



WASHINGTON  
BANKERS ASSOCIATION

# *Pacific Northwest Bank Leadership Symposium*

DECEMBER 3-5, 2018  
*The Nines | Portland*



## *Register Today*

# Pacific Northwest Bank Leadership Symposium



WASHINGTON  
BANKERS ASSOCIATION

DECEMBER 3-5, 2018  
*The Nines | Portland*

We are pleased to invite you to the Pacific Northwest Bank Leadership Symposium, a joint conference of the Oregon and Washington Bankers Associations. Whether you are an emerging leader, bank executive, bank director, or business partner, you'll benefit from this top-notch event focused on the industry's hottest topics.

*We look forward to seeing you in December!*



Community Banks of Oregon Chair  
**Kenneth D. Trautman, Jr.**  
*President & Chief Executive Officer  
People's Bank of Commerce  
Medford, Oregon*



Washington Bankers Association Chair  
**Greg Oakes**  
*President & Chief Executive Officer  
Cashmere Valley Bank  
Cashmere, Washington*



Oregon Bankers Association Chair  
**Hadley Robbins**  
*President & Chief Executive Officer  
Columbia Bank  
Tacoma, Washington*



Washington Bankers Association President  
**Glen Simecek**  
*President & Chief Executive Officer  
Washington Bankers Association  
Seattle, Washington*



Oregon Bankers Association President  
**Linda W. Navaro**  
*President & Chief Executive Officer  
Oregon Bankers Association  
Salem, Oregon*

## Questions? Please contact:

OBA at [info@oregonbankers.com](mailto:info@oregonbankers.com)  
or (503) 581-3522

or

WBA at [katherine@wabankers.com](mailto:katherine@wabankers.com)  
or (206) 344-3484

## Lodging

Make your reservation by November 13, 2018 to take advantage of the discounted group rate of \$199 (+taxes & fees) per night.

Call (888) 627-7208 and reference Pacific Northwest Bank Leadership Symposium or reserve online at [oregonbankers.com/pnwbankleadership-symposium](http://oregonbankers.com/pnwbankleadership-symposium).

## DON'T WAIT TO SECURE YOUR SPONSORSHIP OPPORTUNITY!

Visit [www.oregonbankers.com/pnwbankleadership-symposium](http://www.oregonbankers.com/pnwbankleadership-symposium) or contact Lori Kaliher at (503) 581-3522 or [lkaliher@oregonbankers.com](mailto:lkaliher@oregonbankers.com)

**REGISTER TODAY!** Sign up before November 13 to save \$100 on your registration.  
Go to [www.oregonbankers.com/pnwbankleadership-symposium](http://www.oregonbankers.com/pnwbankleadership-symposium).



## MONDAY, DECEMBER 3, 2018

10:00 am - 5:00 pm. . . . . **Director  
Fundamentals: A Primer for  
New Bank Directors**  
(Separate Registration Required)

### Bank Executives & New Bank Directors Track

#### Welcome

#### Panel Discussion:

##### The Important Role of Bank Directors

Facilitated by: Linda Navarro, President & Chief Executive Officer, Oregon Bankers Association & Community Banks of Oregon Salem, OR

Panelists: Kenneth D. Trautman, Jr., President & Chief Executive Officer, People's Bank of Commerce, Medford, OR • Ty Haberling, Director, Community First Bank, Kennewick, WA

*Given the pace and scope of change in the banking environment, the board of directors collectively, and each member individually, play a critical role in the overall success of a community bank. This does not mean that each board candidate has to be an expert in banking; the diversity of experiences, education, views, and opinions can make the strength of a community bank board greater than the sum of its parts. Hear from the panelists about the importance of your role as a bank director.*

#### Corporate Governance & Director Responsibilities



Kenneth R. Haglund, Attorney  
Lane Powell, Portland, OR

*This presentation will cover bank director fiduciary duties, including the sources of such duties. Using relevant examples, the session will also discuss governance responsibilities, potential liability, and director protections.*

