



KANSAS BANKERS
ASSOCIATION

25TH ANNUAL BANK TECHNOLOGY & OPERATIONS CONFERENCE

VIRTUAL

FEBRUARY 8-9

FEATURING

- Dark Web Dissection-Examining the Hidden Layer of the Internet
- Strategy for the New Normal: Shifts and Tipping Points Shaping Payments in the Post-Pandemic Era
- Cybersecurity: Not Just for IT
- **Five Steps to Digitizing Your Bank in 2021**
- How Do Hackers Hack: Methods Used Against Your Bank

AND MUCH MORE!

**25th Annual
BANK TECHNOLOGY & OPERATIONS CONFERENCE
& SHOWCASE
February 8-9, 2021
Virtual**

TENTATIVE AGENDA

Monday, February 8

8:15 am Begin Logging in – Virtual Trade Show

8:30 a.m. – 10:00 a.m. Welcome by KBA Past Chairman, Kurt Knutson

Opening General Session

Dark Web Dissection: Examining the Hidden Layer of the Internet
Steve Stasiukonis

The Internet contains three distinct parts; the “Surface Web”, the “Deep Web” and the “Dark Web”. This program will explain the Dark Web and how to access its controversial content. You will receive the tools you need to know to gain access to the Dark Web, locate content safely while maintaining anonymity. Digital currencies like Bitcoin and how it is used to acquire products and services from the Dark Markets will also be discussed.

10:00 a.m.– 10:10 a.m. Break and Sponsor Recognition

10:10 a.m. – 11:00 a.m.

Concurrent Session I

1. How Do Hackers Hack-Methods Used Against Your Bank?

Steve Stasiukonis

You hear the term often, yet most people don’t understand what truly happens when a hacker breaches their infrastructure.

Various ways hackers “Hack” will be explained. Designed to be an easy to understand explanation of the technical and non-technical methods used by hackers, and what you need to do to protect yourself and the bank.

2. Where’s the ROI? How to Get the Biggest Return from Your Digital, Core and Payments Solutions, *Brad Smith, Cornerstone*
Financial institutions can realize a huge material impact from technology solutions that are 1) right for the institution, 2) optimized for customer experience and bank efficiency, and 3) priced for maximum savings. Learn how to identify the value (or lack thereof) in your current vendor relationships and transform underutilized technology in ways that will vastly improve the bank’s operating processes, earnings outlook and customer experience.

3. CyberSecurity It’s Not Just for IT, *Rayleen Pirnie*

Explores the realities of how a single cyber incident can affect multiple areas in a bank including the Board, Executive Management, Operations, Compliance, Marketing, and more. Focus on Operational Resilience to curb negative effects of a cyber incident including crisis communication, escalation procedures, and more.

11:00 a.m. – 11:10 a.m.

Break and Sponsor Recognition

11:10 a.m. – 12:00 p.m.

Concurrent Session II

1. Building a Culture of Cybersecurity to Safeguard your Community Bank, *ZB Serrato, CalTech*

Having processes and technology to secure your bank is vital to any cybersecurity plan, but what about the most prominent vulnerability - the human element. Creating a culture of cybersecurity is critical in solidifying your security posture. In this session, we will cover: What is a cybersecurity culture? What are the risks of not having a cybersecurity culture? How do you identify a strong cybersecurity culture? and How do you nurture a cybersecurity culture?

2. Network Monitoring Techniques to Make Life Easier, *Shawn Wilson, Bennington State Bank*

In this session, you'll learn how you can effectively monitor your bank's network health and performance and you'll discover techniques for using monitoring tools to lighten your network admin workload. Effective monitoring is the key to being proactive and staying ahead of failures that can lead to potential data loss, customer impact, or operational impact.

3. Reporting Critical Information Security Areas Upstream, *David Edwards, SBS CyberSecurity*

One of the most critical aspects of any Information Security Program is communication and sharing information. This is especially true with Executives and Board of Directors, who need to be educated and informed on all aspects of information security so they can ask better questions and make appropriate decisions. If the top level of the organization better understands the risks and the impact potential, it will help build a stronger information security culture throughout the organization.

