

Cash Management

SEMINAR

March 10, 2020

Farmers Branch



TexasBankersAssociation
Strong Banks. Stronger Communities.



HOW SALES, OPERATIONS, AND TECHNOLOGY CAN COLLABORATE TO GENERATE MORE FEE INCOME

Gain a more in-depth knowledge of Cash Management (aka Treasury Management) products and services available in the marketplace, identify the products and services your community bank currently offers, what you're missing and come up with strategies to implement and offer the right products and services for your business clients. You will also learn how the most important products interact with technology.

You will walk away with a deeper knowledge of Cash Management and conducting a risk assessment on any new products. You'll also bring ideas back to your bank on how to market Cash Management products and services to your business clients 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. You will learn to maximize your Cash Management products to generate more fee income for the bank.

WHO SHOULD ATTEND?

Cash Management operations and sales personnel –especially those new to Cash Management, deposit sales team, business bankers/lenders, technology personnel (IT network support and core system support staff), presidents and COOs who want to learn more about Cash Management.

PRESENTER



Marcia (Marci) Malzahn is the president and founder of Malzahn Strategic, a financial institution consultancy focused on strategic planning, enterprise risk management, treasury management, and talent management. Marci has 23 years of

banking experience, the last ten as the EVP/CFO/COO of a community bank she helped start where she oversaw all the bank operations areas, including finance, IT, compliance, internal audit, deposit/loan operations, cash management, risk management and HR. In her last year as EVP/COO/CRO, Marci created and focused on the bank's risk management program.

HIGHLIGHTS

- What is Treasury Management (aka Cash Management)?
- The Evolution of Cash Management/History/Background
- Review of the Account Analysis and what it's used for
- Overview of all Cash Management products in the market
- How to determine which products you need to offer to your business customers
- Determine who your in-house experts should be and provide the appropriate training
- How Cash Management works with the Bank's technology, operations and sales teams
- Improve your organization's sales process
- Using a Needs Assessment survey for prospects
- Identify new non-interest fee income opportunities
- Ideas on how to market and brand your Cash Management products
- Process to implement Cash Management products
- The future of Cash Management (including Blockchain and Bitcoin, cardless/contactless ATM/Debit cards, and digital payment services)

SCHEDULE

8:30 – 9:00 a.m. Registration & Breakfast
9:00 a.m. – 4:00 p.m. Program
Noon – 1:00 p.m. Lunch

CONTINUING EDUCATION

Texas State Board of Public Accountancy: 6 CPE credit hours/day. There are no educational prerequisites.

ABA Professional Certifications: Application for CE credit review is pending approval. Once we receive notification of the credit approval, we will notify attendees.

REGISTRATION

Register online or complete the attached form and submit via email or mail. The registration fee includes program materials, breakfast and lunch. For IRS reporting purposes, the food cost portion of your registration is approximately \$120.

CANCELLATION

Cancellation/substitution requests must be made in writing. Email requests to education@texasbankers.com. Full registration fees will be refunded if written notice is received no later **March 3**. Substitutions are permitted without penalty.

LOCATION

TIB-The Independent BankersBank
11701 Luna Road
Farmers Branch, TX 75234

Nearby Hotels:

DoubleTree Hotel
11611 Luna Road (next door to TIB)
Farmers Branch, TX 75234
972-506-0055

Omni Dallas Hotel at Park West
1590 LBJ Freeway (.3 mi. from TIB)
Dallas, TX 75234
972-869-4300

Holiday Inn Express
1570 LBJ Frwy. (.3 mi. from TIB)
Farmers Branch, TX 75234
469-862-3500

CASH MANAGEMENT REGISTRATION FORM

Register online or complete a separate form for each registrant.

Online: www.texasbankers.com/store

Email: register@texasbankers.com

Mail: Texas Bankers Association
P.O. Box 2569
Austin, TX 78768-2569

TBA Members:

- 1-3 registrations, \$350 per person
 4+ registrations, \$325 per person

Nonmembers: \$750 per person

Name Mr. Ms.

First Name for badge

Title

Bank/Company

Business Address

Mailing Address (if different from above)

City/State/Zip

Phone

Fax

Email

Please note any special accommodations below (i.e. ADA, food allergies, dietary requests, etc.)

To expedite your registration, please include any other names you have used (i.e. maiden name, formal name or nickname) and, if applicable, any other financial institutions you have previously worked for.

Other Names

Other Financial Institutions