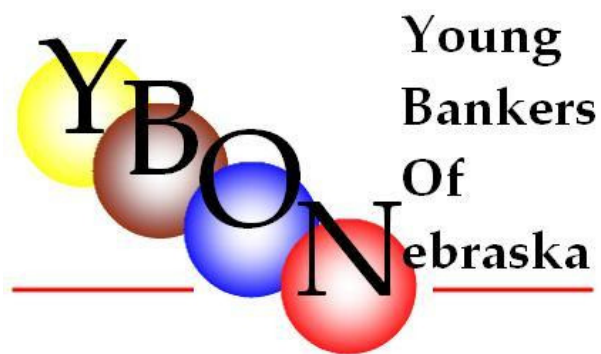




*Join us to  
solve the puzzle –  
everything from teamwork  
to the economy will be  
addressed by this year's line-  
up of national speakers!*

**ANNUAL  
CONFERENCE  
OF THE**



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**July 7 – 8, 2010  
Cornhusker Marriott Hotel, Lincoln**

# YOUNG BANKERS

## Program Outline

**Wednesday, July 7, 2010**

**8:30 a.m. Registration / Continental Breakfast**

**9:00 a.m. "Professionalism in a Dot.Com World"**

*Paula Pace, M.S., The Executive Development Group, Lincoln, NE*

This presentation answers your questions about how to be a professional in a world that has rapidly changed over the past few years. Although it's true some aspects of business protocol have changed, most have remained the same. But do you know the basics? Do you know the changes? "Professionalism in a Dot.Com World" gives you both.

**10:00 a.m. Break**

**10:15 a.m. "Leadership Lessons From NBA Leaders!"**

As the voice for the Nebraska banking industry, the NBA's mission is to provide extraordinary service for extraordinary members. We are only able to do this because of the amazing volunteer leaders that the NBA has been fortunate to have throughout the years. Join us for this panel discussion to learn from other Nebraska bankers who have been at the forefront of Nebraska's banking industry.

**11:15 a.m. "Can Nebraska's Economy Buck National Trends?"**

*Jason R. Henderson, Vice President & Omaha Branch Executive  
Federal Reserve Bank, Omaha, NE*

Nebraska has withstood the crosswinds of a stormy economic season. While Nebraskans in both urban and rural communities have fared better than the rest of the nation, will this trend continue? Join our guest speaker from the Federal Reserve Bank of Kansas City - Omaha Branch for a conversation about our national and regional economy.

**12:00 p.m. Lunch**

**1:00 p.m. BREAKOUT SESSIONS –**

**You will have the opportunity to visit two of the following sessions.**

**"Professional and Effective Business Writing"**

*Paula Pace, M.S., The Executive Development Group, Lincoln, NE*

Everyone can use a little help making their business communications more effective. Join Paula for a quick look at tips to improve what you're already doing!

**"TEAMing Quest"**

*Juli Lynch, Ph.D., Turning Pointe Consulting, Lake Mills, WI*

The idea of teams and the concept of teamwork are not new in organizations – but that doesn't make them any less crucial or any less challenging. What is the state of TEAMing in your organization? You'll begin with a personal assessment of your TEAMing tendencies and move to a deeper appreciation of the power of individuals coming together for a common purpose. And you'll meet head-on the many challenges that turn teams back from reaching their high performance potential.

**"Racing Up the Corporate Ladder:**

**The Secrets to Success They Forgot to Teach You in College"**

*Jason Lauritsen, Union Bank & Trust, Lincoln, NE*

Have you ever wondered why some people seem to get promoted faster than others? Despite what you may think, it's not luck. Success in the working world spans far beyond what we learned in college. This session will review Jason's eight Secrets to Career Success that will help you get your career on the fast track. Find out how commitment, self-awareness, and courage could be the keys to your next promotion.

2:00 p.m. Break

2:15 p.m. BREAKOUT SESSIONS...repeated

3:15 p.m. Break

3:30 p.m. **“Pushing the Limits on What You Know and Do”**  
*Juli Lynch, Ph.D., Turning Pointe Consulting, Lake Mills, WI*

When was the last time you did something that really scared you? To be successful today, you have to be willing to push yourself and your organization to the limits. Find out how leadership lessons that Juli acquired while training and racing with the Navy SEALs in expedition-length endurance races can apply to your organization. Learn how you can push your organization to increase sales, improve service, and boost performance while still serving your mission.

