



Pacific Coast Bankers' Bancshares • 2010 Executive Management Conference BANKING 3.0: THE NEXT ITERATION OF COMMUNITY BANKING

The W Hotel

MAY 2-5, 2010

San Francisco, CA

Sunday, May 2, 2010

10:00 am to 12:00 pm
Registration Opens

12:00 pm to 4:00 pm
Pre-Conference Workshop

5:30 pm to 7:00 pm
Evening Reception/Sponsor Hosted Dinner

Monday, May 3, 2010

8:45 am to 9:15 am
Welcome and Introductory Remarks
Steve Brown: President & CEO
Pacific Coast Bankers' Bancshares

9:15 am to 10:00 am
Banking 3.0: The Next Iteration of
Community Banking
Steve Brown: President & CEO
Pacific Coast Bankers' Bancshares

10:00 am to 10:45 am
The Economic Outlook: Taking the Long View
Dr. Steven Wood: President & Chief Economist
Insight Economics, LLC

11:00 am to 11:45 am
Maximizing Profitability in a
Low-Growth Environment
Chris Nichols: President & CEO
Banc Investment Group, LLC

11:45 am to 1:00 pm
Networking/Luncheon

Monday, May 3, 2010

1:00 pm to 1:45 pm
Risk-Adjusted Compensation
Lane Ringlee: Principal
Towers Watson

2:00 pm to 3:00 pm
Growing Core Deposits:
New Tactics for a New Decade
Greg Judge: Managing Director
Banc Investment Group, LLC

3:00 pm to 5:00 pm
Competitive Intelligence Panel -
Mobile Banking
Moderators: Steve Brown: President & CEO
Pacific Coast Bankers' Bancshares
Chris Nichols: President & CEO
Banc Investment Group, LLC

5:30 pm to 7:00 pm
Evening Reception/Sponsor Hosted Dinner

Tuesday, May 4, 2010

9:00 am to 10:00 am
Social Networking: What Bankers Need to Know
Jon Littman: Best-selling author of [The Art of Innovation](#) and [The Ten Faces of Innovation](#)

10:00 am to 10:45 am
The Future of Lending:
New Discipline for Managing Credit
Steve Brown: President & CEO
Pacific Coast Bankers' Bancshares

11:00 am to 11:45 am
Asset/Liability Management Focus:
Understanding the Threat of Rising Rates
Doug Hensley: Managing Director
Banc Investment Group, LLC

Tuesday, May 4, 2010

11:45 am to 1:00 pm
Networking/Luncheon

1:00 pm to 2:00 pm
The Fed Perspective on Liquidity and Risk
Dave Erigero: Market & Liquidity Risk Coordinator
Federal Reserve Bank of San Francisco

2:00 pm to 3:00 pm
Customer Focus: Delivering Personal Service
in a Digital World
Chris Nichols: President & CEO
Banc Investment Group, LLC

3:00 pm to 4:00 pm
Beating the Big Banks to the Punch
Ed Kofman: Managing Director
Banc Investment Group, LLC

6:00 pm to 9:00 pm
Grand Finale Evening Reception

Wednesday, May 5, 2010

9:00 am to 10:00 am
Transforming the Bank to the Reality
of a Changing Business Model
Steve Brown: President & CEO
Pacific Coast Bankers' Bancshares

10:00 am to 11:00 am
New Products for a New Era
Chris Nichols: President & CEO
Banc Investment Group, LLC

*Agenda is Subject to Change
Dress Attire is Business Casual
Attendance Qualifies for CPE Credits*



Conference Agenda

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