

Community Bankers... Soaring to new heights!

*A Very Special
Presentation*
**Lessons
from the
Miracle on
the Hudson**



**Jeff Skiles, Co-Pilot
U.S. Airways Flight 1549**

CBW
Community Bankers
of Wisconsin

2013 Management Conference & Expo
SEPTEMBER 10 & 11, 2013
Monona Terrace Convention Center, Madison



Dear Community Bankers:

The Community Bankers of Wisconsin's 32nd Annual Management Conference & Expo will be held September 10-11, 2013 at the Monona Terrace, Madison.

Sharon and I would like to personally invite my fellow community bankers and your spouse/guests to attend our premier networking event. The CBW Conference has been designed to help us identify the impact of industry and lifestyle changes. This year we have made major changes to the format of the conference, recognizing the value of your time and the importance of limiting the time away from your bank. We believe you will find value in the educational programs, trade show, and peer networking opportunities provided during our Conference.

On behalf of the CBW Board of Directors we encourage you and your senior management team to attend this year's Conference. We look forward to seeing you in Madison.

Sincerely,
Paul Hoffmann
CBW Chairman 2012-2013
President/CEO, Monona State Bank

Tuesday, September 10, 2013

8:00 a.m. – 2:00 p.m. Golf at the Maple Bluff Country Club (*see back cover for details*)

Alternatives to Golf:

Bike Tour (Led by Butch Pomeroy)

Enjoy a relaxed 10-15 mile ride around Madison on bike paths and lanes. Bankers, spouses, and associate members are encouraged to participate. (*Additional information enclosed*)

Camp Randall Stadium Tour

Tour the visiting team locker room and media center, along with luxury suites, the "WOW Room" and if weather-permitting, step onto the turf that is home to our Wisconsin Badgers. Bankers, spouses, and associate members are encouraged to participate. (*Additional information enclosed*)

1:30 p.m. - 5:00 p.m. Registration
5:30 p.m. - 7:30 p.m. Welcome Reception in Exhibit Hall
Door County Stay Prize Drawing
7:30 p.m. Dinner on your Own (*see CBW website for listing of area restaurants*)

Conference

Wednesday, September 11, 2013

7:30 a.m. - 6:00 p.m. Registration
8:00 a.m. - 8:45 a.m. Breakfast Buffet
9:00 a.m. - 11:30 a.m. Welcome with Chairman Paul Hoffmann
General Session



Economic Outlook

Craig Dismuke, ICBA Securities

The U.S. economy will likely be weighed down for many years as fiscal and monetary policymakers confront difficult realities in exiting their historically unprecedented policies. In this session, we will discuss the outlook for the U.S. economy and interest rates given those challenging headwinds. We will also discuss how the pace of growth in the labor market is affecting monetary policy decisions.



ICBA Address

Bill Loving, ICBA Chairman

Bill will provide a brief reflection on his experience as a small town West Virginia community banker as well as provide an update on ICBA current advocacy initiatives and remind us just how important ICBA advocacy is to the future of community banking and how important it is for every community banker to stay informed and involved.



Inspiring Leadership-Unleashing Motivation in the Workplace

Brian Townley, Professional Development Specialists

The author of INSPIRING LEADERSHIP-Unleashing Motivation in the Workplace shares trademark methods to foster relationships that yield profits-both personally and on the bottom line-for your bank, customers and employees. Learn how to unleash potential in your employees. Learn how your employees see your success as their success and learn how to recognize the strengths and weaknesses of each of your employees. Employees must feel that it's about them before it can be about the company. Motivation is inspired by leadership and the difference between being a "boss" and being a "leader".

10:00 a.m. - 3:30 p.m. **SPOUSE'S PROGRAM: Tour Overture Center & Olbrich Gardens**
Visit the theaters and learn about the history and architecture of Overture Center. Learn more about the performance spaces and the various ways the spaces are utilized. Stand on stages and visit dressing rooms, support spaces and get a "behind the scenes" look at a performing arts center. From the Overture Center, spouses/ guests will enjoy a catered lunch at the Olbrich Gardens and a tour of the conservatory and outdoor gardens.

