




Thursday, January 10, 2008

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**ABA CFO Exchange**

June 22-24, 2008 • The InterContinental Kansas City at the Plaza, Kansas City, MO

[Conference Overview](#)**Schedule & Speakers\***

\*Schedule subject to change.

Sunday, June 22, 2008	
12:00 pm - 6:00 pm	<b>Registration Open</b>
2:00 pm - 5:00 pm	<b>Pre-Conference Session -- Growing Deposits While Managing Funding Costs</b> <i>(Note: the additional registration fee for the workshop is \$149)</i> <b>Tom Farin, President &amp; CEO, Farin &amp; Associates, Fitchburg, WI</b>  Funding the growth of the balance sheet is one of the most important issues facing banks. In this session, Tom Farin will introduce a best practices approach to deposit pricing focusing on process, deposit math, and development of segmentation strategies. You will walk away with a number of ideas and strategies you can immediately deploy upon returning home.
6:00 pm - 7:00 pm	<b>Networking Welcome Reception</b> <i>(included in registration fee)</i> <i>Sponsored by Computershare</i>
7:00 pm	<b>Dine-Around Dinners</b> (optional)
11:50 am - 12:00 pm	<b>Break</b>
12:00 pm - 12:45 pm	<b>Networking Lunch</b> <i>Sponsored by Individual Assurance Company</i>
12:45 pm - 1:45 pm	<b>General Session -- Mastering Information and Communication Overload</b> <b>Jeff Davidson, MBA, CMC, Executive Director, Breathing Space Institute, Chapel Hill, NC</b>  Is the crushing burden of information and communication overload dragging you down? Do you feel overworked or overwhelmed, stressed, and exhausted by the end of the day? Would you like to be more focused, productive, and competitive, while remaining balanced and in control? If you're facing too much information, too much paper, too many commitments and demands of all types, you need breathing space. Davidson will offer deceptively simple but powerful techniques that will enhance your career and your life. His presentation will cover how to master the art of: <ul style="list-style-type: none"> <li>• Managing information and communication for the long term</li> <li>• Controlling your immediate environment to support you.</li> <li>• Generating energy from your accomplishments.</li> <li>• Attaining breathing space more easily and more often.</li> </ul>