



next generation
→ in banking

NEXT GENERATION IN BANKING CONFERENCE

OCTOBER 2 & 3, 2025

Wyndham Executive Center
Columbia, MO



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SPONSORS



OPENING KEYNOTE SPEAKER

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Graduate School of Banking
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CREDIT INFORMATION



National Registry of CPE Sponsors – The Missouri Bankers Association is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have final authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website at learningmarket.org.

Conference sessions focus on tangible and practical solutions, share ideas and industry best practices, gain tools for leadership skills, and learn new strategies and tools to thrive in an ever-changing banking environment.

Specialized Knowledge – 9.5 credits

Instructional Delivery Method – Group-Live

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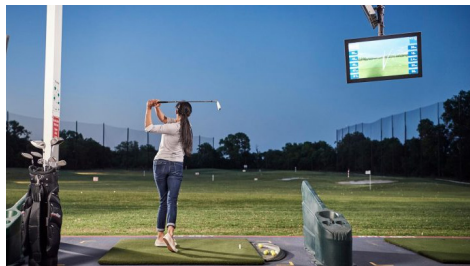


NEW FOR 2025

Solution Room & Social at Midway Golf & Games

You have an obstacle, and your peers have a solution! During this networking session, attendees will work with their table to help find solutions to everyone's obstacles. Please come with one obstacle you would like your peers to assist you with finding a solution!

5500 W. Van Horn Tavern Road
Columbia, MO 65203



Complimentary Photos

Everyone needs a new headshot portrait, but getting them done is one of those tasks that's easily put off. At this year's NextGen Conference, MBA is pleased to offer complimentary headshots from Sarah Jane Photography. This is your opportunity to have a professional photo that captures you — your smile, your style, your personality.

Registered attendees will receive a separate email with details on booking an appointment time Thursday, Oct. 2. Attendees will be able to preview their images at the conference, and a separate email with a link to an individual's photo gallery will be sent after the conference.



- 100% FREE to you HEADSHOTS
- 1-2 minutes on camera
 - 5+ unique images
 - immediate viewing
 - 1 fully retouched web-file
 - \$130 value - YOURS FREE!

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AGENDA

THURSDAY, OCTOBER 2

8 a.m. Registration

8 – 9 a.m. Breakfast

9 – 9:15 a.m. Call to Order & Welcome

9:15 – 10:15 a.m. **The Art and Science of Effective Communication**

Caleb Spitler | Public Speaking Coach



A recent LinkedIn survey found that 90% of global executives consider soft skills — also known as “human” or “durable” skills — more essential than ever. At the top of that list, communication ranked as the most in-demand skill in 2024 for the second year in a row. From leadership and sales to marketing, customer service and teamwork, the success of any department hinges on one thing — how well its people communicate. Caleb Spitler breaks down the core principles of effective communication, equipping attendees with practical skills to enhance both their personal and professional growth. This insightful, engaging session will inspire and empower attendees to communicate with greater clarity, confidence and impact.

10:15 – 10:30 a.m. Refreshment Break

10:30 – 11:30 a.m. **Government Relations Update**



David Kent
Senior Vice
President
Chief Lobbyist
Missouri Bankers
Association



Emily Lewis
Vice President
Legislative
& Advocacy
Programming
Missouri Bankers
Association



Philip Oehlerking
State Representative
Vice Chair
Missouri House
Financial Institutions
Committee

11:30 a.m. – 12:30 p.m. Lunch & NextGen Award

12:30 – 1:30 p.m.

Future of Fraud: 2024-2025 Trends, Benchmarks and Mitigation Strategies Roundtable Discussion

Elissa Brewer, CAMS, CFE, Senior Risk Management Consultant | Abrigo



In this interactive discussion, Elissa Brewer reviews current fraud trends in financial institutions and current tactics. Sharpen your skills and benchmark your current program and processes with peers as you learn mitigation strategies currently in use. Gain insights to implement in your own fraud programs for effective prevention.

1:30 – 1:45 p.m. Refreshment Break

1:45 – 2:45 p.m.

Asset/Liability Management in Today's Environment

Dale Sheller, Managing Director of Financial Strategies | The Baker Group



Nearly three years ago, the Federal Reserve launched an aggressive tightening cycle to combat post-pandemic inflation, reshaping the economic landscape. As we move through 2025, the banking industry faces fresh challenges amid stabilizing yet elevated interest rates, post-election policy shifts, and growing concerns about a potential economic slowdown. Senior management continues to navigate an environment marked by elevated interest rates and the looming threat of an economic downturn. This session will examine and discuss all these concerns and present strategies to better prepare your institution for the uncertainty ahead.

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AGENDA

THURSDAY, OCTOBER 2

2:45 – 3 p.m. Refreshment Break

3 – 4 p.m.



Be the First One on the Dance Floor *Turn Passive Participation into Bold Leadership — From Me to We*
Robb Ferre, Founder | Life of the Party

What if leadership wasn't about position, power or pedigree? What if it was about creating connection through action? Everyone talks about leadership, but few know how to model it in the moment. Too often, capable people hesitate, waiting for someone else to take the first step. "Be the First One on the Dance Floor" flips that mindset and empowers you to become movement starters. In this fun, story-rich presentation, Rob Ferre uses the dance floor as a powerful metaphor for modern leadership, where labels take a backseat to courage, presence and participation. Discover your leadership style and learn how to show up, step up and spark momentum — whether you're launching a project, building culture or bringing a team together.