#### Luncheon & Table Topics

*Engage with your peers in a dynamic lunch discussion.*

#### Understanding the Uniform Bank Performance Report & CAMELS Ratings

Jacob P. Mundaden, Program Manager -  
Banks & Trust Companies

Oregon Division of Financial Regulation, Salem, OR



#### Division of Financial Regulation

*Learn how regulators analyze and assess your bank's operating performance, financial condition, and overall safety and soundness. Get*

*answers to questions you have about the regulatory system and the bank examination process.*

#### Adjourn

12:30 - 4:00 pm . . . . . **CBO Board of Directors Meeting**

1:30 - 2:30 pm . . . . . **WBA PROS  
Board of Directors Meeting**

2:30 - 5:00 pm . . . . . **OBA Board of Directors Meeting**

3:00 - 5:00 pm . . . . . **WBA Board of Directors Meeting**

5:00 - 6:30 pm . . . . . **Registration & Cocktail Hour**

## TUESDAY, DECEMBER 4, 2018

8:00 - 8:30 am . . . . . **Registration, Continental Breakfast & Networking**

8:30 - 10:45 am . . . . . **First General Session**

### 10 Economic, Political & Tech Trends that will Affect Your Bank Tomorrow



Gene Marks, Columnist, Author & Small Business Owner  
Marks Group PC, Bala Cynwyd, PA

*Successful leaders share one quality that makes them stand out among their peers: they are always looking ahead. Not just a few weeks or months, but years ahead. There are political, economic and technology trends and events occurring right now that will impact your bank over the next 3-5 years. Do you know what they are? And if you do, have you thought about what your actions will be? There are so many who rely on you—your customers, your shareholders, your employees, your partners, your family. How will you respond so that you lead your organization forward? As an executive, or a future leader, it is your responsibility to know what's coming down the road and to be prepared for any surprises.*

#### Panel Discussion: Innovation in Banking

Panelists: Joseph W. Kiley III, President & Chief Executive Officer, First Financial Northwest Bank, Renton, WA • Cort O'Haver, President & Chief Executive Officer, Umpqua Bank, Portland, OR • Craig Wanichak, President & Chief Executive Officer, Summit Bank, Eugene, OR

Facilitated by: Hadley Robbins, President & Chief Executive Officer Columbia Bank Tacoma, WA

*Fintechs continue to disrupt the banking industry with cryptocurrency, bitcoin, blockchain, and more. Forward-thinking banks have responded to these market disruptions by expanding their in-house capabilities. Others have partnered with fintechs to develop new digital offerings. And some simply acquired their competitors. Hear from leaders of banks in the Pacific Northwest about how their institutions have responded to these disruptions and how they view the future impact on the customer experience.*

11:00 am - 12:15 pm

### Breakout Sessions

#### Emerging Leaders (track one)

#### Panel Discussion: Corporate Social Responsibility

*The modern corporation has a duty to maximize the interests of its shareholders. What duties, if any, does it have to the stakeholders—the communities, employees, customers, and others affected by its decisions? With so much chatter around corporate responsibility, progressive corporations, banks included, have begun to go above and beyond what the law requires them to do in such areas as environmental protection, worker safety, and social investments in the communities in which they are located. Hear from representatives of community, regional and national banks about what corporate social responsibility means to them and their respective organizations.*

#### Bank Directors (track two)

#### Hot Topics for Bank Directors



Kalin G. Bornemann, Associate  
Miller Nash Graham & Dunn LLP Seattle, WA  
Greg Swanson, Managing Director  
Pearl Meyer, Morgan Hill, CA

*Hear from industry experts on top-of-mind topics for today's bank director. Our first speaker will focus on bank director concerns in the areas of compliance, vendor management and cybersecurity. The second speaker will discuss current trends in board and executive compensation.*

#### Bank Management (track three)

#### Effective Board Member Engagement



Vincent Van Nevel, Managing Director  
ProBank Austin, Louisville, KY

*An informed and engaged board of directors has always been an important component of successful and well run financial institutions. In the current financial services environment, the role and involvement of the board are now critical. This presentation will review how best to recruit, engage and retain qualified directors and foster effective board member relations.*

TUESDAY, DECEMBER 4, 2018

Tuesday Schedule Continued...

