



## 2019 CBAO Horizon Bankers Conference

New Orleans, LA

Sunday, April 7<sup>th</sup> – Tuesday, April 9<sup>th</sup>

### Sunday, April 7th

Attendee Arrival Day

6:30pm - **Welcome Reception** - *Attendees and Families Welcome*

### Monday, April 8th

8:30am – Breakfast and Registration – *Attendees Only*

8:45am – 11:45am – General Sessions

- 8:45am- *Social Media: Paid, Owned, Earned - Pat Dix*
  - Social media is increasingly being used for developing connections and advocacy efforts. Utilizing a mix of owned, earned and paid social media increases engagement, raises awareness of your brand and ultimately improves your bottom line. It's a balance of what you are saying, what others are saying about you, and what paid messages are purchased. This session will provide insights for establishing a social media plan incorporating owned, earned and paid media.
- BREAK – 9:30am
- 9:45am- *Positioning the Investment Portfolio for Performance - Daniel Anderson*
  - As 2018 progressed, economic data releases appeared to progressively strengthen. However, volatility spiked, and the yield curve inverted to end the year as investors appeared to increasingly question the durability of the current expansionary cycle. This session will begin with a brief economic update followed by discussing the bond portfolio in the context of the current rate environment, as well as strategies that can create improved results from both earnings and risk management standpoints.
- BREAK – 10:15am
- 10:30am- *Fresh perspectives: a dog musher's take on bringing a little Wild to community banking– Chris Heeter*

- Get ready to test your assumptions. As up and coming leaders, you are in a unique position to shape and serve and make a meaningful difference in your community. With hilarious and poignant stories from her sled dog team, Chris Heeter will help you explore the possibilities and push the boundaries of what Wild leadership looks like.

**12:00pm**- Free Time for the Afternoon

**6:30-9:00pm** - **Group Dinner** – *Attendees and Families Welcome*

## ***Tuesday, April 9th***

**8:30am** - Breakfast – *Attendees Only*

**8:45am – 11:45am** – General Sessions

- **9:00am** - **Oklahoma State Banking Department Panel** – Bob Toler, Paul Qualls, Roger Brock
  - Panel will give you a brief overview of current issues, followed by the opportunity for you to ask those challenging questions.
- **BREAK** – 10:00am
- **10:15am** - *Caltech* – *Cal Roberson*
- **11:00am** - Adjourn

### **\*Dress Code**

**Dress code for all sessions and evening events are CASUAL!**



## THANKS TO OUR SPONSORS!





---

CPAs & BUSINESS ADVISORS

