

Lenders' Credit Conference

Hilton Lexington Downtown; Lexington, Kentucky

April 11 – April 13, 2018

Through our strategic partnership and continued support of community banking, The Bankers' Bank of Kentucky has developed a Credit Conference to provide timely and relevant information on commercial lending to community bank lenders, support personnel, and leadership.

This conference will provide a unique opportunity for lending and credit professionals from across the state to meet, exchange information and address shared challenges. You will hear from proven business leaders, strategists, practitioners, and peers; as they cover everything from Credit Policy and Culture to Leadership and Team Building. You'll meet experts in Hospitality, Credit Underwriting, Commercial Real Estate, Business Sales and Participation Lending.

Unlike webinars, this conference offers face-to-face interaction with your peers. It will also provide an opportunity to collaborate, hear new ideas, and validate or change perspectives. You will leave the conference with actionable insights that can be used right away and a network of peers ready to support your success. These resources will better equip you to tackle the unique challenges and opportunities related to commercial lending and portfolio risk management in your institution.

REGISTRATION IS NOW OPEN:

Visit www.bbky.com to register and get up-to-date information regarding the speakers, topics, convention schedule, attendees list and more. **Save with Early Registration before March 15th.**

STAY UP-TO-DATE:

GO MOBILE by downloading our conference App:

1. iTunes search: **Guidebook App**;
2. Passphrase "BBKYLenders2018"
3. Select Download Guide



"Investment in the education, training and development of your staff will reap rewards for your business far into the future"

- Bill Howarth



Why You Should Attend:

- Interactive Learning
- Hear from Industry Experts
- Enhance Your Knowledge
- Network with Peers
- Stay Up-To-Date
- Team Building Opportunity

Lenders' Credit Conference

AGENDA

WEDNESDAY, APRIL 11

5:00 – 7:00 PM **Welcome Reception**

Cocktails and Hors d'oeuvres sponsored by Dinsmore and Shohl, LLP

5:00 – 8:00 p.m. **Registration**

THURSDAY, APRIL 12

7:30 a.m. **Registration/Continental Breakfast**

9:00 a.m. **Welcome and Opening Remarks**

9:15 a.m. **Session #1**

Credit Policy, Credit Culture, and Pricing

Derrick Jackson; SVP & Chief Credit Officer, First Savings Bank,

The written Asset Quality control apparatus employed by Banks is their Credit Policy which focuses on standards and procedures. While Credit Policy may be the primary written control, credit culture embodies the consistency employed in the loan selection, underwriting and approval processes. In high performing institutions, these two factors work in concert with each other. In low performing organizations there are often differences in the written policy and actions taken by lenders, underwriters and approvers.

In this session, Derrick will provide an overview of these two factors, Credit Policy and Credit Culture, and provide practical recommendations to consider for your organization relating to how to properly identify, mitigate, manage, and price credit risk.

10:30 a.m. **Break**

10:45 a.m. **Session #2**

The Do's and Don'ts of Hotel Lending

Mike Schornick; EVP/Bluegrass Region Market President & Chief Lending Officer, United Bank, Georgetown, KY

In 2017 hotel real estate transaction volume in the United States finished at approximately \$23 billion. This was a significant 25% decline from 2016. While many industry observers believe that the market will, on the whole, soften throughout 2018, growth in both; RevPAR at 2.7% and Occupancy at nearly 1%, continue to support continued expansion. Lenders are likely to see continued opportunity to finance these projects, so as the market softens, underwriting requirements should become more conservative and pricing should be adjusted.

Hotels differ from other types of stabilized properties in several major ways. The purpose of this presentation is to highlight how the distinguishing factors impact the way that lenders should approach the negotiation and underwriting of hotel financing. The fact that hotels are more akin to operating businesses than other forms of stabilized properties means that lenders need to consider a number of additional issues when underwriting hotel loans.

In this Session, Mike will discuss the importance of loan documents accurately addressing these issues to ensure that the loan is adequately secured and to enable the lender to properly administer and syndicate the loan and, if necessary, to exercise remedies.

Noon **Lunch**

AGENDA (Cont.)