12:15 - 1:30 pm ..... **OBA Luncheon**  
*including OBA's 2018 Executive Development Program Graduation  
OBA Education Foundation & 2018 Community Applause Awards*

12:15 - 1:30 pm ..... **WBA Luncheon & Legislative Update**

1:45 - 2:45 pm ..... **Second General Session**

**Treasury's War**



Paul Cummings, Director of Compliance Review Services  
Hamby & Hengeli, LLC, San Angelo, TX

*The financial industry and the U.S. Department of the Treasury have been fighting a War. We have to understand that this War, Treasury's War, has been going on since the beginning of our Nation and continues to this day. We need to have an understanding of the beginnings of this strategy, the strategy of protecting our financial systems, and an understanding of the important part that the financial industry plays in this War to detect and protect our Nation from those who would cause harm. This War is not only attempting to curtail criminal activity, but is working to disarm and deter terrorist organizations.*

3:00 - 4:00 pm ..... **Breakout Sessions**

**Emerging Leaders (track one)**

**Understanding Bank Performance:  
What You Might Not Know**

Matt Deines, Experienced Public Company Chief Financial Officer & Consultant  
Seattle, WA

*In this interactive session, Matt will cover the fundamentals of bank performance and how employees can impact the bank's bottom-line in their daily activities. Matt will review critical bank financial ratios, operating strategies and risk indicators, and discuss peer comparisons to review different approaches banks take to reach financial success.*

**Bank Directors (track two)**

**Board's Role in Overseeing Credit Risk**

Vincent Van Nevel, Managing Director, ProBank Austin, Louisville, KY

*This presentation will review the role of board directors and its loan committee members in the loan approval process and strategies to avoid exposure to litigation and claims of negligence in this critical function. There have been hundreds of lawsuits by the FDIC as receiver against directors, officers and loan committee members for negligent underwriting and breach of fiduciary duties. Vincent has served as a testifying expert or consulting expert witness on behalf of community bank directors and officer defendants on five such cases post-crisis. This session will give attendees insight into best practices to improve credit risk management at the board and committee levels.*

**Bank Management (track three)**

**Your Bank May Be One Flat Tire Away  
From Burning Down!**



Scott Alldridge, Chief Executive Officer, IP Services, Eugene, OR

*Noting the recent fires in Redding, California that started from a flat tire creating sparks, Scott will discuss the findings from an IT Process Institute's research report which describe three IT archetypes discovered inside most organizations. Scott will correlate those archetypes to the IT challenges and IT gaps IP Services has discovered inside banks.*

5:30 - 7:30 pm

*Holiday Party*

with BankPAC Auction and entertainment  
Hosted bar and buffet stations

Support your state's BankPAC by donating an auction item.  
Visit [www.oregonbankers.com/pnwbankleadership-symposium](http://www.oregonbankers.com/pnwbankleadership-symposium) for donation forms.

WEDNESDAY, DECEMBER 5, 2018

7:30 - 8:45 am. .... **Community Banks of Oregon  
Breakfast & Annual Meeting**

8:00 - 9:00 am. .... **Continental Breakfast &  
Networking**

9:00 am - 12:00 pm ..... **Third General Session**

**Geezer. Punk. Whatever.**

**Bridging the Generational Divide**



Sarah Gibson, Founder  
Accent Learning and Consulting, Stoughton, WI

*Generational differences. We keep hearing about it, and we keep expecting the buzz to go away. But it's not. With half of the full-time workforce comprised of Millennials, and up to 75% of the workforce being Millennial by 2025, organizations are trying to figure out what, and if, internal and external processes need to change, and how to hire, retain, communicate and motivate in a world of shifting demographics.*

