

Treasury Management

(Dept. 49)

Please type or print legibly.

Copy this form for additional participants.

Name

Nickname for Badge

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Fees

☐ \$225 IBA Member ☐ \$155 Additional attendee

Participation in IBA programs is limited to members, associate members, and nonmembers from an eligible membership category at applicable member or non-member rates. Surcharge of 100% for Non-Members.

Payment Information

Total payable to the IBA Foundation, Inc.

☐ Check Enclosed ☐ VISA ☐ MasterCard ☐ AMEX

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Return this form to:

IBA Foundation Inc.

8425 Woodfield Place Suite 155E

Indianapolis, IN 46240

317-387-9380 Fax: 317-333-7162

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Fees & Location

The following fees include the program, training materials, continental breakfast, lunch and refreshments:

IBA Members

\$225 First Person

\$155 Additional Attendee

Surcharge of 100% for Non-Members.

This seminar will be held at the IBA Center for Professional Development, 8425 Woodfield Crossing Blvd., Suite 155 E, Indianapolis, IN 46240. Directions, map & a list of local hotels are available on our website at Indiana.bank or by calling 317-387-9380.

Special Accommodations

The IBA is committed to providing the best education in the best facility possible. To that end, we strive to accommodate any special needs bankers may have while attending our programs. If you need special accommodations or have dietary restrictions, please let us know.

Confirmation / Cancellation

The IBA will send confirmations as requested for its programs. Please check the appropriate box & include a fax number on the registration form. If you have questions, contact Elizabeth DeHaven at 317-387-9380 or via email at edehaven@indiana.bank

Within three or more business days prior to the day of an educational program, no cancellation charge will be assessed. Within two days prior, 50% of the fee is assessed. Refunds are not provided for cancellations or absences on the day of the program. Substitutions are welcome at anytime.



Treasury Management: A Powerful Tool to Increase Deposits and Fee Income

Wednesday
July 22, 2020



Register online: www.indianabankers.org

Program Overview

During this basic course, we will review all the Treasury Management products and services that are available in the market. You will learn about the new products, technology, and authentication methods now available and decide which ones your business account holders may need based on their industry. You will learn strategies to cross-sell the right Treasury Management products your business account holders need from the start.

The bankers of today must be “lenders” as well as “deposit gatherers.” Community banks are searching for ways to increase core deposits and non-interest fee income: Treasury Management is the answer. In this course, you will gain a deeper understanding of how the Sales, Treasury Management, IT, Marketing, and Deposit Operations team members must collaborate to successfully sell and implement the products and services at your institution. We will cover the ideal organizational design for Treasury Management and how to incentivize the sales team.

You will walk away from this course with a deeper knowledge of Treasury Management, learn to conduct risk assessments on new products, and learn strategies to increase core deposits. You’ll also bring ideas back to your institution on how to market Treasury Management products and services to your business account holders and ways your team can work better together knowing how critical each area is to the success of the implementation and sale of these products and services.

Agenda

8:30 a.m.	Registration & Continental Breakfast
9:00 a.m.	Program Begins
Noon	Lunch (on site)
1:00 p.m.	Program Resumes
3:00 p.m.	Program Adjourns

Program Content

Part I – Foundational Knowledge

Part II – Marketing & Sales Process

Part III – Product Implementation

Part IV – The Future of Cash Management

Topics Covered:

- Maximizing the Account Analysis statement as a tool to cross-sell and identify new fee income opportunities
- Quick overview of all Treasury Management products and identifying enhancements focusing on each product’s benefits to businesses—the value
- Identifying new products available that your business customers or members are asking for that you may be missing
- How to determine which products you need to offer to your business customers or members based on industry
- How Treasury Management integrates with technology, operations, marketing and sales teams
- Ideas on how to market and brand your Treasury Management products
- The ideal organizational design for Treasury Management and how to incentivize the sales teams
- Process to implement Treasury Management products
- How to choose the right digital payment strategy for your business clients or members (including Blockchain)
- Identifying new authentication methods to enhance your products’ security

Key Learning Objectives

1. Gain a deeper understanding of Treasury Management
2. Gain knowledge of Treasury Management products and how they help your business clients
3. Learn how Treasury Management is integrated with the Bank’s Technology, Operations, Marketing, and Sales teams and how they can work together better
4. Learn about risks that Treasury Management products pose to the institution
5. Identify new bank fee opportunities, how to market and brand your Treasury Management products, and ideas on how to sell more products by meeting your clients’ needs
6. Learn about a sales process and how to customize it for your institution
7. Learn about the future of Treasury Management and how your institution can prepare

Meet Your Presenter

Marci Malzahn is the president and founder of Malzahn Strategic, a financial institution consultancy focused on strategic planning, enterprise risk management, cash management, and talent management. Marci has 23 years of banking experience, the last ten as the EVP/CFO/COO of a community bank she co-founded where she oversaw all the bank operations areas. In her last year as EVP/COO/CRO, Marci created and focused on the bank’s risk management program. She was also the corporate secretary of both the holding company and the bank.

Before starting the bank in 2005, Marci took a detour from banking for five years and worked for a \$34 million revenue non-profit organization where she led IT, HR and Finance.

Marci holds a B.A. in business management from Bethel University, is a certified life coach, and is a graduate and faculty of the Graduate School of Banking in Madison, Wisconsin.

Who and Why?

Who Should Attend?

Business bankers/sales team members who want to learn about Treasury Management products and their benefits to business clients, Treasury Management sales officers/specialists, Deposit Operations personnel, IT, and Marketing staff. This course is also designed for Presidents/CEOs who are looking for the ideal organizational structure for Treasury Management and looking for additional non-interest fee income as well as new core deposits.

Why Should You Attend?

To obtain a better understanding of the value of Treasury Management products and using them as a core deposit growth and increased fee income strategy. To learn more in-depth how Treasury Management interacts with the business banking, IT, and deposit operations teams. You will also learn about the future products your institution should offer to your clients or members and how new payment systems may affect your institution.