

January 23-24, 2012 • Sheraton Dallas Hotel

The Premier Technology
Conference & Expo for
Financial Institutions

Innovate Interact Impact

TECH
MECCA[®]
2012



Conference Information & Registration



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Dear Colleague:

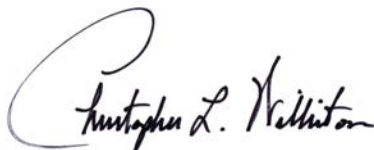
Make plans now to attend the tenth TechMecca Technology Conference and Expo at the Sheraton Dallas Hotel in Dallas, Texas.

In this time of financial turmoil, you have to continuously move forward, using **innovative** technology in order to make an **impact** with your customers. As technology evolves, the marketing arena is changing as well. TechMecca 2012 will deliver targeted strategies and solutions designed especially to meet the challenge of today's constantly changing financial services market. You will also have the opportunity to network and **interact** with your industry colleagues.

TechMecca features dynamic general sessions led by industry experts who understand the fragile balance between technology, marketing and customer service. Concurrent sessions focus on specific topics related to technology, marketing, compliance and risk management, helping attendees move their financial institutions forward during these tough economic times. In addition, the TechMecca Expo features products and services from the nation's leading financial services providers.

Innovate, Interact, Impact. Register for TechMecca today online at [www.ibat.org/techmecca!](http://www.ibat.org/techmecca) Optimize the value of your technology investments by staying current on emerging technologies and trends. TechMecca highlights the advantages of technology throughout financial institutions' operations by bringing together a broad array of financial services information and tools under one roof. This tailored "hands-on" conference and expo deliver a multitude of solutions by combining technology-driven general and concurrent sessions. Ample time is given to explore up to 200 leading industry suppliers showcasing practical technology services and solutions to guide you into the future as well as network with your industry peers.

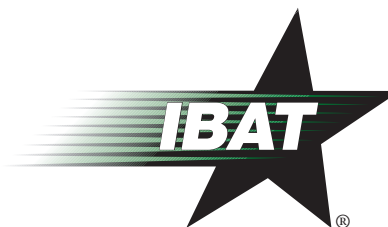
We look forward to seeing you at TechMecca 2012. Innovate, Interact, Impact!



Christopher L. Williston, CAE

President & CEO

Independent Bankers Association of Texas



TechMecca Agenda

**Conference and Expo Location:
Sheraton Dallas Hotel, Dallas, Texas**

Monday, January 23, 2012

7:30 a.m. – 5:00 p.m. **Conference Registration**

8:00 a.m. – 9:00 a.m. **Opening General Session**

→ *Deep Dive Into “Y-Size Your Bank”* – Jason Dorsey, The Center for Generational Kinetics

9:15 a.m. – 10:15 a.m. **Concurrent Sessions**

(Sessions do not repeat)

- *Online Banking Risk Management: A Multifaceted Approach for Commercial Customers* – First Data
- *Interesting Trends in the Community Banking Environment* – Deluxe & Bankers Dashboard
- *Increasing Your Bank’s Profitability: How To Retain Profitable Customers and Enhance the Profitability of Marginal or Non-profitable Customers* FIS
- *Emerging Technology and User Experience* – BancVue

10:30 a.m. – 11:30 a.m. **Concurrent Sessions**

(Sessions do not repeat)

- *Application Security: Challenges and Victories in Securing a Dynamic World* – Dell SecureWorks
- *Next Generation Compliance* – The Garland Group; Deluxe
- *Innovations in Retail Banking* – Diebold
- *Industry Hot Topic*

11:30 a.m. – 2:15 p.m. **Expo Hall Open** (Includes Lunch)

2:30 p.m. – 3:30 p.m. **General Session**

→ *State of the Payments Industry - Post Durbin* – Dave Schneider, PULSE

3:30 p.m. – 6:30 p.m. **Exhibit Hall Open/Exhibitor & Attendee Networking Reception**

For detailed concurrent session descriptions and speaker biographies, visit www.ibat.org/techmecca.

