



IBAT ESP
2011 Marketing Resource Manual



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OPPORTUNITIES FOR ESP's TO SHINE! SHINE! SHINE!

The Texas Independent Banker 2011 Editorial Calendar

Pg. 2

MAGAZINE ISSUE

Article Submissions Due

March/ April	<i>Community Focus</i>	January 21
May/ June	<i>Leadership</i>	March 25
July/ August	<i>Technology & Product Innovation</i>	May 27
September/ October	<i>Education & Training</i>	July 22
November/ December	<i>Sales, Marketing & Branding</i>	September 23

*Option: ESP may reserves space on opposite page for full page ad.
ESP pays for the ad.*

Magazine Articles:

No Cost to ESP!

Pg. 3-4

- Must be industry specific
- Will include author's name and company
- Subject to editor's space availability and subject matter of issue
- Option: space availability to include graphics
- Word count: 1,200 – 1,500

Success Story Ad:

No Cost to ESP!

Pg. 9-10

- Full or ½ page ad is designed by The Genesis Group
- Cost for the design and placement is paid by IBAT Services
- Photo options include ESP, IBAT banker and/or product
- Services describes a **challenge** experienced by banker and **resolution** by ESP

Association News Announcement:

No Cost to ESP!

Pg. 12

- Announces new product, introduces account executive, ESP milestone
- Must be newsworthy
- Option to include photograph
- Word count: 200

Message On Hold:

No Cost to ESP!

Pg. 16

- IBAT provides messages while callers are waiting.
- ESP is described in a 50 word message concluding with "Please ask for Mary when the operator returns to the line."

Member Reports Of Savings From ESPs

One month prior to the banks' dues notification, IBAT sends a report card listing the advantages of membership. A significant component of that report lists the ESP's that are used in the bank and the individual savings that are credited to the member bank.

We see this as a positive reinforcement to the bank that they have benefited by using IBAT's ESPs. We are depending on you to send us the \$ amounts that they have saved on an annual basis.



The Texas Independent Banker 2011 Editorial Calendar

Focus	Article Submission Deadline	Ad Space Deadline	Ad Materials Deadline
January / February			
Legislative/Political • State legislative preview <i>Special distribution at TechMecca</i>	November 24, 2010	December 1, 2010	December 8, 2010
March / April			
Community Focus • Community Banking Month • Financial Literacy Month	January 21, 2011	January 14, 2011	January 21, 2011
May / June			
Leadership • Leadership Conference Preview • Leadership Styles <i>Special Distribution at Leadership Conference</i>	March 25, 2011	March 18, 2011	March 25, 2011
July / August			
Technology & Product Innovation • Emerging Tech Issues • Non-interest income	May 27, 2011	May 20, 2011	May 27, 2011
September / October			
Education & Training • Convention preview • 2012 IBAT Education Preview • Education Your Customers <i>Special distribution at Convention</i>	July 22, 2011	July 15, 2011	July 22, 2011
November / December			
Sales, Marketing & Branding • Effective or Innovating Marketing/Branding Techniques • Utilizing Social Media	September 23, 2011	September 16, 2011	September 23, 2011

For information on TechMecca, Leadership Conference or Convention, visit our website www.ibat.org.

Interest Rate Risk: Modeling Dynamic Cash Flows

By Jeffrey F. Caughron

OVERVIEW

It is well known that regulators are increasing their focus on interest rate risk (IRR) in the current environment. The FDIC, for example, recently published an article which underscores the importance of sound processes for IRR management at their member institutions. For many banks, this is a good time to assess the adequacy of their asset / liability management model and in particular whether their model produces dynamic cash flows for analysis of risk to earnings and capital.

Every banker knows that liquidity has a tendency to ebb and flow with changing market conditions. As a rule, liquidity rises and falls inversely with the general trend and direction of interest rates. The ability to reasonably project the behavior of balance sheet cash flows, and therefore liquidity, is critical to sound asset / liability management processes. Some banks have relatively simple balance sheets that experience very little cash flow volatility. Other institutions are much more active and dynamic, including off-balance sheet transactions, and financial instruments with high degrees of optionality or cash-flow uncertainty. In general, it is the magnitude of this cash flow volatility that can result in undesirable levels of liquidity risk and financial performance. Among other things, extreme variation in balance sheet cash flows can result in volatile measures of economic value of equity (EVE).

