

PROTECT YOUR BANK'S REPUTATION

RISK, RESPONSE, REPUTATION SEMINAR

February 27, 2019

8:00 AM Registration

Lunch Included

8:30 AM - 4:00 PM Program

The View - Cooley Law School Stadium
Lansing, MI

Banking is a risk management business. Most of the time that risk is framed in business terms like liquidity, loan quality or rate risk. But three risks with the potential to cripple your bank every day often don't get as much attention: **cybersecurity**, **robbery** and the risk they represent to your bank's long-term **reputation**.

This information rich full-day training will break down best practices for securing your data, provide simple steps to reduce risk inside your bank and deliver the tools to prepare you for a worst case scenario so your reputation survives intact.

This February, SHAZAM presents Risk, Response, Reputation – a comprehensive look at how to meet the rising threats in the physical and virtual world your banks occupy. You'll leave armed with the latest trends, best practices and long-term strategies your bank can employ to mitigate risk, build a robust response and protect your reputation.

Who Should Attend?

Presidents, CEOs, bank security officers, branch managers, human resource staff, risk, security, IT, marketing and compliance officers are all welcome and will benefit from the program. Local law enforcement and other bank officers that either oversee site security or manage staff with security responsibilities should also consider attending.

CYBER RISK:

Take a deep dive into money laundering, hacking, and cybersecurity. Ben Hayden, IT & Risk Consultant, utilizes his expertise in cyber investigations, financial crimes, and digital forensics to assist you in evaluating your vulnerabilities.

ROBBERY RESPONSE:

This robbery response course, led by Risk and Crisis Management Consultant Mike Burke, will help you identify procedures to better prepare your bank, equip you with response tactics and expose you to the recovery process.

CARD SKIMMING AND CLONING:

Learn how to keep you and your cardholders safe at the ATM, POS machines, and fuel dispensers. From real-life photos of card skimmers to videos of thieves setting up these devices, Mike's session will help protect your bank, cardholders and local businesses.

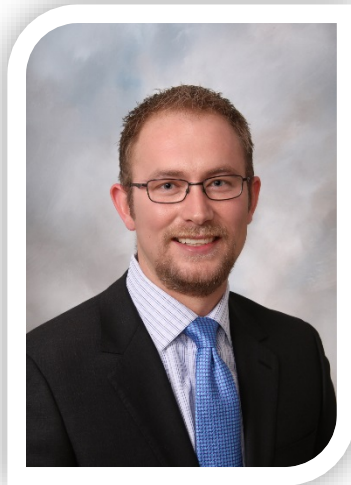
REPUTATIONAL RISK:

Patrick Dix, Vice President of Public Relations, will deliver the tools you'll need to prepare for a worst-case scenario. Educating yourself and your bank is only half the battle; this session will arm you with simple strategies that help ensure your reputation stays intact during moments of crisis.

Presented by



Meet Your Speakers



Ben Hayden

IT & Risk Consultant

New to the SHAZAM Risk Services team in 2016, Ben Hayden is an IT & Risk Consultant. He is responsible for performing IT and BSA examinations for community institutions, as well as assisting institutions in evaluating their cybersecurity risk. Before joining the team at SHAZAM, Ben worked for a large community bank as their BSA/Security Officer, overseeing BSA, Fraud and Information Security.

Prior to banking, Ben served as a police officer, where he worked primarily in investigations, focusing on financial crimes and digital forensics. Ben is a Certified Anti-Money Laundering Specialist (CAMS) and is a member of the Association of Certified Anti-Money Laundering Specialists.



Mike Burke

Robbery & Crisis Management Consultant

In 2016, Mike joined the SHAZAM Network with more than 30 years of experience in law enforcement, criminal justice instruction, and homeland security. His expertise helps SHAZAM's clients enhance their security measures and ensure regulatory compliance. Mike developed, implemented and taught a thriving criminal justice program at Iowa Central Community College. During his tenure, the National Institute for Staff and Organizational Development (NISOD) recognized Mike several times as a Master Presenter. Mike has conducted numerous threat assessments for government facilities and has been recognized for his initiative and implementation of Advanced Law Enforcement Rapid Response Training (ALERRT) active-shooter training in Iowa.



Patrick Dix

VP, Public Relations

Patrick Dix is a veteran news anchor and reporter who manages the SHAZAM Network's public relations efforts. Patrick serves as the main company spokesman and uses his expertise to lead all social media channels, write articles for trade associations, create press releases for the network and provide media training to financial institutions.

Patrick joined the SHAZAM Network in 2015 after a 25-year career as a broadcast journalist. For the last 16 years, Patrick served as the senior news anchor on the No. 1-rated network morning newscast in Des Moines, Iowa.

Patrick has been recognized for outstanding reporting with awards from The Society of Professional Journalists, The William Randolph Hearst Foundation and the Midwest Broadcast News Association.



Seminar Registration Form
Risk | Response | Reputation
 The View-Cooley Law School Stadium, Lansing
Wednesday, February 27, 2019

Four Easy Ways to Register

Mail: Community Bankers of Michigan, 3505 Coolidge Road, Suite 200, East Lansing, MI 48823
Phone: 517-336-4430 **Fax:** 517-336-7833 **Online:** www.cbofm.org

Room reservations can be made at the Hampton Inn – East Lansing, 2500 Coolidge Road, East Lansing; telephone 517-324-2072. When making reservations, remember to mention that you are with the Community Bankers of Michigan.

Registration Fee



Members:

\$225 for a single attendee
\$175 for two or more attendees

Nonmembers:

\$325 for each attendee
\$95 for local law enforcement

Risk, Response, Reputation: Wednesday – February 27, 2019

Attendee(s)

_____ E-mail _____
 _____ E-mail _____
 _____ E-mail _____

Bank Name _____

Billing Address _____

City/State/Zip _____

Phone _____ Fax _____

Please check here if you have a food allergy or require a vegetarian meal.

Please specify: _____

Credit Card Information (Visa MasterCard American Express Discover)

Card Holder Name _____

Credit Card Number _____ Expiration Date _____ 3 Digit Code _____

Please make check payable to CBM: Check # _____ Amount _____

Please bill me (CBM Members only)

Cancellation Policy: Cancellations must be received within 3 or more business days prior to the day of an educational program to receive 100% credit. Refunds are not provided for cancellations or absences which occur on the day of the program. Attendee substitutions are welcome at any time.