

**TECH
MECCA[®]
2011**



**Conference Information
& Registration**

The Premier Technology
Conference & Expo for
Financial Institutions

Secure your future

January 24-25, 2011
Hilton Austin Hotel



Dear Colleague:

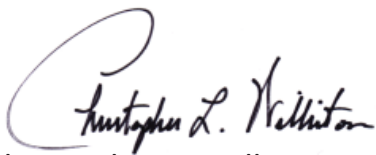
Now is the time to make plans to attend the ninth TechMecca Technology Conference and Expo at the Hilton Austin Hotel in Austin, Texas.

In this time of financial turmoil and deep economic recession, you have to continuously move forward, keep abreast of cutting-edge technology, and “kick it up a notch” or you’ll fall quickly behind. As technology evolves, the marketing arena is changing as well. TechMecca 2011 will deliver targeted strategies and solutions designed especially to meet the challenge of today’s constantly changing financial services market to help you secure your future.

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 you move your bank forward during these tough economic times. In addition, the TechMecca Expo features products and services from the nation’s leading financial services providers.

If you are responsible for securing your organization’s future, register for TechMecca today online at 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 community banks’ operations by bringing together a broad array of financial services information and tools under one roof. This tailored “hands-on” conference and expo delivers 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.

We look forward to seeing you at TechMecca 2011 and helping you to *Secure Your Future!*



Christopher L. Williston, CAE

President and CEO

Independent Bankers Association of Texas



TechMecca Features Nationally Acclaimed Speakers

Gain insight and wisdom from some of today's most dynamic and sought-after speakers who will reveal insight into facing the challenges of your own business and personal relationships.



Kick It Up a Notch: Attacking Retail Markets in a Chaotic Economic Environment

Thomas J. Parliment, Ph.D.
President, Parliment Consulting Services
Monday, January 24, 8:00 a.m.

In the midst of the financial turmoil that is characterized by a cracked credit system and a deep economic recession, will financial institution management:

- Take advantage of the opportunity to grow their retail franchise?
- Use the crisis as an excuse to shrink the bank?
- Grow the retail bank and shrink the portfolio of wholesale funding and securities?

Determining the appropriate course of action requires a focus on growing net income. Seldom is it ever appropriate to shrink your income to preserve capital. Of course, you do need to use your own stress testing of your loan portfolio to determine future capital needs. But while shrinking the balance sheet can increase your capital ratio, increasing income is the only action that improves the actual amount of capital.

How can you profitably grow in a recession? Does your bank have the capital to allow you to go after good loans in a recession? Identifying loan opportunities in an economic recession requires attacking those markets that shrinking banks are abandoning with innovative products.

Technology and Innovation: Conversations Among Dreamers and Realists



Lee Wetherington, AAP
**Director of Strategic Insight, ProfitStars, a
Division of Jack Henry & Associates, Inc.**
Tuesday, January 25, 10:30 a.m.

What do you do in tight times, when everyone talks about getting back to the basics of reducing expense and increasing profits? Yet, the tried and true money makers are being cut out and the new customer service tools bringing in mobile banking and new payments mechanisms are considered additional expenses. This brings us to the 2011 TechMecca Closing General Session.

Lee Wetherington will lead a distinguished panel of community bankers through a candid discussion covering new ideas around bank technology, marketing in the new economy, and innovative ways to generate noninterest income while improving customer service. This session will provide real world takeaways for you to consider for your bank.



TechMecca Agenda

Conference and Expo Location: Hilton Austin Hotel, Austin, Texas

Monday, January 24, 2011

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

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

- *Kick It Up a Notch: Attacking Retail Markets in a Chaotic Economic Environment* - Thomas J. Parliment, Ph.D., Parliment Consulting Services

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

(sessions do not repeat)

- *Marketing Strategy for Interactive Channels: Mobile Banking & Remote Capture* - Melissa Kinion, The Genesis Group
- *Cloud Computing* - Speaker TBD, Caltech
- *Revolutionize How Your Cardholders Pay on the Internet* - George Danforth, PULSE
- *New Branch Banking Concept Using Recycling Technology* - Jim McAllister, Talaris; Banker Panel TBD

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

(sessions do not repeat)

- *Innovate to Win: How to Compete in Today's Market* - Gabriel Krajicek & John Waupsh, BancVue Ltd.
- *Financial Institutions at the Center: How You Can Become a Player in Mobile Payments* - Rod Stambaugh, Bling Nation
- *The Balance of Privacy and Social Media in a Web 2.0 World* - George Lawton, Deluxe
- *Top 5 Ways IT and Ops Can Ease the Sting of Reg Reform* - Brad Smith, Abound Resources

11:30 a.m. - 2:15 p.m. **Expo Hall Open** (includes lunch)

