

2018 OBL TECHNOLOGY CONFERENCE

Your Must-Attend Cyber Session of the Year!

THURSDAY & FRIDAY, APRIL 12 & 13, 2018

WITH AN OPTIONAL NETWORKING RECEPTION
ON THURSDAY, APRIL 12, 4:30 - 6 P.M.

EMBASSY SUITES COLUMBUS AIRPORT
2886 AIRPORT DRIVE
COLUMBUS, OH 43219

**Nationally-recognized experts
Trent Fleming, Trent Fleming Consulting,
and Jon Waldman, SBS CyberSecurity,
return to the agenda.**

PLUS, the IT Reg Panel returns along with
Roundtable Discussions and Breakout Sessions
per banker demand!

THANK YOU TO OUR CONFERENCE SPONSORS

AASYS GROUP, INC.
ELAN FINANCIAL SERVICES
GRADUATE SCHOOL OF
BANKING - MADISON
OBL BANKSERVICES
PLANTE MORAN

View the full agenda online at www.ohiobankersleague.com. Online registration now open!

SCHEDULE HIGHLIGHTS

Thursday, April 12

8 – 9 a.m.	Registration & Trade Show
9 – 10:15 a.m.	Day 1 Opening Keynote
10:30 – 11:30 a.m.	General Session
11:30 a.m. – 12:30 p.m.	Converse & Connect Lunch
12:30 – 1:30 p.m.	General Session
1:45 – 2:30 p.m.	Breakout Sessions
2:45 – 4:30 p.m.	IT Regulator Panel

Friday, April 13

8 – 8:30 a.m.	Breakfast & Trade Show
8:30 – 9:45 a.m.	Day 2 Opening Keynote
10 – 10:45 a.m.	Breakout Sessions
11 a.m. – 12 p.m.	Roundtable Discussion
12 – 1:30 p.m.	Lunch & Closing Keynote

PLUS! THURSDAY, APRIL 12

4:30 - 6 p.m.
Networking Reception - Embassy Suites

Attend this casual networking reception, which includes light hors d'oeuvres and complimentary beverages.

WHO SHOULD ATTEND?

This program is designed for those who are responsible for cybersecurity, fraud, IT planning, information security and operations, as well as any others who are responsible for making technology decisions at your institution, including senior level management.

GENERAL SESSIONS

Thursday, April 12



Opening Keynote: Leveraging your IT Steering Committee: Creating Strategy and Value

Trent Fleming, CEO, Trent Fleming Consulting

Regulators are increasingly demanding that board members take a more active role in managing all aspects of your organization. This includes IT, which is often a frightening subject for many executives and board members. This session will look at your IT Steering Committee as a vehicle for expanding knowledge and understanding among your board for matters ranging from CyberSecurity to Disaster Recovery to Technology Planning.

Winning the Battle of Data Analysis

Trent Fleming, CEO, Trent Fleming Consulting

Bankers continue to express frustration at not having good information about their customers from which to expand relationships and create cross sale opportunities. In many cases, it is a matter of information overload. This session will look at the data you have available, tools for accessing and leveraging this data, and methods to ensure that you create successful, manageable campaigns. Participants will leave with ideas they can put into action quickly.

Converse & Connect

Join conference sponsors and exhibitors as attendees gather in small groups over lunch to address current opportunities and challenges in your institutions. This will provide the perfect atmosphere to "Converse & Connect." Please note on your registration form what topic(s) you would be most interested in discussing.



Lessons Learned from a 2 Year Old CAT

Jon Waldman, Partner & Executive Vice President of Information Security Consulting, SBS CyberSecurity

It has been over two years since the FFIEC released their Cybersecurity Assessment Tool (CAT) – a comprehensive, measurable and prescriptive framework for assessing your financial institution's preparedness against cyber threats. The CAT has seen plenty of run, including an update in 2017. This session will take a dive into the major takeaways regarding how financial institutions across the US are completing the CAT, including: How are organizations stacking up regarding Inherent Risk levels? How many institutions are actually meeting baseline maturity? What are the most common baseline controls being met with compensating controls? What are the most common baseline controls not being met? How to implement these commonly-missed baseline controls at your institution. And, what you should do next regarding the CAT?

2018 OBL TECHNOLOGY CONFERENCE EXHIBITORS

Take the time to visit with these exhibitors and become aware of tools, products and resources that can be used to more effectively manage technology risk.

- @Risk Technologies, Inc.
- ATM Solutions, Inc.
- BankOnIT
- ByteSpeed
- COCC, Inc.
- Community Banc Consulting, Inc.
- Computer Services, Inc. (CSI)
- Infotex
- Plante Moran
- Safe Systems, Inc.
- Schneider Downs & Co., Inc.
- SBS CyberSecurity
- Young & Associates, Inc.

