

BANK TRAINERS CONFERENCE 2013

SUNDAY, June 23

5 p.m. – 6 p.m.

Registration Desk Open.

Center for Financial Training cocktail reception for early arrivals.

MONDAY, June 24

Registration Desk Opens at 11 a.m.

Exhibitor Setup Opens at 11 a.m.

CONFERENCE SESSIONS BEGIN AT 1 P.M.

1 – 2:00 p.m.

Opening Featured Speaker

What About Training The Trainer?

Bank trainers shoulder a lot of responsibility. But at too many institutions, there's little chance to actually be sure that the person in charge of training actually has the training to do the job – or at least to do it to the best of their ability.

Stop rolling the dice with training and start improving the learning odds in this dynamic session that will lay the groundwork for what bank trainers need to do to be at the top of their game.

Presented by Honey Shelton

2:15-3:00 p.m.

Tips That Make Training Stick

Training professionals estimate that on average, only 16% of what participants learn in training is effectively applied back on the job! We can provide the best programs imaginable, but if the skills and behaviors learned in training are not reinforced and supported in the workplace, training efforts rarely make the desired impact. This session will provide participants with a variety of practical tips to ensure that training sticks. Participants will leave with proven strategies to enlist manager support for sustaining employee learning, along with tools to help participants grow and develop long after any training initiative.

Presented by Dr. Cynthia S. Rowan

3:15-4:45 p.m.

The Training Physical: *Diagnose, Treat and Cure Your Training Department*

Do you wonder if your training department is healthy and providing optimal benefit to the success of your organization? Just like when we wonder about our personal health we obtain a medical physical to prevent or detect an illness early; the same should be done to our training function. You will discover the vital areas that must be healthy to return on the investment being made and allow you to achieve optimal success. After leaving this session you will have begun the process of diagnosing the health of your training department and developed an urgency to finish this process when you return to work. Then you can treat and ultimately cure anything that is getting in the way of being the last department your organization would ever want to lose.

Presented by Jim Hopkins.

4:45 – 5:30 p.m.

Opening Cocktail Reception in Exhibit Area

6 p.m. – on

Dinner on Own

TUESDAY, June 25

8:00 a.m. – **Exhibit Area opens**

Continental Breakfast served in Hall

9 a.m. – 10 a.m.

Opening Featured Speaker

Train Your Bank Like You're Seal Team Six



Don Mann

Former Member of SEAL Team Six, Renowned Athlete and Trainer

Few people on earth have fit more into a life than Don Mann. A former Navy SEAL Team Leader who was twice captured by enemy forces and lived to tell his story, Mann has played a crucial role in some of America's most daring

military missions for more than two decades. Most recently, he trained the SEAL Team Six warriors who assassinated Osama bin Laden in May 2011.

Mann, who's also a New York Times bestselling author and accomplished endurance athlete and mountaineer, recently has focused his attention on inspiring others to achieve goals they never imagined they could. As a sought-after motivational speaker around the U.S., Mann addresses a wide range of audiences — from major corporations to universities, to professional sports teams. He takes crowds inside a gripping underworld of risk and courage, while relating tales from the battlefield as well as from grueling sufferfests like the Hawaii Ironman, which he has completed twice.

His message includes equal doses of inspiration and strategy. As he likes to say, "Anybody with the proper mindset can achieve anything imaginable." The key, which he relates in his "Reaching Beyond Boundaries" presentation, is to "turn macro goals into micro goals."

Mann explains how to do that with what he calls a "combat mindset," the foundation of his wartime survival and success beyond the military. Put simply, the combat mindset is one's ability to screen out distractions while under great stress. As a SEAL, Mann used that approach in more than 20 countries, many of them the world's most dangerous places, including Colombia, the Philippines and Yemen.

In his presentations, Mann speaks candidly about his failures but also regales crowds with stories from a world few will ever experience. He talks about living in a hole for days while eating snakes and frogs, and how he was captured and held at gunpoint with AK 47s, unsure if he'd make it home alive.

Mann details the inner workings of the SEAL mentality, renowned as one of the toughest on earth. Ever wonder what it's like to "go hungry so others can eat"? Mann explains it as only one who's lived it can. He also breaks down the SEAL doctrine and how it relates to everyday life: "A small number of people, carefully selected, well trained and well led, is preferable to larger numbers of troops, some of whom may not be up to the task."

Mann also uses sports to communicate his message. He has climbed some of the world's tallest mountains and has competed in over 1,000 endurance competitions to include the world's most difficult human endurance competitions. Among his many other impressive athletic achievements, Mann serves as the Director of Primal Quest Expedition Adventure Race which is known as "The World's Most Challenging Human Endurance Competition" and was selected as Richard Branson's North American Medical Coordinator for his Trans-Global Circumnavigation Balloon voyage. He also designed the world's longest adventure races for Warner Brothers and IMAX – from Ecuador to the North Pole and Ecuador to the South Pole.