5 – 6 p.m. **Solution Room & Social at Midway Golf & Games**

You have an obstacle, and your peers have a solution! During this networking session, attendees will work with their table to help find solutions to everyone's obstacles. Please come with one obstacle you would like your peers to assist you with finding a solution!

6 – 8 p.m. **Dinner on your own**

FRIDAY, OCTOBER 3

7:30 – 8:15 a.m. **Buffet Breakfast**

8:15 – 9:15 a.m. **Panel of Banking Leadership Missouri Alumni**

Moderator: Jackson Hataway, President and CEO | Missouri Bankers Association

9:15 – 9:30 a.m. **Refreshment Break**

9:30 – 10:30 a.m.

Tiger Style: Eight Steps to Creating a Winning Culture

Brian Smith, Wrestling Coach | University of Missouri-Columbia



For almost three decades, Brian Smith has led the University of Missouri wrestling program from the bottom of the rankings to a perennial national contender. Along the way, Smith has built more than a team — he built a culture. This "Tiger Style" culture has molded MU's wrestling program into a national powerhouse that continues to pursue NCAA titles.

Smith built Tiger Style — a system of identity, discipline and relentless belief — that has helped shape dozens of All-Americans, NCAA champions and Olympians. More important, these athletes have carried forward the principles of Tiger Style in their professional and personal lives. In sharing his Tiger Style philosophy, Smith motivates attendees to transform their team culture and instill a lasting expectation to win in their careers and in their lives.

10:30 a.m. **Adjourn**

How to download the MBA NextGen App

Search for Missouri Bankers Association
in App Store or Google Play.
Or scan the QR codes!



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GENERAL INFORMATION

Registration Fees

Fees include meals, reception, refreshment breaks and conference materials. These fees do not include hotel accommodations.

Member Fees

First registrant	\$450 per person
Each additional	\$390 per person
6 or more	\$375 per person

Nonmember Fees

Each Registration	\$1,700 per person
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The cost of meals included in the registration fee for each conference is \$120. This information is provided for your bank's tax records, in keeping with the IRS 50% deductible provisions under Section 274(n) of the Internal Revenue Code.

Hotel Information

Wyndham Executive Center Columbia
2200 Interstate 70 Drive SW
Columbia, MO 65203

The conference will be held at the Wyndham Executive Center Columbia. The room rate is \$145 per room per day, plus state and local tax and lodging tax for single or double occupancy. After Sept. 1 the MBA room rate is not guaranteed.

Hotel accommodations can be secured by calling 573-445-8531.

Rooms will be available at 4 p.m. the day of check-in. Checkout time is 11 a.m.

EARLY RESERVATIONS ARE ENCOURAGED.

Cancellations

Full refunds will be granted for cancellations received by MBA at least 10 days before the seminar date. After that date, an administrative fee of \$10 per canceled registration will be retained. Cancellations will not be accepted four days before the seminar. Substitutions are always permitted.

Attendance Policy

To preserve the integrity of our registration process, no one will be admitted into the conference sessions or other events without a name badge. Your name badge will serve as your official ticket to all events.

Dress Attire

Business casual is recommended for all sessions. Layered clothing is recommended for your comfort.

Thursday, Oct. 2 — Professional/Business

MBA is pleased to offer complementary, professional headshots to this year's attendees. Participants are encouraged to wear professional/business attire Thursday for their photos.

Disabilities or Dietary Restrictions

If you have any dietary restrictions or disabilities and need assistance, please email elawson@mobankers.com.

Questions

If you have questions about this conference, please call the MBA Education Department at 573-636-8151.

Image Use Policy

Registration or participation by an individual in attending Missouri Bankers Association events and activities constitutes an agreement by the attendee to the MBA's use and distribution, both current and future, of the attendee's name, image or voice in print, media, social media, photographs, videotapes, electronic reproductions, and audiotapes of, or reporting, such events, and activities and promoting MBA activities, services and programs. Attendees waive any right to inspect or approve the finished materials and MBA communications and publications and agree that all such images, pictures, video or audio recordings, and any reproduction thereof, shall remain the property of the MBA to use at its discretion. Consent is binding, perpetual and may not be revoked.

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REGISTRATION FORM

Please PRINT or TYPE below. You may photocopy this form for additional registrants.

Organization Information _____

Bank _____

Address _____ City/State/ZIP _____

Phone _____

Name of Attendee(s) _____

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Method of Payment _____

First registrant each.....\$450 # _____ \$ _____

Each additional per person.....\$390 # _____ \$ _____

6 or more.....\$375 ea # _____ \$ _____

Nonmember\$1700 # _____ \$ _____

Total Amount Due..... \$ _____

☐ Check enclosed, payable to MBA.

☐ Invoice

☐ Credit Card Payment* (Please type.)

Exp. Date _____ CVV _____

No. _____

Type Name _____

Signature _____

☐ I would like to reserve a golf bay for after the Solution Room & Reception

Three Ways to Register

573-636-8151

mobankers.com

Mail check payable to Missouri Bankers Association and form to:

Missouri Bankers Association
P.O. Box 57
Jefferson City, MO 65102