



NCCBN News

ABA NATIONAL CONFERENCE FOR COMMUNITY BANKERS



American Bankers Association

What's in Store for Community Banks in 2011?

Join your fellow community bank CEOs at the ABA National Conference for Community Bankers and find out how they handled competitive and regulatory challenges in 2010, and how they plan to handle the coming changes in 2011. The program also includes informative sessions on everyday challenges within your bank, like finding and retaining effective staff and managing the expectations of your boards and investors.

The theme driving this year's program is **"Preparing Your Community Bank for Change: Tools for an Evolving Financial Environment"**—and we've committed to presenting educational sessions and keynote speakers to give you the right tools to compete in this unpredictable environment.



The Basics

WHAT: ABA 2011 National Conference for Community Bankers

WHEN: February 20-23, 2011

WHERE: San Diego, California— Manchester Grand Hyatt Hotel

HOW: Register at aba.com/Community

Keynote Speakers Announced for National Conference for Community Bankers!

This year's keynote speakers will provide insights and inspiration on a range of relevant topics. Come away with a fresh perspective or new ideas to utilize in your bank and in your community.



Daniel Pink:
Drive: The Surprising Truth About What Motivates Us

Dan Pink has changed the way companies view the modern workplace and shown that for 21st century work, we need to upgrade to autonomy, mastery and purpose.



Roxanne Emmerich: *A Kick-Butt Plan for Moving Ahead, Thinking Big and Producing Results During Challenging Times*

A *New York Times*, *Wall Street Journal*, and *Business Week* bestselling author, Roxanne Emmerich works with banks that are in the top 5 percent—and those who want to get there and stay there.

Continued



Eric Saperston:
It Starts With You—The Story You Live and the Story You Tell!

Actively fostering his company's story and its mission to bring people together through entertaining tales of humor and inspiration, Eric Saperston shows you how to grasp the potential within yourself to boldly live your own story, and then tell it!

Look What's On the Program:

- ❑ The Economic Outlook for 2011
 - ❑ The Impact of New Regulatory Reforms
 - ❑ Identifying New Sources of Capital
 - ❑ Using Social Media Effectively
 - ❑ Succession Planning and Talent Retention
 - ❑ Mobile Banking and Your Bank
- and more...**

Making a Difference in Your Communities



Your bank does great work in your community—and we have an award program that recognizes your efforts. The **ABA Community Bank Awards** honor banks that have taken an innovative, creative and effective approach to making a positive impact in their communities. Winners will be recognized in a ceremony during the Conference.

Entries are due by **December 1, 2010**. Visit aba.com/Community for more information or contact Kim Michael at 1-800-BANKERS, ext. 5203.

Guest Program

Dr. Pamela Peeke

Hear insights on health and wellness from Dr. Pamela Peeke, physician, scientist, and author in the fields of nutrition, stress, fitness and public health. Dr. Peeke is a contributing editor to numerous magazines and is a member of Oprah's O Team of medical experts.

See the Sights in San Diego

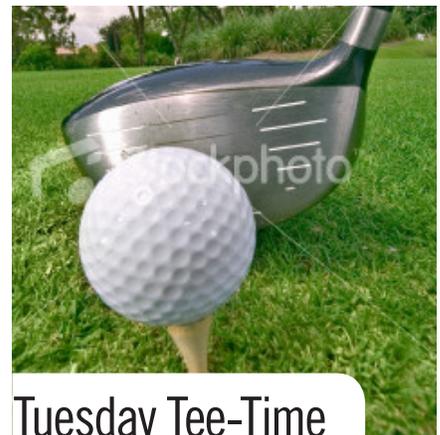


The downtown Manchester Grand Hyatt San Diego offers a spectacular waterfront location and many amenities. A family-friendly retreat in the heart of the city, it is ideally placed to make exploring San Diego easy.

- Take a cruise on the Bay
- Walk to the Gaslamp Quarter
- See the San Diego Zoo and SeaWorld
- Browse museums in Balboa Park
- Visit shops and art galleries in La Jolla

For more information about San Diego, visit www.seeyouinsandiego.com.

Please note that if you plan to travel to Mexico during your stay, U.S. citizens returning home are required to present a Passport or other approved travel document. Please visit: www.getyouhome.gov for full details.



Tuesday Tee-Time

Sunday, Feb. 20

Take advantage of San Diego's year-round golf-friendly weather! Melding extreme playability with the resort's serene natural setting, the par-72 Grand Del Mar golf course spreads over more than 380 lush acres. Lending his legendary artistic ability to blend the challenge of championship golf with the inherent aesthetics of a given region, Tom Fazio designed an 18-hole marvel accommodating all levels of play.