THURSDAY, APRIL 12

1:15 p.m.

Session #3

Leadership Skills That Really Work

Chris DiLorenzo, President/Co-Founder, The James Paul Group, Duluth, GA

For over 16 years, The James Paul Group has helped community banks increase their profits, grow their market share, and achieve goals by improving employee engagement, sales management, customer service and leadership.

For over 35 years, Chris has helped numerous of lenders and bankers not only prepare for today's success, but for the future as well. Being a part of a successful business and professional sports teams has provided Chris with the understanding of what it takes to build and lead high performing teams, positioned for long-term success. Chris is a graduate of the University of Georgia and a former baseball player with the Kansas City Royals organization.

2:30 p.m.

Break

2:45 p.m.

Session #4

CRE Lending: Booming Business or Looming Bust?

Dev Strischek, Principal, Devon Risk Advisory Group, Atlanta, GA

Wondering why the regulatory agencies are so concerned about commercial real estate lending? What all the fuss is about? Why are they worried about concentrations, lending strategies, credit policies, policy exceptions, risk ratings, portfolio limits, approval authorities, monitoring and reporting? What is going on with High Volatility-CRE and HV-ADC? In this session, Dev will bring you up to date on all these issues and more.

Dev is a frequent speaker, instructor, advisor and writer on a wide range of risk, credit and lending topics. Dev serves as an instructor in RMA's Florida Commercial Lending School, the Stonier Graduate School of Banking, and is a member of the American Bankers Association's (ABA) Commercial Lending and GSB advisory board. In addition, he has written about credit risk management, financial analysis and related subjects for the Risk Management Association's (RMA) Journal as well as many other professional journals.

4:00 p.m.

Break

4:15 p.m.

Session #5

Participation Lending: The Good, the Bad and the Regulatory Risk.

Moderator: Corey Craig, President/CEO, Citizen's Bank, Mount Vernon, KY

Panelists: Sarah Mattingly, Associate, Dinsmore & Shohl LLP, Lexington, KY

Matt Evans, President/CEO, Bankers Service Corporation, Lexington, KY

Stephanie Oerther, AVP/Credit Specialist, The Bankers' Bank of Kentucky, Frankfort, KY

Financial institutions can use loan participations as an integral part of their balance sheet strategies. Has your institution considered loan participations? What are some of the biggest concerns that your leadership team has when it comes to "pulling the trigger" on becoming a loan participant?

Properly managed loan participation programs can be beneficial to financial institutions, whether they're buying or selling loans. Loan participations may provide selling financial institutions with a mechanism to manage regulatory limits, interest rate, liquidity, credit and geographic concentration risks, as well as an enhanced ability to serve customers. Financial institutions buying loan participations may benefit from diversifying their balance sheet, using excess liquidity, and increasing revenue.

Whether selling or buying, financial institutions have similar risks in monitoring and managing loan participations. Selling financial institutions' risks are centered in regulatory compliance, full disclosure, and credit administration. Buying financial institutions' risks are centered in risk assessments, strategic planning, due diligence, contracts and legal review, underwriting credit risk, and internal controls. Our panel of experts will go into detail and answer your questions about the compliance and due diligence responsibilities for both lead and participating institutions.

5:30 p.m.

Retire for the Day - (DINNER ON YOUR OWN)

AGENDA (Cont.)

FRIDAY, APRIL 13

7:30 a.m. Breakfast

9:00 a.m. **Session #6**
Keys to Preparing an Effective Credit Memo
Barry Brinson, President/CEO, Vision Software Solutions, Charleston, SC

The primary means for documenting and communicating the details of a commercial loan request is through the Commercial Credit Memoranda or Credit Memo. The Credit Memo has three primary functions. It must provide information on the history of the borrower, the nature of the borrower's business, and the relationship between the borrower and the lender. The Credit Memo is also a record of the bank's assessment of the loan request and the borrower's ability to repay. A Credit memo should also provide support for the lender's recommendation(s).