Tuesday, January 24, 2012

7:30 a.m. – 10:30 a.m. **Conference Registration**

8:00 a.m. – 9:00 a.m. **Concurrent Sessions** (Sessions do not repeat)

- *Impact of Reg Reform, Emerging Technology* – CBANC Network; Shannon Phillips, Independent Bankers Association of Texas; Kelly Goulart, Independent Bankers Association of Texas
- *Using Wizz Bang Analytics to Drive Debit Performance* – PULSE
- *Cloud Computing: A Game Changer in Payments Industry?* – SWACHA
- *Cater to Your Corporates!* – Matt Davies, Federal Reserve Bank

9:15 a.m. – 10:15 a.m. **Concurrent Sessions**

(Sessions do not repeat)

- *The Process of Modeling Interest Rate Risk and Market Strategies* – The Baker Group
- *Innovative Ways to Implement Technology that will Save you Time and Impact Your Bottom Line* – CSC (Corporation Service Company), CalTech, CSI
- *Mobile Banking Marketing Strategies* – Melissa Kinion, The Genesis Group
- *Are All “High Risk” Transactions Created Equal? How to Minimize New FFIEC Exam Pain* – Lee Wetherington, AAP, ProfitStars, a Division of Jack Henry & Associates, Inc.

10:30 a.m. – 11:30 a.m. **Closing General Session**

→ *Innovating for Impact: The Art and Science of Strategic Foresight* – Lee Wetherington, AAP, ProfitStars, a Division of Jack Henry & Associates, Inc.

11:30 a.m. **Grand Prize Drawing**

(Must be Present to Win; Only Financial Institution Attendees are Eligible)

11:30 a.m. **Conference Concludes**

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General Information

Independent Bankers Association of Texas brings the nation a unique financial institution technology conference and expo. Make certain that your institution is fully represented to take advantage of the wealth of knowledge and information available. Sign up for the TechMecca experience today!

REGISTRATION INFORMATION

Conference Registration Fees:

\$595 per person. Each full paid registration is eligible to bring two additional attendees from the same financial institution at no additional charge if registered at the same time. You must pre-register to be eligible for this offer. No free registrations will be granted on site. Each additional or any single registrant will be \$395 per person.

Registration Fee Includes:

Expo and Welcome Reception, one lunch, two continental breakfasts, instruction, access to handout materials, three general sessions, choice of 4 of 16 breakout sessions and all refreshment breaks.

NOTE: Free registration no-shows or cancellations after January 1, 2012 will be charged \$150 to cover guaranteed event expenses. Substitutions are always welcome.

Register to attend TechMecca Conference and Expo online at www.ibat.org/techmecca.

Cancellation Policy:

For paid registrations, refunds will be granted less a \$150 processing fee for cancellations received on or before January 1, 2012. No refunds will be granted after January 1, 2012. For free registrations, no charge will be levied if cancellation is received on or before January 1, 2012. Free registration cancellations made after January 1, 2012 will be levied a \$150 charge to cover guaranteed food and beverage expenses. Substitutions are welcome.

HOTEL INFORMATION

Special hotel rates have been reserved for TechMecca attendees at:

Sheraton Dallas Hotel
400 North Olive Street
Dallas, Texas 75201

Single/Double Rate: \$159
Room Rate Cutoff: December 29, 2011

Reserve Your Room Online

After registration, please make your hotel arrangements online as well. Click on the "Hotel Reservations" icon on the registration web site at www.ibat.org/techmecca. Your reservation is arranged in real time. You have access to your account 24 hours a day, 7 days a week. Bed types are not guaranteed and are assigned on a first come, first served basis. Accommodations must be secured through TechMecca in order to ensure the conference rate. The room rate contains a \$10 fee to defer convention rental and set-up costs. If you have any questions, please contact Shelley Hasson, TechMecca Conference Manager, at 512-288-9995.

Hotel Changes/Cancellations

Hotel changes and cancellations may be made by accessing your reservation through the Sheraton Dallas Hotel web link that is found on the registration web site up to 24 hours prior to arrival. After that time, call the hotel directly at 800-325-3535 or 214-922-8000.

Room Confirmations

Be sure to print a copy of your confirmation upon completing your reservations.

GROUND TRANSPORTATION

SuperShuttle

Provides airport shuttle service for guests to or from Dallas/Fort Worth Airport (DFW) with an approximate travel time of 45 minutes and to Dallas Love Field (DAL) with an approximate travel time of 30 minutes. Pickup at DFW is available by locating the “information board/phone” at baggage claim, pressing the appropriate number for SuperShuttle and giving your location. You will then proceed upstairs and outside to the orange “shared ride” area and look for the blue and gold SuperShuttle van. Pickup at Dallas Love Field is located just outside of baggage claim. The current one-way charge from the DFW airport is \$17.00 per person. The current one-way charge from the Dallas Love Field airport is \$17.00 per person (pre-arranged only). You can contact Express Shuttle USA through our concierge or call 800-BLUE-VAN.