Tuesday, February 9

8:15 a.m.

Begin Logging in – Virtual Trade Show

8:30 a.m. – 8:45 a.m.

Welcome by Technology Committee Chair, Jeff Martin

8:45 a.m. – 8:55 a.m.

GSB-Madison Technology Schools Update

9:00 a.m. – 10:15 a.m.

Opening General Session

The Rise of Full-Service Digital: How the Law of Least Effort is Driving the Future of Relationship Banking

Lee Wetherington, Jack Henry

Here's what we know. Digital is no longer optional, self-service is not sufficient, and the unpredictable is becoming more probable. As overlapping disruptions exaggerate both upside potential and downside risk, what should you do? How have consumer and small-business behavior changed? Are these changes permanent, and what do they mean for the future of digital, payments, lending and branches? And how can you achieve the strategic agility necessary to navigate the next abnormal?

10:15 a.m. – 10:25 a.m.

Break and Sponsor Recognition

10:25 a.m. – 11:15 a.m.

Concurrent Session IV

1. The \$370B Small Business Opportunity for Banks: A Unified Strategy for Payments, Lending & Digital,

Lee Wetherington, Jack Henry

Lending is relationship-intensive, but digital has always been self-serve. Now that digital is no longer optional, how can banks translate personal, relationship-based lending in and thru digital channels meaningfully, efficiently, profitably? And why and how are payments being used by competitors, challengers, and disruptors to take SMB market share from banks?

2. Remote Cash Capture: A No-Hassle Approach to Provisional Credit, *Josh Kusters, Hydeman Company*

New technology finally makes provisional credit a simple, affordable tool for attracting new commercial opportunities and creating stickier accounts. No longer a pie-in-the-sky idea or a complicated IT nightmare, setting up provisional credit can be as easy as accepting an ACH.

3. Five Steps to Digitizing Your Bank in 2021 and Creating an Online Culture of Success, *Eric Cook, WSI*

While the “traditional” culture of service provided by community banking will never disappear, one thing is for certain...it’s becoming more of an online effort these days. But for a community bank to evolve and become comfortable with this shift to using networks like LinkedIn, chatbots on a website, creating content that is designed to educate (not sell), can be a challenge for even the most progressive institution. Challenges such as compliance, privacy, security (and others) unfortunately seem as unsurmountable roadblocks to building a true online culture of success.

11:15 a.m. – 12:30p.m.

Closing General Session

The Genie is Out of the Bottle – Connecting and Engaging with the New Consumer in a Post Pandemic World, *Eric Cook, WSI*

People staying home to shelter in place, businesses closing, and a massive shift to online services across all industries have caused today’s consumer to change their behavior – and chances are they

won't ever go back to the "way it was", even if they can. Community bankers had to quickly adapt to staff working from home, no more lobby traffic, increased usage of mobile banking, and embracing a "digital experience" whether they wanted to or not. As we look towards the future, will our customers be forever changed in how they interact with us?

12:30 p.m.

Adjournment



KANSAS BANKERS ASSOCIATION

2021 Bank Technology & Operations Conference Registration Form February 8-9, 2021; VIRTUAL

Bank/Company Name _____

City, State, Zip _____

Registrant Name, Location, Email _____

Registrant Name, Location, Email _____

Registrant Name, Location, Email _____

Registrant Name, Location, Email _____

Registrant Name, Location, Email _____

Registration fees are based off the bank/company asset size. Registration fees are per bank/company, not individual. This fee includes all bank/company locations in Kansas. Please mark the appropriate asset size. There is no limit to how many people that can attend.

- \$100 million or less: \$300 registration fee
- \$101-\$400 million: \$500 registration fee
- \$401-\$750 million: \$700 registration fee
- Over \$750 million: \$900 registration fee
- Associate Members: \$700 registration fee
- Non-Members: \$1,250 registration fee

We understand that circumstances arise requiring cancellation. If you cancel by January 25, 2021, your registration fee will be refunded.

Three ways to register:

1. Complete and mail registration form with payment.
2. Fax registration form, followed by mailing of payment. Please use this form as your invoice.
3. Register Online using a credit card @ www.ksbankers.com

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