Barry has worked in the software industry for over 20 years serving in various roles and for several companies. His experience includes positions in programming, business analyst, customer support, system implementation, product training, and product management. He has worked with numerous credit professionals, lenders, analysts, consultants, and advisors. In this session, Barry will cover the fundamentals of preparing an effective Credit Memo and will conclude with a Q&A around common issues and shortcomings with the preparation and presentation of the Credit Memo and suggestions to address those issues.

10:15 a.m. Break

10:30 a.m. **Session #7**
Small Business Banking: Full Service or Lip Service?
Steve LeFever, MBA, CFE, Chairman and Founder, Profit Mastery, Seattle, WA

This 90-minute session focuses on Problems and Opportunities for the Independent Banker in the Small Business Marketplace. Current surveys indicate over 60% of the independent business owners are willing to change banks, and long-standing industry research indicates that banking — despite expenditures in the millions of dollars — is consistently among the least differentiated of industries.

Steve will discuss what independent businesses are looking for in a bank and how you can use this knowledge to your advantage. You'll also learn why you have natural advantages in this market over big banks and how to capitalize on them. You'll also find information about new products and services that are successfully utilized in this market and how you can adapt them to your bank.

If insanity is defined as "doing the same thing over and over and expecting different results", isn't it time for a fresh approach? Steve will deliver that — and his no-nonsense, laugh-out-loud style will both inspire and entertain.

12:00 p.m. Conference Adjournment

THE BANKERS' BANK OF KENTUCKY

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SPEAKERS



Derrick Jackson ~ Executive Vice President and Chief Credit Officer
First Savings Bank, Clarksville, Indiana

Derrick Jackson, CCIM, is the Chief Credit Officer and Executive Vice President of Credit Administration at First Savings Bank. Derrick has spent over 18 years in the banking community, holding position across multiple disciplines. As the CCO, his principal responsibilities included directing the activities of the credit administration division's loan approval process and credit delivery systems, compliance with and maintenance of credit policies and procedures, risk rating systems integrity, management of portfolio wide asset quality, risk remediation, troubled asset resolution and other risk management efforts.

Prior to joining First Savings Bank, Derrick served in bank roles at national, regional, and community banks including the roles of Chief Credit Officer, Senior CRE Credit Risk Analyst, Commercial and Consumer Sales Management, Banking Center Management, and Deputy Chief Operations Office.



Mike Schornick ~ Region Market President & Chief Lending Officer
United Bank, Georgetown, Kentucky

Mike is currently the Bluegrass Region Market President & Executive Vice President & Chief Lending officer for United Bank & Capital Trust, Mike has over 30 years of experience in Banking. Mike is an expert in risk assessment, delinquency/workout management, pricing, business development and development of lending personnel. In addition to managing a \$440 mm loan portfolio, Mike also chairs the Senior Loan Committee For United Bank approving loans up to \$1.5 mm and is a member of Senior Management Team including ALCO.

Mike attended the University of Kentucky and continued his professional training by attending the Kentucky Bank Management Institute, Kentucky Banking School at U of L, National Commercial Lending School at IUPUI and Louisiana State University Graduate School of Banking.

Mike was voted Scott County Citizen of the year in 2014 and is currently serving on the Board for Scott County United Way. He has also served on several local boards ranging from Scott County Youth Baseball to Leadership Class and Facilities Committee. He has proven time and time again over the years that he has a true dedication to his community and the growth of local business.



Chris DiLorenzo ~ President
The James Paul Group, Duluth, Georgia

Chris DiLorenzo is the President and Co-Founder of The James Paul Group. For over 16 years, The James Paul Group has helped community banks increase their profits, grow their market share, and achieve their goals by improving employee sales, sales management, customer service, leadership, and coaching skills.

For over 35 years, Chris has helped thousands of lenders and bankers not only prepare for today's success, but for the future as well. Being a part of successful business and professional sports teams has provided Chris with the understanding of what it takes to build and lead high performing teams that are well positioned for long-term success.

Chris is a graduate of the University of Georgia and was a former professional baseball player in the Kansas City Royals organization.



