

GENERAL SESSION SPEAKERS

FRIDAY — OPENING BREAKFAST

"Expanding the Power of Your Mind"



Robert Ian

Magician, hypnotist and author of the cassette learning system, "Expanding the Power of Your Mind™," Robert Ian has delivered his message more than 500 times worldwide for audiences of 10 to 4,000. His client list ranges from A to Z (Amoco to Zenith).

Ian's credits include People magazine, numerous television shows, Las Vegas appearances and radio talk shows. Early in his career as a professional magician, he discovered that the same problem-solving skills used to unravel a magic illusion can be applied to personal and professional development. Ian says, "By learning to solve the impossible, you can achieve the impossible. Some illusions appear impossible to solve. To many people, success seems impossible to achieve. I show my audiences that the impossible is achievable."

Ian's program combines mind-boggling magic with a persuasive motivational talk. You will learn to:

- Think, plan and solve problems more effectively;
- Motivate with goal-directed action; and
- Rapidly develop your sales, management and customer service skills.

FRIDAY — ANNUAL BUSINESS MEETING LUNCHEON



Richard Mount

CBAI members will have the opportunity to discuss Association business and will be apprised of the latest issues. The agenda, which includes special reports by CBAI President Ron Lading and IBAA President-elect Richard Mount, plus the election of officers, will interest all.

SATURDAY — GENERAL SESSION

"Making More Money in a Tougher Environment"



Professor Phillip D. White, Ph.D

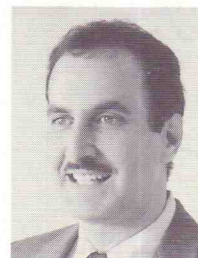
By answering 10 vital questions, community banks can improve fee income and overall profitability, Dr. White contends. A marketing teacher, he is a two-time winner of the "Outstanding Professor of the Year Award" at the University of Colorado in Boulder. He also teaches at the Graduate School of Banking in Madison, WI, the Pacific Coast Banking School in Seattle, WA, and the Southern Graduate School of Banking at Southern Methodist University in Dallas, TX.

Each year, he makes numerous presentations. His articles on marketing have appeared in every leading trade journal and magazine in the country.

Dr. White challenges you to consider the bank's customer base, customer acquisition programs, fee income opportunities and marketing retail checking accounts. He stresses the importance of internal marketing strategies to gain support from different groups within the bank which are critically important to consumer banking.

SUNDAY — BRUNCH & CBAI RECOGNITION PROGRAM

"Breathing Space: Living & Working at a Comfortable Pace in a Sped-Up Society"



Jeff Davidson

What's the use of earning a nice salary or living to age 85 if each day races by so fast and your "to do" list grows so large that you can't enjoy your life? Fortunately, it is possible to take back control of your life.

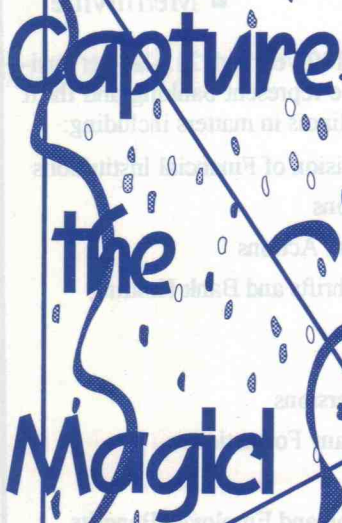
Jeff Davidson, award-winning mega-author, has new perspectives and proven principles for feeling better about each day. He paints a concise socio-cultural portrait of how the world of the nineties affects our use of time — and explains how to, against all impediments, find breathing space.

Jeff Davidson is a prolific writer, a dynamic speaker and a successful Certified Management Consultant (there are less than 2,800 worldwide). He has written 18 hardcover books which book clubs have selected 12 times. His best-sellers include, "Blow Your Own Horn: How to Get Ahead and Get Noticed," "Marketing Your Consulting and Professional Services," and "Marketing on a Shoestring."