4:30 p.m. **Networking Reception With Special Prize Drawings**



**Nikon – Coolpix Digital Camera**  
**8GB iPod Touch w/3 accessories**  
**Barnes & Noble – Nook eReader**

**Thursday, July 8, 2010**

8:30 a.m. Continental Breakfast

9:00 a.m. **“Managing Change in the New Millennium”**  
*Rory Rowland, President, Rowland Consulting Services, Independence, MO*

In this program you will learn how to get the job done on time, even in times of the most stressful changes, while keeping yourself in balance and under control. Learn three techniques guaranteed to get people’s attention and seven keys to managing successful meetings in stressful and changing times. Rory will also include information on how to do some of the little things that can make a big difference.

9:50 a.m. Break

10:00 a.m. **“Cross-Servicing Skills”**  
*Rory Rowland, President, Rowland Consulting Services, Independence, MO*

Rory will share with you:

- tips to listen more carefully and effectively to your customers.
- how to become a "solution provider" and not a pushy salesperson.
- three ways to show customers the value of using your services.
- how to overcome the fear of asking the customer to use additional services.

10:50 a.m. Break

11:00 a.m. **“Perform Like a Champion”**  
*Aaron Davis, President, Aaron Davis Presentations, Inc., Lincoln, NE*

Courage, mental toughness, and the ability to change and adapt quickly are just a few characteristics that all champions possess. As a member of the Nebraska 1994 National Championship football team (*considered by some as one of the best teams ever assembled*), Aaron has a keen understanding of what it takes to achieve incredible results. Today’s corporate environment is more competitive than ever before and it’s those who are able to focus when others fold who consistently stay at the top!

By attending this session, you will:

- learn strategies to remain mentally tough in a competitive environment.
- be reminded of the importance of impeccable integrity and the power of passion.
- be encouraged to never lose the ability to laugh at yourself and to have fun.
- hear tips on how to adapt to change quickly while still enjoying the ride.

12:00 p.m. Adjourn

**(Over for registration information)**

# YOUNG BANKERS

## Registration Information

**Member Fee:**

**First Reg - \$245 per person\***  
**Each Additional - \$225 per person\***

**Non-Member Fee:**

**\$735 per person\***

*\*If received by June 25, 2010.*

This fee includes all conference materials, continental breakfast, luncheon, break service, and the reception. The deadline for registrations and refunds for cancelled registrations is **Friday, June 25, 2010**. Any registrations received after that date will be an additional \$20 per person and subject to space availability.

### Hotel Information

Reservations can be made by calling the hotel directly. Please indicate that you're with the NBA room block.

**Cornhusker Marriott Hotel**

333 South 13th Street, Lincoln / (402) 474-7474, (800) 793-7474

***Please feel free to dress casually.  
 To ensure your comfort, please bring a light jacket or sweater to the program.***

**Notice:** If you have a disability that may affect your participation in this event, please forward a statement regarding any special needs to the Nebraska Bankers Association. We will contact you to discuss accommodations.

3-06/14/10e



**2010 YBON  
 Annual Conference  
 July 7 – 8, 2010**

Financial Institution: \_\_\_\_\_  
 Bank / Branch Address: \_\_\_\_\_  
 City/Town: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Phone# ( \_\_\_\_\_ ) \_\_\_\_\_

Please register the following individual(s): <b>NAME</b> <i>(as you wish it to appear on the badge)</i>	<b>Last 4 Digits of SSN</b>	<b>Member Fee:</b> First Reg - \$245 per person Each Additional - \$225 per person <b>Non-Member Fee:</b> \$735 per person

**Registrations received after June 25 will be an additional \$20.**

**Three Ways to Register:**

- FAX:** (402) 474-2148
- MAIL:** NBA Education Center, PO Box 80008, Lincoln, NE 68501
- PHONE:** (402) 474-1555

**TOTAL DUE \$** \_\_\_\_\_

**Payment Choice** *(check one):*

- Check made payable to Nebraska Bankers Assn
- Mastercard
- Bill Institution
- VISA

Cardholder Name: \_\_\_\_\_

Card Number: \_\_\_\_\_ Exp. Date: \_\_\_\_\_

Signature: \_\_\_\_\_