Dev Strischek ~ Principal
Devon Risk Advisory Group, Atlanta, Georgia

Dev is a frequent speaker, instructor, advisor and writer on credit risk and commercial banking topics and issues. Dev is principal of Devon Risk Advisory Group and engages in consulting, speaking and training on a wide range of risk, credit, and lending topics. As former SVP and senior credit policy officer at SunTrust Bank, Atlanta, he was responsible for developing, implementing, and administering credit policies for SunTrust's wholesale lines of business-- commercial, commercial real estate, corporate investment banking, capital markets, business banking and private wealth management. Dev also served as a combat engineer officer in the U.S. Army, and was a college economics instructor in Hawaii, Missouri, and Florida. He is a graduate of Ohio State University and the ABA Stonier Graduate School of Banking, he earned his M.B.A. from the University of Hawaii.

Dev serves as an instructor in RMA's Florida Commercial Lending School, the Stonier Graduate School of Banking, and as both an instructor and as a member of the American Bankers Association's (ABA) Commercial Lending and Graduate Banking School advisory board. Dev has written about credit risk management, financial analysis and related subjects for the ABA's Commercial Insights, the Risk Management Association's RMA Journal, and other business professional journals.

He is the author of Analyzing Construction Contractors and its related RMA workshop. A past national chair of RMA and former Florida Chapter president, and currently serves as a member of the RMA Journal's advisory board, and an ex-officio board member of the Florida and Atlanta RMA chapters. He also serves on the advisory board of the Atlanta Chapter of the Professional Risk Managers' International Association (PRMIA), and has consulted on credit risk issues with banks in Morocco, Egypt, and Angola through the US State Department's Financial Service Volunteer Corps (FSVC).



Matt Evans ~ President & CEO
Bankers Service Corporation, Lexington, Kentucky

Matt is the owner of Bankers Service Corporation, a company he helped envision and form in 1997. "BSC" is a bank auditing and consulting firm, located in Lexington. In addition to overseeing the daily operations of the company, he is involved in all aspects of the company, including loan review, compliance audit, internal audit, training, and client consulting. He is sought after as a speaker by industry organizations and is a contributor for several trade publications.

Prior to joining BSC, Matt was a Commissioned Bank Examiner with the Federal Deposit Insurance Corporation (FDIC) in the Lexington, Kentucky field office. Matt served as Examiner-in-Charge on numerous bank examinations. Matt started with the FDIC during the "S&L Bailout" era of problem banks.

Matt is a 2004 graduate of the Stonier Graduate School of Banking. He has served on the board of charitable organizations.

Matt earned his Bachelors of Business Administration in Finance at EKU in 1991, Magna Cum Laude. Always a student advocate, Matt was the Vice President of the student body (1990-1991) and was active in his fraternity.

Matt is currently the Chairman of the EKU Business Advisory Council and serves on EKU's Foundation Board.



Stephanie Oerther ~ Assistant Vice President
The Bankers' Bank of Kentucky, Frankfort, Kentucky

Stephanie is the Assistant Vice President of Lending and Senior Credit Analyst at The Bankers' Bank of Kentucky. She has been with BBKY for ten years. She got her start 24 years ago as a high school co-op student at a local credit union. Her experience spans all aspects of the banking industry from operations and teller lines to loan administration, loan compliance and loan operations. She has managed participation loans for over fifteen years and is a valuable resource to BBKY and the community banks it serves.

Stephanie is the mother of two boys and one girl, all musicians. She enjoys the busy lifestyle of parenting her own kids plus nieces, nephews and foreign exchange students. She considers herself a "people person" and a problem solver. She says, "The most fulfilling thing in life is helping others achieve their hopes and dreams. There is a certain sense of satisfaction and contentment when you see a young person grow into a successful, productive adult while knowing that you were able to make a difference in their lives".



Sarah Mattingly ~ Corporate Department Associate
Dinsmore & Shohl, Kentucky

Sarah litigates on behalf of clients in both state and federal courts. Known for her understanding of commercial law, her cases range from bankruptcy matters to lender liability defense. Sarah's clients especially appreciate her continued communication, so they are always aware of the progress of their matters.