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

- *Enterprise Risk Management Panel* - facilitated by Dennis Simmons, SWACHA; featuring a panel of experts from Diebold, PULSE and SecureWorks

3:30 - 6:30 p.m. **Exhibitor & Attendee Networking Reception**

Tuesday, January 25, 2011

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

8:00 a.m. - 9:00 a.m. **Concurrent Sessions**

(sessions do not repeat)

- *Consumer Banking Redefined: Addressing Consumer Needs in the Current Economic Climate* - Cheryl Dunnahoo, First Data
- *The Maturing Enterprise of Financial Cybercrime: A Security Expert's Perspective* - Colonel (Ret.) Barry R. Hensley, SecureWorks
- *Bank Technology Today: Internet, Mobile and Social Media* - Derik Sutton, McCoy Myers
- *The Ongoing Threat of Online Corporate Account Takeover: Best Practices for Financial Institutions and Corporates* - Tim Quisenberry, SWACHA

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

(sessions do not repeat)

- *The Process of Modeling Interest Rate Risk* - Matt Harris, The Baker Group
- *Fed Payments Update* - Matt Davies, Federal Reserve Bank of Dallas
- *Going Mobile: Market Trends Driving Mobile Banking Adoption* - George Eubank, Diebold
- *Reserved for Hot Topic!* - to be determined just prior to show

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

- *Technology and Innovation: Conversations Among Dreamers and Realists* - 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)

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

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, 2011 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, 2011. No refunds will be granted after January 1, 2011. For free registrations, no charge will be levied if cancellation is received on or before January 1, 2011. Free registration cancellations made after January 1, 2011 will be levied a \$150 charge to cover guaranteed food and beverage expenses. Substitutions are welcome.

Consent to Use of Photographic Images:

Registration and attendance at, or participation in, TechMecca constitutes an agreement by the registrant to IBAT's use and distribution (both now and in the future) of the registrant's or attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of the event.

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 24, 2011 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.



General Information

Hotel

Special hotel rates have been reserved for TechMecca attendees at:

Hilton Austin Hotel
500 East 4th Street
Austin, Texas 78701

Single/Double Rate: \$169

Room Rate Cutoff: January 24, 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 conference 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 Hilton Austin 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 800-321-3232 or 512-482-8000.

Room Confirmations

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

Ground Transportation

Airport Shuttle Service

SuperShuttle provides shuttle service for guests of Hilton Austin Hotel.

- Shared Ride Shuttles: Approximate fare is one way @ \$13 per person or round trip @ \$25.
- Follow signs from baggage claim to the SuperShuttle ticket counter which is manned 24/7 (located near baggage carousel 1) and purchase your ticket: no

reservation is needed.

- Schedule your return shuttle reservation while at the ticket counter or later by calling 512-BLUE-VAN (512-258-3826); 24-hours advance notice is recommended.
- You can pay with cash or any major credit card. Service is available 24 hours a day.
- You can also make prepaid reservations online at www.supershuttle.com.

Capital Metro

Though you cannot make advance reservations, Capital Metro is a great way to travel to and from Austin-Bergstrom International Airport for only 50 cents. The Hilton Austin is their second stop on their route from the airport. From the airport, go to Austin Bergstrom International (Lower Level) at Exit #3 Baggage Claim.

Taxi Cabs

If you wish to take a cab from the airport, estimate \$25 one way plus gratuity. Cab lines may be found as indicated by signage outside the baggage claim area. The following are recommended:

Yellow Cab Austin, Austin Cab Company, or Lone Star Cab Company.



Sponsors & Exhibitors

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as of October 18, 2010

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State Association Alliances

As of the publication of this brochure, the following community bankers 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

Exhibitors

as of October 18, 2010

Abound Resources
AccuSource Solutions
Aporia Solutions, Inc.
Arca
Automated Voice & Data Solutions
The Baker Group
Banc Statements, Inc.
BancVue Ltd.
CalTech
Calyx Software
Capital CDC
CFC Technology Corporation
CoNetrix
Deluxe Corp
Diebold
First Data Financial Services
FIS
fisoc, Inc.
The Genesis Group
Glory (USA) Inc.
Harland Financial Solutions
HEIT, Inc.
Hogan Financial Systems
Integrated Bank Technology
Integrated Media Management
Jack Henry Banking
McCoy Myers & Associates, a CSI Company
Network Box USA, Inc.
Nicola Banking System, Inc.
Percento Technologies
PhaseOne Design Builders
PrintMail Systems, Inc.
PULSE
rateGenius, Inc
SAINT Corporation
SecureWorks
Sharp BancSystems
SHAZAM
SimonsVoss Technologies
SWACHA - The Electronic Payments Resource
Talaris, Inc.
TransAct Technologies
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