



TENTH ANNUAL
Women in Banking Forum



MAY 25, 2017
Laguna Cliffs Marriott Resort
Dana Point, California



10th Annual Women in Banking Forum

Join us May 25, 2017 at Laguna Cliffs Marriott Resort in Dana Point, California.

Designed to inspire and empower women bankers, the 10th Annual Women in Banking Forum offers participants an understanding that success can be achieved at any level given the right tools and knowledge.

Hear from key women banking executives, industry leaders, and network with your peers as we explore tangible and practical solutions for succeeding at every level in today's dynamic marketplace.



Program At-A-Glance (Subject to Change)

Thursday, May 25, 2017

8:00 a.m. – 4:00 p.m.

Registration Open

8:00 a.m. – 9:00 a.m.

Breakfast

8:45 a.m. – 9:00 a.m.

People Bingo
Interactive Ice Breaker

9:00 a.m. – 9:15 a.m.

Welcome

9:15 a.m. – 10:45 a.m.

IGNITE BRILLIANCE in Your Leadership
AmyK Hutchens

10:45 a.m. – 11:00 a.m.

Refreshment Break

11:00 a.m. – 12:30 p.m.

Why Would They Think This Is Acceptable Behavior at My Bank?
Marianne Jennings

12:30 p.m. – 1:45 p.m.

Lunch Provided
Charity Recognition Spotlight

1:45 p.m. – 2:45 p.m.

Interactive Panel Discussion

2:45 p.m. – 3:00 p.m.

Refreshment Break

3:00 p.m. – 4:00 p.m.

Peer Idea Exchange

4:00 p.m.

Networking Reception



Session Descriptions

IGNITE BRILLIANCE In Your Leadership

What's the secret of brilliant leadership? Will your current workforce be the solution or the problem in America's future? What questions should you be asking to drive higher performance and productivity and a culture of excellence? How can leaders be a catalyst for igniting brilliance in their teams and creating unprecedented competitive advantages as well as profits? Leadership happens one conversation at a time. You are responsible for the quality of this conversation. Through humor, insight and experience, AmyK provides leadership tools that have immediate practical applications for increasing performance and productivity levels in individuals and teams. AmyK shares the two critical elements leaders must "sell" each and every day; the five questions leaders need to ask to best influence and foster productive behaviors; how to create and retain high performers; and how to grow a healthy, profitable organization.

- **AmyK Hutchens** | Speaker. Author. Trainer. Business Strategist.
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Why Would They Think This Is Acceptable Behavior At My Bank?

When we read about the ethical lapses at banks and other businesses that end up costing billions in fines and settlements, our initial reaction is, "What were those employees thinking?" We go down the rogue path of root cause analysis. But, the better path may be to understand what cultural factors cause us to believe that those little ethical missteps that lead to much bigger ones and then ethical collapse. There are common threads in organizations that find themselves in the headlines for ethical problems. Understanding those common threads and putting prevention tools in place creates the culture that embraces solid ethical values.

- **Marianne Jennings** | Emeritus Professor of Legal and Ethical Studies, WP Carey School of Business, Arizona State University
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People Bingo

Arrive early to participate in this fun, interactive ice-breaker session. This game will get everyone on their feet and allow you to meet your peers and learn something new about them.



Interactive Panel Discussion

Join us for this interactive panel discussion to hear from key women leaders in the field of banking and finance as we discuss a wide variety of topics covering climbing the corporate ladder to work/life balance and everything in-between.

- **Speakers TBD** (Visit www.calbankers.com/WB17 for the latest updates)

Peer Idea Exchange

During the final session of the day, we invite you to interact with your peers and discuss a variety of topics covering aspiration, barriers, skills, achieving work/life balance and more. Continue the conversation into the networking reception immediately following.

Sponsors

Thank You Sponsors

CBA thanks our current sponsors for their generous contributions to the 10th Annual Women in Banking Forum:

- Crowe Horwath LLP
- Federal Home Loan Bank of San Francisco
- Harland Clarke*
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Sponsor Information

Benefits of Sponsorship:

- Maximize brand awareness and increase your market position
- Gain exclusive, direct access to CBA member banks and institutions
- Raise your profile above your competitors
- Learn about the issues confronting today's financial service leaders and gain valuable insight into potential solutions
- Shape or reinforce a positive perception of your company with California's bank executives
- Support the California Bankers Association, the largest non-profit banking organization serving the California financial services industry

To secure a sponsorship for this event, please contact:

Rosemary Mignano at rmignano@calbankers.com or (916) 438-4435.