Shortly after the mission that left bin Laden dead, Mann published the bestseller, **INSIDE SEAL TEAM SIX: MY LIFE AND MISSIONS WITH AMERICA'S ELITE WARRIORS**. He incorporates many of the same lessons and stories into his presentations, which often leave attendees inspired to change how they live.

Mann has been featured on practically every television network from ABC, CBS, MSNBC, CNN and FOX to radio including NPR. Articles on Mann can be found in: Sports Illustrated, The Wall Street Journal, The Boston Globe, The Washington Post, Men's Fitness, Runner's World, and National Geographic Adventure just to name a few.

In this special appearance at the Bank Trainers Conference 2013, Don Mann will share his amazing stories and help you see how you can apply his principles to building the best training program possible at your bank or credit union.

Mann received a Masters in Management from Troy State University, in Troy, AL, a B.S. in International Relations & Criminal Justice, from Florida State University, in Tallahassee, Fla, and a B.S. in Liberal Science, from State University of New York. He lives in Williamsburg, Va.

10 a.m. – 10:30 a.m.

Morning Break with Exhibitors

10:30 a.m – 11:45 a.m.

Measuring The Effectiveness Of Your Training Program

Training evaluation usually elicits mixed emotions from professionals in the field. Most agree that it needs to be done, but the time, expertise, and resources to get meaningful evaluation data often makes it seem like an impossible task. This session will provide participants with simple, proven methods for moving beyond the “end-of-training smile sheets” to gathering valuable information that demonstrates what participants actually learned in training, how it was applied back on the job, and how it fared in terms of the desired expectations. Participants will gain strategies for using such evidence-based evaluations to make training efforts more effective and to validate training and development as an investment; not an expense to the organization.

Presented by Dr. Cynthia S. Rowan.

11:45 a.m. – 1 p.m.

Lunch With Exhibitors

1 p.m. – 1:45 p.m.

Be Ready For The Mortgage Education Avalanche

Since the mortgage markets collapsed in 2008, regulators have imposed substantial new continuing education requirements on mortgage originators at non-depository institutions. But the Consumer Financial Protection Bureau is getting ready to impose those same mandates on banks and credit unions. Come to the Bank Trainers Conference 2013 to get an advance look from industry experts about what your institution will need to do to hire residential mortgage lenders, and to keep them from running afoul of impending new regulations. The CFPB’s mortgage initiatives are going to impose substantial new training requirements on your company. Be one step ahead by being part of this conference!

Presented by David Luna.

1:45 p.m. – 2:45 p.m.

How To Garner Buy-In At Every Level

The key to success for training to earn credibility and sustainable learning is in building support and cooperation from key influencers throughout your company. Discover how to get the *make it or break it* people involved and responsible for professional development and creating a learning culture. Stop the complaining and criticism and start laying the groundwork for buy-in at every level.

Presented by Honey Shelton

2:45 – 3:00 pm.

Afternoon Break with Exhibitors

3:15 p.m. – 4:15 p.m.

Developing A Star Teller

A teller is the single most important person in your financial institution. We will talk about building a training program for a teller that makes him or her the “star” in your customer’s day. We will look at technical skills, personal skills and how to encourage career development for a young generation. Who will go from Teller to Senior Vice President or President? What skills does he or she need? Learn more in this informative session.

Presented by Deb Crawford

4:15 – 5:00 p.m.

How To Build A Budget Even Your CFO Will Love

Getting the support for all the resources you need is always a battle. But you can improve your chances of success by crafting a budget that clearly makes the business case for your initiatives. Learn how to not only present the right numbers, but how to tell the story of how your institution will benefit from your plans and programs.

Presented by David L. Osborn

ATTENDEES ON OWN FOR EVENING

WEDNESDAY, June 26

9 a.m. *Continental Breakfast*

9:30 – 10:30 a.m.

Steal This Idea

For this session, attendees should bring their best training tips and innovative ideas to share. We’ll break into table groups, with each group presenting their best proven initiative. A panel of judges will determine the ultimate winner, with each member of the winning team taking home a prize.

10:45-11:45 a.m.

Bank Secrecy Training Requirements and Management

What is required under the Bank Secrecy Act for training? Policy, regulations and job specific training are the core elements to create the framework for successful compliance with the Bank Secrecy Act. What else does the exam manual dictate? For orientation, for your Board, for your BSA Officer what are you supposed to provide? And finally, you will receive a checklist to work from that makes the BSA training effective and easy.

Presented by Deb Crawford

Noon – Conference Adjourns.