*In this session, we'll move beyond, "Here's who the generations are," to what we can practically do as our demographics change. Sarah will discuss practical advice and examples of what has worked across organizations, as we work to grow our understanding of what businesses need to do to continue viable, healthy organizations for this generation and beyond.*

**Do You Have What it Takes to  
be an Innovator?**



Dr. Lyall J. Swim, Managing Partner  
JuntoStrategy, Washington, D.C.

*Given the global economy and the increasing pace of change, developing a culture that can foster innovation is perhaps more critical than ever.*

*So why do so many companies struggle to be innovative? This session provides three lessons in innovation based on Junto Strategy's research that helps uncover the innovation roadblocks and accelerators of innovation in order to help organizations become more innovative, more influential, and more successful in achieving their visions.*

12:00 pm. .... **Conference Adjourns**

# Pacific Northwest Bank Leadership Symposium

Please complete one form for each delegate. Duplicate the form as needed for additional registrants. Registrations received after **November 13, 2018** will have a \$100 surcharge applied. No refunds will be given after **November 23, 2018**.

Registration can also be made online [oregonbankers.com/pnwbankleadership-symposium](http://oregonbankers.com/pnwbankleadership-symposium)

## PAYMENT INFORMATION

☐ Check ☐ Bill Me (members only) ☐ Visa/MasterCard  
(Payable to Oregon Bankers Association) Discover/AMEX

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Mail, email or fax your completed  
registration form to:  
**PNW Bank Leadership Symposium**  
PO Box 13429, Salem, OR 97309  
Email: [info@oregonbankers.com](mailto:info@oregonbankers.com)  
Fax: (503) 581-8714

**Questions? Contact:**  
OBA at (503) 581-3522  
WBA at (206) 344-3484

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Name for Name Badge \_\_\_\_\_

Company \_\_\_\_\_

Title \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Name(s) of Spouse/Guest (as listed on roster and name badge) \_\_\_\_\_

Spouse/Guest Email(s) \_\_\_\_\_

Special Requests or Food Allergies \_\_\_\_\_

## REGISTRATION

**Symposium Registration** (Includes all Tuesday & Wednesday programs, plus the Holiday Party & BankPAC Auction)

☐ OBA/WBA MEMBERS | \$595 ☐ NON-MEMBERS | \$795

I am Attending:

- ☐ TRACK ONE - Emerging Leaders ☐ OBA Lunch, Dec. 4  
☐ TRACK TWO - Bank Directors ☐ WBA Lunch, Dec. 4  
☐ TRACK THREE - Bank Management

\$ \_\_\_\_\_

## A LA CARTE REGISTRATION

### Directors Fundamentals

(Includes Monday Only – NOT included with full registration above)

☐ OBA/WBA MEMBERS | \$225 ☐ NON-MEMBERS | \$335

\$ \_\_\_\_\_

### Holiday Party & BankPAC Auction

(Tuesday evening – cost included in full symposium registration above.  
Does NOT include other programs)

☐ OBA/WBA MEMBERS | \$125 ☐ NON-MEMBERS | \$175

\$ \_\_\_\_\_

### Tuesday December 4 ONLY (Includes the Holiday Party & BankPAC Auction)

☐ OBA/WBA MEMBERS | \$495 ☐ NON-MEMBERS | \$695

\$ \_\_\_\_\_

I am Attending:

- ☐ TRACK ONE - Emerging Leaders ☐ OBA Lunch, Dec. 4  
☐ TRACK TWO - Bank Directors ☐ WBA Lunch, Dec. 4  
☐ TRACK THREE - Bank Management

## PROMO CODE

Enter Code: \_\_\_\_\_

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## TOTAL REGISTRATION FEES:

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