroom*
    Hans Eckman, Eckman Guides, Atlanta, GA
    For managers, authority is assigned and leadership assumed, but there are big differences between management and leadership. Leadership must be demonstrated and authority earned through trust and respect. In "Ender's Game", Ender Wiggin faced similar challenges. Initially, Ender was not only in a contributor position, but he was actively inhibited from demonstrating value. Join us to learn the 7 secrets of leadership Ender developed during his time at Battle and Command schools. See how his leadership lessons can be applied to your professional growth, development, and perspective as a leader in your company and projects. Even if you are not ready to step from the shadows yet, these lessons will improve your work as a key contributor and facilitate your path to future leadership.

11:45 a.m.   Adjourn

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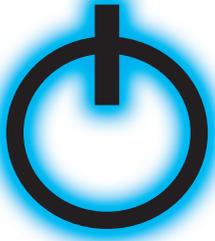Scantron Technology Solutions

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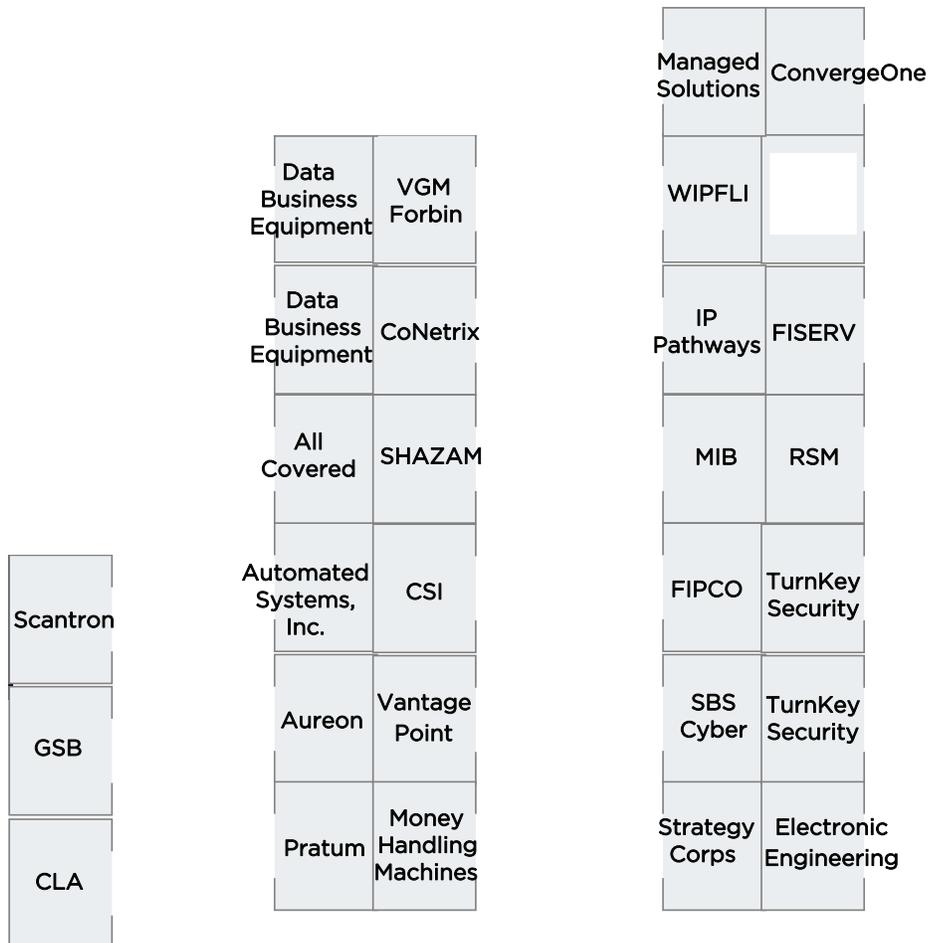
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2018 Exhibit Hall Map

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