Sarah is a graduate of Centre College (B.A., 2008) and the University of Kentucky College of Law (J.D., 2011). She is a member of the Kentucky Bar Associations and has Court Admissions to the Eastern District of Kentucky, Western District of Kentucky and the Sixth Circuit Court of Appeals. She is a member of Commerce Lexington Ambassador, Central Kentucky American Inn of Courts, Kentucky Bar Association, Fayette County Bar Association, Young Lawyers Association, CLE Committee, Fayette County Bar Association and the Fundraising Committee, Opportunity for Work & Learning (OWL). Sarah was awarded the distinctions of the Kentucky Rising Star® List.



Barry Brinson ~ President & CEO
Vision Software Solutions "FISCAL Credit Suites", Charleston, South Carolina

Barry Brinson is President and CEO of Vision Software Solutions, a Charleston, SC based software company. Vision Software Solutions has a diverse nation-wide customer base focusing on the community bank market. Barry founded the company in 2000 with the acquisition of a purchasing management software, Purchasing at a Glance. The following year the company acquired FISCAL, a financial statement analysis and reporting tool. In 2008 the company expanded again with the acquisition of an exception and covenant tracking product called ExceptionComplete.

Barry has worked in the software industry for over 20 years serving in various roles and for several companies. His experience includes positions in programming, business analyst, customer support, system implementation, product training, and product management. He has worked with thousands of credit professionals, lenders, analysts, consultants, and advisors.

Barry graduated from the College of Charleston with a degree in Computer Science Information Systems.



Steve LeFever ~ Chairman & Founder
Profit Mastery, Seattle, Washington

Finance = boring. For Steve LeFever, this equation doesn't work.

With a superior command of his subject material, Steve makes finance compelling, interesting, and funny. Steve's unique ability to take complex topics and translate them into plain English separates him from the crowd.

Steve has a rare skill – being able to motivate business owners and advisors to enthusiastically explore the financial workings of a business and change the areas that need changing. Steve will make you believe that finance ≠ boring; instead you'll agree with him when he says, "Finance is fun!"

Part comedian, part financial manager, former commercial banker, current entrepreneur, and 100% world-class presenter, Steve drives home his message with a no-nonsense, laugh-out-loud approach that makes him the top-rated presenter at virtually every conference he attends. For over 20 years, Steve has combined humor and practical knowledge in hard-hitting, substantive presentations. His ratings currently rank him as the highlight of our clients' conventions in a wide spectrum of industries.

An internationally-recognized author and advocate for independent business, Steve's book, "Profit Mastery: Knowledge- Driven Financial Performance" has sold over one million copies.

Steve has travelled widely, and the Profit Mastery program has been presented on three continents in eight languages over two decades to hundreds of thousands of business owners, managers, commercial bankers, accountants, and business coaches.

Industry Knowledge - Steve possesses a breadth of knowledge and experience in banking, finance, and small business management. His work with the Risk Management Association (RMA), the Association of Small Business Development Centers (ASBDC), and financial institutions around the globe help keep his insights sharp and his information relevant to business owners, operators, and managers.



GENERAL INFORMATION

HOTEL INFORMATION

This year's conference is scheduled in Lexington, Kentucky at the Hilton Lexington Downtown (369 West Vine Street, 40507). A variety of shops, restaurants, and entertainment are located within walking distance.

We have reserved a room block at the Hilton which is on a first-come, first-served basis at a special group rate of \$149 for a single per night. Onsite covered self-parking is included in the room rate. Hilton does offer valet parking at an additional cost. To make reservations, please call direct at 866-238-8235 and request the "BANK18" special group rate. This rate is valid through March 15th or until room block reaches capacity.

Special Needs

If you have a special need that may affect your participation in this program, or special dietary requests, please contact us detailing your needs at least 10 days before the program.

Cancellation Policy

Cancellations received in the BBKY office 10 business days prior to the scheduled program will be refunded in full. Due to facility guarantees, cancellations received less than 10 business days prior to the scheduled program are not refundable. Substitutions are welcome. Registrants who do not attend the program or send a substitute will be responsible for the entire registration fee.