Conference Information

General Information

The 10th Annual Women in Banking Forum will be held at the Laguna Cliffs Marriott Resort in Dana Point. The CBA registration desk will open at 8:00 a.m. on Thursday, May 25. Please refer to the program at-a-glance for the daily schedule. The program will adjourn after the conclusion of the networking reception on Thursday, May 25.

Event App

Download CBA's mobile app to access event materials for the upcoming 10th Annual Women in Banking Forum. As a conference attendee, you will have access to the forum agenda, session materials, a list of attendees and more.

To download our app in the Apple App Store or Android Google Play, search for "CBA Events" and download the "CA Bankers Association Events" app. Once you have downloaded the app to your device, you can find the 10th Annual Women in Banking Forum on the home screen. This information is restricted to event attendees and you will need the password: **crowe horwath** to access it.

Registration

Early-Bird Registration through May 5, 2017

CBA Member Bank \$395

Regular Registration

CBA Member Bank (after May 5, 2017) \$595

Non-Member Bank \$795

CBA Affiliate Member \$795

Discounts Available

Purchase a Table: Reserve your own table of eight bankers for almost half the regular registration rate. Please contact CBA's Manager of Professional Development Programs, Glenn Younger, at gyounger@calbankers.com for more information.

Group Pricing

If you have three (3) or more registrants from your bank there is a discount of \$50 per person. Please use the code WOMEN17 when registering. In order to take advantage of this discount, please fill out the registration form and send in to Glenn Younger at gyounger@calbankers.com.

NOTE: *Discounts cannot be combined but can be used in conjunction with early-bird pricing.*

Cancellation Policy

Substitutions are allowed, at no additional cost. Written notice is required for all substitutions/cancellations. If the request is received by May 5, 2017, the full registration fee will be refunded and 50 percent if by May 12. No refunds will be provided after May 12. Registrations made on or after May 12 are not subject to refund.

Location and Accommodation Information

Laguna Cliffs Marriott Resort

25135 Park Lantern, Dana Point, CA 92629

Phone: (949) 661-5000

Reservations: (888) 236-2427

CBA has arranged a special room rate of \$229 per night plus a discounted resort fee of \$15 per room, per night, and other fees.

To reserve your room by phone please contact the Hotel's Reservations Department at 1-888-236-2427.

To receive the special group guestroom rate, please mention that you are attending the California Banker's Association's 2017 Women in Banking Forum.

Please make your reservations by April 24, 2017.
Rooms are limited and may sell out before this date.
Requests after this date will be accepted on a space-available basis at the hotel's prevailing rates.

The resort check-in time is 4:00 p.m. and check-out time is 11:00 a.m.

Travel Information

Southwest, United, American, Delta, Alaska, Frontier, and WestJet fly into John Wayne Airport, Orange County (SNA). Please consult Expedia, Orbitz or directly with the airline websites for the best available flights and airfares.

Ground Transportation

The Laguna Cliffs Marriott is roughly a 30-minute Uber or cab ride from the John Wayne, Orange County Airport. To reserve a rental car at the airport, call Budget car rental at (800) 772-3773. For a discounted rate, refer to the CBA ID #U051957.

Parking

Valet parking is \$18 daily and \$35 overnight.

Dining and Entertainment

The resort has both a lounge and a restaurant. The concierge can assist you with making dinner reservations at the hotel or nearby restaurants.

Recreational Activities

The Laguna Cliffs Marriott offers an outstanding spa, fitness center, trails for hiking or jogging, and an onsite whirlpool and spa pool. The concierge is available to assist guests with planning off-site activities.

What to Wear

The attire for the conference is business casual. Temperatures range from 80 degrees during the day to 60 degrees at night. The ballroom can be cold, so please bring a sweater or jacket, just in case.

Networking Reception

Please join us for our networking reception immediately following the conclusion of the program, to relax, enjoy good food and network with your peers and colleagues.

CBA Staff Contact

For more information about the 10th Annual Women in Banking Forum, please contact:

Cynthia DeOliver

VP, Director of Professional Development Programs
(916) 438-4401 | cdeoliver@calbankers.com

Glenn Younger

Manager of Professional Development Programs
(916) 438-4433 | gyounger@calbankers.com

Pamela Voight

Coordinator of Professional Development Programs
(916) 438-4418 | pvoight@calbankers.com

Go Online

Engage with us on social media!
Use the hashtag **#cbawomen2017**.

Visit the event website for the latest details:
www.calbankers.com/WB17.



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