IT Regulatory Exam Hot Topics

This session includes need-to-know information about your next IT examination, as regulators from the Ohio Division of Financial Institutions, Federal Reserve Bank of Cleveland, the OCC and the FDIC join us for presentations and dialogue with bankers.

Friday, April 13



The Hacking Age

David Kennedy, Founder, TrustedSec

Attackers are continuously figuring out new methods to gain access to computer systems and enterprises. Everything from Ransomware to targeted and precise attacks aimed at intellectual property theft, monetary gain, or other motives. In today's age of hacking, it's never been more important to understand who the hackers are and the methods they use to attack organizations. In this talk, we go into the demographics of hackers, how they are hacking, and the best defenses both from a personal perspective as well as an enterprise. It's possible to withstand the attacks we see today with proven practices, but it requires hard work, and an understanding of who your adversaries are.

Roundtable Returns Due to Banker Request! Best Practices in Implementing and Managing Bank Technology

Share tips and best practices that are especially useful, or ask your peers topical questions. Please note the lunch and roundtable will be held in a different room, with ability to sit at round tables to aid in targeted discussion of items that matter to you most. Moderated by Jon Waldman, SBS CyberSecurity.



Closing Session: The Amazon Prime Effect

Dave DeFazio, Partner, StrategyCorps

Subscription services are quickly becoming the dominate strategy of today's best retailers and have caused a monumental shift in the way people buy. More than 50% of all American households now subscribe to Amazon Prime, and more than 200 million people subscribe to this and other retail services such as Netflix, Spotify, Dollar Shave Club, Costco and AAA. Bank marketers have a duty to understand these trends and drive their banks beyond just transactions to connect better with the lifestyles of today's modern consumers.

WHAT DO BANKERS HAVE TO SAY?

"The OBL Tech Conference presenters provided excellent information – and I am able to use the information to improve processes back at my institution."

*Christine Woodard, Security Officer,
The Fahey Banking Company*

"The combination of technological expertise, regulatory advice and a glance forward to emerging fintech solutions is a can't miss for anyone in the IT or banking industry. This event always provides a plethora of insight and information to help me better perform the tasks associated with my job."

*Dean Moore, Operations Manager,
The Citizens National Bank of McConnelsville*

RETURNS! BREAKOUT SESSIONS

Thursday, April 12

Applied Cybersecurity Fundamentals

Brendan McGowan, Chief Technical Officer, Safe Systems, Inc.

What does a properly secured network look like? We'll look at what attacks are causing damage and how you successfully stop them. How does your cybersecurity approach evolve as you move to the cloud? Outsourcing your workload to the cloud does not mean you can outsource the responsibility for making sure your data is properly secured. Learning objectives will answer such questions as: What tools form the foundation of a quality defense strategy? How do I stop the attacks that are currently costing banks money and damaging reputations? How does my responsibility for defense change as I adopt more cloud services? How do I know if a cloud services provider improves my security posture or creates new risks?

SIEM - Security Information and Event Management - The New Requirement for Your Information Security Program

*Paul Elder CISM, Chief Compliance Officer/EVP,
Community Banc Consulting, Inc.*

Auditors and examiners often recommend or require that the bank implement SIEM technology. Why? We will discuss the technology of SIEM and what it actually means, what CAT statements and FFIEC requirements it satisfies, but more importantly, we will discuss the scope of implementing this technology and how to prepare for it. The presentation will detail what a SIEM does, why a bank will be required to have it in the near future, how to prepare for implementation, and how it should be deployed.

Friday, April 13

Starting with Your IT Risk Assessment: Learn to Make Better Decisions

*Buzz Hillestad, Senior Information Security Consultant,
SBS CyberSecurity*

IT Risk Assessment is one of the biggest pain points for many banks, as there has historically been very little guidance around HOW to perform an IT Risk Assessment. However, over the last few years, regulatory guidance around IT Risk Assessment has improved, providing us with a better framework for performing risk management. The big secret to IT Risk Assessment is that it should be the #1 driver of IS and IT decisions at your bank. This session will take a look at the components of a strong IT Risk Assessment framework and how your IT Risk Assessment can help you make decisions, such as where to spend your next Information Security dollar. We will discuss IT Risk Assessment regulatory guidance; Components of an IT Risk Assessment Framework; Determining your most important IT Assets; Inherent Risk vs. Residual Risk; Setting Risk Mitigation Goals; and Using your IT Risk Assessment to make decisions.