During this special event, CBAI's recognition spotlight will be focused on member bankers and other individuals for outstanding efforts in these categories:

- Community BancPac contributions;
- Association service;
- Service development; and
- Membership recruitment.

The grand prize drawing, a perennial show-stopper, will take place at the conclusion of the CBAI Recognition Program. Members must be present to win, so be sure to attend!



Capture the Magic

CB AI's
20th ANNUAL
CONVENTION
& EXPOSITION

September 15-18, 1994
The Ritz-Carlton Hotel
St. Louis, Missouri



THURSDAY, SEPTEMBER 15

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|-------------------|---|
| 11:30 - 5:30 p.m. | 20th Annual Golf Tournament
Cherry Hills Golf Club, Grover, MO |
| 1 - 4 p.m. | Spouse/Guest Program
"An Afternoon in Forest Park" |
| 7 - 9 p.m. | Oktoberfest (Reception & Dinner)
Community BancPac Auction |

FRIDAY, SEPTEMBER 16

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| 8:15 - 9:45 a.m. | Opening Breakfast
"Expanding The Power of Your Mind"
Robert Ian |
| 10 - 11:15 a.m. | Concurrent Education Session |
| 10:45 a.m. - 4 p.m. | Spouse/Guest Programs
Shop 'Til You Drop |
| 11:30 a.m. - 1:15 p.m. | Luncheon and Business Meeting |
| 1:30 - 2:30 p.m. | Opening of Exhibit Hall with Desserts |
| 2:45 - 4 p.m. | Education Concurrent Sessions |
| 4 - 6 p.m. | Hospitality in Exhibit Center |
| 6:15 - 11 p.m. | St. Louis Cardinal Baseball or
Riverboat Gambling aboard the
Casino Queen |

SATURDAY, SEPTEMBER 17

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|-------------------|---|
| 8 - 9 a.m. | Continental Breakfast in Exhibit Center |
| 9:15 - 10:30 a.m. | General Session
"Making More Money in a
Tougher Environment"
Dr. Phillip White |
| 10 a.m. - 4 p.m. | Spouse/Guest Program
Tour of Southside Neighborhoods |
| 10:45 a.m. - Noon | Concurrent Education Sessions |
| Noon - 2 p.m. | Lunch in the Exhibit Center |
| 2:15 - 3:30 p.m. | Concurrent Education Sessions |
| 3:45 - 5 p.m. | Concurrent Education Sessions |
| 7 - 11 p.m. | Dinner & Concert with the Four
Preps, "Three Golden Groups in One" |

SUNDAY, SEPTEMBER 18

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|------------------|---|
| 10 a.m. - 1 p.m. | Brunch & Recognition Program
"Breathing Space: Living & Working
at a Comfortable Pace in a
Sped-Up Society"
Jeff Davidson |
| 1 p.m. | Adjourn |

EARLY BIRD SPECIALS — I. A discount on the registration fee for registrants prior to June 30, 1994.

II. Prize Drawing for those registered by July 31, 1994.

- A relaxing night for two in the Royal Suite, which includes its own Jacuzzi, at the Holiday Inn South, Springfield, IL.
- A Suite Rendezvous for two at the Hotel Pere Marquette Peoria, IL. Includes champagne, turn down service and breakfast.
- A Get-away Weekend for Two, including Sunday Brunch at the Best Western East in Springfield, IL.
- One night's accommodations for two at the Ramada Hotel in Mount Vernon, IL.

III. A Prize Drawing for those registered by August 31, 1994.

- A Fantasy Get-away for Two at the Holiday Inn in Naperville, IL. Includes luxurious room, as well as breakfast/brunch
- One night deluxe accommodations for two at the Oak Brook Hills Hotel and Resort, a four-diamond award hotel.
- One night's stay for two, with breakfast, at the fashionable Ritz-Carlton, St. Louis, MO.
- An overnight accommodation for two at the rustic Starved Rock Lodge and Conference Center near Utica, IL>