Taxi cabs

If you wish to take a cab from the DFW or Dallas Love Field airport, estimate a \$40.00 zone fare respectively to or from the hotel and up to four people can ride for the price of one person. Taxicabs may be found curbside outside the lower level baggage claim areas of each airport. Our doorperson will be happy to secure a cab for you for your return trip to the airport. Payments can be made by cash or a major credit card.

Full service transportation

Contact the concierge for limousine information and travel arrangements. Arrangements and billing can be made directly with the following suggested companies for buses as well as other forms of group transportation:

Execucar
214-303-4060
www.americanlimos.net

MISCELLANEOUS INFORMATION

Dress

Dress for all of the TechMecca events is business casual.

Grand Prize Drawing

One lucky participant at TechMecca will receive \$1,000!!! The Grand Prize Drawing will be held Tuesday immediately following the closing session. Attendees must be present to win. Only financial institution attendees are eligible.

Continuing Education Credits

Conference attendees can earn up to 7 hours of continuing education credits by attending the entire conference.

Tax Deduction

If the purpose of attending TechMecca is to help you maintain or improve skills relating to employment or business, expenses relating to the conference may be tax deductible according to I.R.C. Reg 1.162-5. Consult your tax advisor.

Networking Reception

Join us Monday, January 23, 2012 from 3:30 p.m. – 6:30 p.m. for hors d’oeuvres and drinks. You don’t want to miss this opportunity to network with exhibitors and industry peers.

State Association Alliances

As of the publication of this brochure, the following community banker associations have signed on to market TechMecca to their respective memberships:

- Community Bankers of Iowa
- Community Bankers Association of Kansas
- Community Bankers Association of Oklahoma
- Community Bankers of Wisconsin
- Independent Community Bankers Association of New Mexico
- Independent Community Bankers of North Dakota
- Missouri Independent Bankers Association

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General Sessions

TechMecca Features Nationally Acclaimed Speakers

Gain insight and wisdom from two of today's most dynamic and sought-after speakers who will help you work out the challenges of your own business and personal relationships.



Deep Dive Into "Y-Size Your Bank"

Jason Dorsey, The Gen Y Guy, The Center for Generational Kinetics

Generational expert and author who's been on 60 Minutes, 20/20, The Today Show and in Fortune Magazine

Monday, January 23, 8:00 a.m.

Gen Y has arrived (and no, our mom didn't drive us!). Along with a new definition of "business casual," Gen Y (aka Millennials) brings a different mindset and skill set to community banks. Our skills and perspective can be a tremendous, valuable asset or a growing challenge – depending on how leaders respond. Listen as Jason delivers an insider's view of Gen Y's mindset – as an employee and customer. Learn what attracts Gen Y as customers and keeps them engaged. As a result you'll know more about attracting, engaging and retaining the fastest growing generation in the marketplace.



State of the Payments Industry – Post Durbin

Dave Schneider, President, PULSE

Monday, January 23, 2:30 p.m.

Historical bank control of the U.S. payments system was in flux prior to the passage of Dodd-Frank and the infamous Durbin amendment limiting interchange revenue and traditional bank/merchant relationships. New technology, coupled with evolving consumer payment preferences, poses real strategic marketing questions for all financial institutions.

Referencing outstanding and comprehensive PULSE/Discover consumer and financial institution research, PULSE President Dave Schneider will offer his observations of the emerging trends of our nation's payment systems and the many strategic decisions confronting bank managers today.



Innovating for Impact: The Art and Science of Strategic Foresight

Lee Wetherington, AAP, ProfitStars, a Division of Jack Henry & Associates, Inc.

Tuesday, January 24, 10:30 a.m.

Our financial eco-system is marked by high volatility, emerging technology and increasing complexity. To create sustainable growth and revenue, bankers must anticipate evolving customer demands, regulatory changes, market trends, and threats from new entrants. Accordingly, what separates winners from losers in "the new normal" is strategic foresight, i.e., the ability to create strategy from the future backwards. To determine the size, shape and scope of tomorrow's opportunities, bankers must first visualize the future based on deep insights into today's trends. Join Lee Wetherington for a look at the future of banking and the strategic imperatives that future requires.

Sponsors & Exhibitors

as of November 22, 2011

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Exhibitors

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The Baker Group
Banc Statements, Inc.
BancVue, LTD
Banker's Dashboard
Cardinal Software, Inc.
Centrix Solutions, Inc.
CoNetrix
Dell SecureWorks
Deluxe Financial Services
Diebold
Elan Financial Services
FIS
fisoc, Inc.
FundsXpress - First Data
The Genesis Group
Glory (USA) Inc.
Golston Product Solutions
Harland Financial Solutions
High Cotton
I.T. Works
Integrated Bank Technology, Inc.
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