Demystifying Bitcoin and Blockchain, and What it Means to Banking

*Daniel J. Desko, CISA, CISSP, CTPRP, Senior Manager Risk Advisory
Services, Schneider Downs & Co., Inc.*

Bitcoin and Blockchain mania is sweeping the nation, but what exactly is it and how may it affect the banking industry? Join the Schneider Downs Cybersecurity team for a primer on Bitcoin, Blockchain and other cryptocurrencies. We will discuss the adoption of certain cryptocurrencies and also help you better understand the technology that enables the cryptocurrencies to work. Last, we will cover challenges, risks and opportunities that cryptocurrencies and the underlying technology may present to your institution.

REGISTRATION

Registration prices below include all conference sessions and materials, as well as meals and reception as outlined on the program agenda.

- \$495** first OBL member
- \$395** each additional member from the same OBL member institution
- \$695** per nonmember banker

- \$1,195** OBL IT Forum membership (includes the OBL Tech Conference)
- \$1,895** OBL IT Forum membership (nonmember banker)
(includes the OBL Tech Conference)

Cancellations received in writing at least seven business days prior to the meeting will be refunded minus a \$75 processing fee. No refunds will be available after March 29. Substitutions are welcome at any time.

HOTEL ACCOMMODATIONS

This program will be held at The Embassy Suites Columbus Airport, 2886 Airport Drive, Columbus, OH, 43219, Columbus, OH, 43231. To make an overnight reservation within the OBL Room Block at the Embassy Suites, please call 614-536-0500. Mention the OBL to receive the special rate of \$145 per night. Reservations received after March 11 will be accepted on a space or rate available basis.

Additional overnight options are available in the Easton area if that location is desired: The Hampton Inn & Suites for \$144/night. Call 614-473-9911. For additional options, visit www.eastontowncenter.com.

OBL STILL GREEN

In an effort to reduce waste and decrease the use of paper products at the conference, we will continue to offer electronic manuals only for this program. The OBL will provide each session handout in a PDF format that you can download and save to your laptop or computer – or print if you desire. One week prior to the conference, you will be provided with a weblink to the material.

Contact Susan Poling Jones at 614-340-7611 with conference or IT Forum questions.

Contact Debbie Pecinovsky at 614-340-7610 with registration questions.

Registration

2018 OBL Technology Conference - April 12 & 13, 2018

Please copy this form for additional registrations.
Registration is also available online at www.ohiobankersleague.com.

- ☐ \$495 first OBL member
- ☐ \$395 each additional member from same institution
- ☐ \$695 per nonmember banker
- ☐ \$1,195 OBL IT Forum Membership (includes Tech Conference)
- ☐ \$1,895 OBL IT Forum Membership (nonmember banker) (includes Tech Conference)

I plan to attend the evening reception on April 12; 4:30 - 6 p.m.

☐ Yes ☐ No

Roundtable Discussion Topic(s) I am interested in include:

REGISTRANT _____ TITLE _____
BANK _____
NAME FOR BADGE _____
MAILING ADDRESS _____
CITY STATE ZIP _____
COUNTY _____
PHONE _____
FAX _____
E-MAIL (REQUIRED) _____
SPECIAL ASSISTANCE / DIETARY NEEDS _____

**PLEASE SEND CHECK AND REGISTRATION TO OHIO BANKERS LEAGUE, ATTENTION EDUCATION DEPT.
MAIL TO: 4215 Worth Avenue, Suite 300, Columbus, Ohio 43219, Phone 614-340-7595, Fax 614-340-7596
CONFIRMATION WILL BE SENT UPON RECEIPT OF YOUR REGISTRATION. PLEASE USE THIS FORM AS YOUR INVOICE.**

2018 OBL IT FORUM

Learn more about the 2018 OBL IT Forum for Community Bankers, which offers real-world scenarios and real-world solutions to common cyber issues. The program aims to give IT professionals a better understanding as to how cybersecurity fits into their information security program in order to promote confidence in their daily responsibilities and set them up as cybersecurity experts. Membership includes this annual OBL Technology Conference, as well as three classroom seminars on May 23, Sept. 26 and Nov. 27, 2018.

Method of Payment

Payment is requested at the time of registration.

- ☐ My check for \$_____ is enclosed.
- ☐ Please charge my credit card \$_____ as noted below.
 - ☐ Visa ☐ MasterCard
 - ☐ Discover ☐ AmEx

CARD NUMBER _____
EXPIRATION DATE _____
CARDHOLDER NAME _____
BILLING ADDRESS _____
CARDHOLDER'S SIGNATURE _____
CVV NUMBER (3 DIGITS ON BACK OF CARD) _____