Attire

Business casual attire is appropriate for all receptions and meetings during this conference. Be sure to bring proper outerwear, as there are several restaurants and attractions within walking distance of the Hilton Downtown Lexington.

Photography/Audio/Video Policy

During the conference, BBKY staff members will be taking photographs to highlight the speakers and participants of this year's event. By attending the conference you give BBKY permission to use any image in any such archival or promotional, photograph or streaming activity.

For more information, please contact the Britney Leach at 800-248-3229.

Antitrust Policy

Federal Antitrust laws prevent the discussion of certain pricing or market control actions among competitors. It is also a violation for the Bankers' Bank of Kentucky to facilitate or permit such discussions at any bank hosted meetings or events. Care should be exercised by both BBKY staff and bankers, as antitrust liability is often established through circumstantial evidence. Please be conscious of the BBKY antitrust policy and assist us in maintaining good corporate governance practices.

REGISTRATION FEES

Full conference fees include instructional materials, continental breakfast and refreshment breaks both days, lunch on Thursday and reception on Wednesday evening. Spouse fees include reception on Wednesday evening. Please register early. Day-of-program registrants will be assessed an additional \$50 late registration fee. The team discount is not available after the early registration period. Participation in this conference must be approved by the Bankers' Bank of Kentucky staff. Confirmation of registration will be sent from the BBKY.

TEAM DISCOUNT

A discount of \$50 per person is available for multiple registrations from the same institution, after the initial registration. Only the first registrant from your institution pays the full fee. **To be eligible for the team discount, you MUST register all your attendees at the same time and prior to the early registration deadline of March 15th.**

Registration fees			
	Attendee	Spouse	Standard Bearer
Early Registration	\$495	\$150	\$295*
Additional Attendee (After Team Discount)	\$445	\$150	\$445
Early Registration Ends March 15th			
Standard Registration	\$545	\$150	\$495
Additional Attendee (After Team Discount)	\$545	\$150	\$495

**Discount only to the first registered attendee from each SB bank. Additional Attendees receive the team discount.*

SPECIAL THANKS TO OUR SPONSORS

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CREDIT SUITE





Lenders' Credit Conference

Registration Form

EVENT DATE: April 11-13, 2018 **EVENT Location:** Hilton Downtown, 369 West Vine St Lexington, KY 40507

Bank Name: _____ **Contact Name:** _____

Address: _____ **City:** _____ **State:** _____

Contact Email: _____ **Contact Phone:** (_____) _____

____ **Yes, Our Bank is a Standard Bearer Shareholder (If you are unsure, please contact Britney Leach**

ATTENDEE REGISTRATION:

REGISTRATION FEE

1. **NAME:** _____ **TITLE:** _____ **EMAIL:** _____ \$ _____

YES MY SPOUSE WILL ATTEND _____ **SPOUSE NAME:** _____ \$ _____

2. **NAME:** _____ **TITLE:** _____ **EMAIL:** _____ \$ _____

YES MY SPOUSE WILL ATTEND _____ **SPOUSE NAME:** _____ \$ _____

3. **NAME:** _____ **TITLE:** _____ **EMAIL:** _____ \$ _____

YES MY SPOUSE WILL ATTEND _____ **SPOUSE NAME:** _____ \$ _____

4. **NAME:** _____ **TITLE:** _____ **EMAIL:** _____ \$ _____

YES MY SPOUSE WILL ATTEND _____ **SPOUSE NAME:** _____ \$ _____

5. **NAME:** _____ **TITLE:** _____ **EMAIL:** _____ \$ _____

YES MY SPOUSE WILL ATTEND _____ **SPOUSE NAME:** _____ \$ _____

EARLY REGISTRATION FEES: EARLY REGISTRATION DEADLINE IS MARCH 15, 2018

Registration fees:			
	Attendee	Spouse	Standard Bearer
Early Registration	\$495	\$150	\$295
Each Additional Person	\$445	\$150	\$445
Early Registration Ends March 15th			
Registration	\$545	\$150	\$495
Each Additional Person	\$545	\$150	\$495

2 Ways to Register! Register Online at www.bbky.com or complete this form and email to bleach@bbky.com