11:30 a.m. - 1:15 p.m. Lunch, Annual Business Meeting, and Lifetime Service Awards
1:30 p.m. - 3:30 p.m. Exhibits Open with Refreshments and Dessert Served
Exhibitor Prize Drawings, MUST be present to win

Agenda

Wednesday, September 11, 2013

3:45 p.m. - 5:30 p.m. General Session



Raising Capital at Community Banks – Wisconsin Success Stories

Patrick Murphy, Godfrey & Kahn, moderator

Capital is key and this roundtable discussion will highlight recent successful capital raises by Wisconsin community banks. Community bankers and industry professionals will share creative ways on how to raise capital in today's environment. The ability to raise capital is becoming ever more important for healthy banks that want to grow and acquire and for troubled banks striving to survive in a challenging economic and regulatory environment. This session will cover strategies to enhance capital levels at Wisconsin community banks.



Mobile Doesn't Matter!

Kevin Moland, Director of Product Management, ProfitStars

Banking's "line of service," the imaginary marker denoting the physical or virtual boundary where financial services and people meet, has been pushing deeper into consumers' lives for at least 50 years. In their turn, ATMs, telephone banking systems, personal computers and the Internet each brought users into closer proximity with financial services. Now the mobile device—the logical convergence of telephones, computers and the Internet—is driving yet another revolution. During such seismic shifts, each technological revolution is actually part of a broader evolution—one driven by reasonably predictable forces. Rather than focusing exclusively on the gadget du jour, financial institutions must distill the principles that drive their technology-based service offerings to create a foundation upon which future digital services can be based.

6:00 p.m. - 7:00 p.m. Chairman's Reception

7:00 p.m. - 8:00 p.m. Chairman's Banquet, CBW Banker of the Year Award,
Orlando, FL Stay Prize Drawing

8:00 p.m. - 9:00 p.m.



Lessons from the Miracle on the Hudson

Jeff Skiles, Co-Pilot of U.S. Airways Flight 1549

US Airways Flight 1549 loaded with 155 passengers and crew, headed skywards for Charlotte, NC. A formation of Canada geese on the right side of the aircraft, crashed into the engines of the Airbus A320. Both engines immediately failed. Skiles lost his instrument panel. Captain Chesley Sullenberger took over flying the plane and tipped the nose down to retain airspeed. Within sixty seconds, the pilots made the decision that returning to LaGuardia or diverting to Teterboro or Newark Airports was just too risky—they'd have to fly over densely populated areas and there was no guarantee that they'd make it. They decided to head to the only open, flat space available—the Hudson River. In his humble, Midwestern style, he explains the key lessons of teamwork, adaptability, training, and preparation that he and his crewmates relied on that day, relating these concepts to the daily lives of individuals and organizations.

9:00 p.m. - 10:00 p.m. After Dinner Coffee and Dessert

Some conference presentations may have changed between the printing of this brochure and the conference.

Conference Agenda

Golf Outing • Tuesday, September 10, 2013

8:00 a.m. - 9:00 a.m. Golf Registration at the Maple Bluff Country Club (<http://maplebluffcc.com>)
9:00 a.m. Golf - Shotgun Start - \$90 per person
The price includes golf (scramble format), half cart and range balls
2:00 p.m. Golf Awards announced in the Clubhouse

GOLF REGISTRATION WILL BE CLOSED AFTER SEPTEMBER 3. Cancellations are non-refundable after September 4. Registrations will be accepted from bankers, directors, exhibitors, associate members, and spouses who are registered for the entire conference.

CBW PAC FUNDRAISER:

For a suggested personal contribution of \$20 to the CBW PAC, golfers will receive a CBW logo ball, which can be used as a mulligan.

Conference Registration Information:

Registration Fees:

\$295 Full* registration for first banker
\$250 Full* registration for each additional banker from the same bank
\$125 Spouse/Guest full* registration
\$85 Banquet only registration

*Full registration includes all meals and events.

Cancellations: Cancellations must be received no later than September 3 for a full refund.

Attire: Business casual except the Chairman's Banquet which is business attire.

Hotel Information:

The Hilton Madison Monona Terrace, 9 E Wilson Street, Madison, WI
(connected to the Convention Center via enclosed skywalk)

ROOM RATE: Monday, September 9, through Wednesday, September 11, 2013: Standard Room-\$199

Hotel Reservations - Please call before Friday, August 9, 2013.

After this date our block of rooms will be released and we cannot guarantee you a room.

CALL IN RESERVATIONS:

Toll Free Phone Number: 1-866-403-8838 or 414-935-5941

Group Name: Community Bankers of Wisconsin Group Code: CBK

ONLINE RESERVATIONS:

Available link to Community Bankers Reservation page at
CBW website, www.communitybankers.org



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of Wisconsin

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