IDENTIFYING THE NEED

There are three points of focus that help to determine the degree to which institutions should have access to cash-flow level interest rate risk reports and simulation analysis: wholesale funding, off-balance sheet commitments, and options risk. Banks that make heavy use of wholesale funding sources including brokered

deposits or advances, for example, and those that have a high percentage of “non-core” funding generally are certainly candidates for robust cash flow analysis and reporting. Also, off-balance sheet funding commitments would trigger a need for such tools.

Perhaps the most notable characteristic which would call forth a need for such cash flow analysis is a high degree of options risk, particularly in assets. Options risk entails uncertainty with respect to cash flow. Cash flow projections and therefore liquidity forecasts become more difficult since you cannot know precisely when principal will return to the balance sheet for reinvestment or redeployment. In short, bank balance sheets that contain a high level of options risk should make a greater effort to analyze and monitor those cash flows.

MEASURING AND REPORTING

A critical aspect of dynamic cash flow analysis is the development and modeling of assumptions. The analysis must project the response or behavior of cash flows to a variety of influences. Here the bank must make assumptions about future events. For the risk measurement system to be reliable, these assumptions must be reasonable given the characteristics of the bank and its balance sheet. The OCC identifies some common problems with regard to development of assumptions in the risk measurement process. These include:

Failing to address potential risk exposures over a sufficiently wide range of interest rate movements to identify vulnerabilities and stress points.

Failing to adequately modify or vary assumptions for products with embedded options to be consistent with individual rate scenarios.

Basing assumptions solely on past customer behavior and performance without considering how the bank's competitive market and customer base may change in the future.

Failing to periodically reassess the reasonableness and accuracy of assumptions.

We should add to this list the failure to model non-parallel changes in the yield curve since some instruments have cash flows that are driven by changes in short-term rates, while others are sensitive to changes in the long end. In any case, it is imperative to have a comprehensive set of reasonable assumptions built into any model that projects scenario cash flow dynamics.

Once we have meaningful cash flow projections, we can simulate with more precision the effect on earnings of different interest rate environments. This is more valuable than, for example, a call-report based system which must rely on broad categories and average balances rather than actual dollars of reinvesting and/or re-pricing cash flows. Again, banks with very simple balance sheets may not need the highest degree of precision, but they will want to assess the adequacy of their system in any case.

CONCLUSION

There are many considerations involved in the modeling of a bank's interest rate risk exposures. The regulatory authorities have told us in no uncertain terms that bank management must be vigilant in their efforts to define measure and manage those exposures. FFIEC has specified that banks should assess the risk impact for rate shifts of greater magnitude (400bps) and for non-parallel curve shifts. In order to do this properly, we must look at the behavior of cash flows. The dynamics of re-pricing balances and changing interest rates create a good deal of uncertainty with respect to future earnings unless there is some meaningful way to model those dynamics. For banks who seek to upgrade and optimize their IRR processes, a good start is to review and assess the adequacy of their asset / liability reporting system.

Jeffrey F. Caughron is Associate Partner with The Baker Group in Oklahoma City.

THE TEXAS Independent Banker

CASE STUDY ARTICLE

VOLUME XXV NO. 3

May/June 2009

Bringing “Extra” Value to Customers

When Extraco began researching improved customer lobby experiences in 2008, they had one area of improvement in mind from the start: long teller lines. Specifically, they wanted a solution that would alleviate wait times *without* increasing overhead.

IBAT Services President Ramona Jones and Senior Vice President Curt Nelson provided a wealth of information to Extraco to help them find a solution. What Extraco found were teller cash recyclers and lobby coin machines.

“We knew that we wanted a solution that would involve all of our lobby employees, not just the tellers,” said Sandy Dixon, Executive Vice President and Director, Operations at Extraco. “The teller cash recyclers – which count, authenticate, store and dispense cash as an extension of the vault – were an easy choice. Our relationship bankers could use the machines to take teller transactions during peak times, thus reducing customer wait time and the need for additional staffing.”

Additionally, Extraco decided to purchase lobby coin machines for select locations. “We had heavy courier costs for coin, as well as time spent counting coin in the vault,” continued Dixon. “This seemed like a natural companion product to the teller cash recyclers to achieve the improved customer experience we sought for our bank lobbies.”

In the end, Extraco chose to purchase Talaris *Vertera*™ teller cash recyclers and *QuickChange*™ lobby coin machines for its branches. But why Talaris?

For starters, Talaris is an IBAT endorsed vendor. “IBAT endorsed the Talaris line of cash handling solutions because they offer the technology to solve these problems,” said Jones. “The IBAT endorsement included Member Only Financial Rewards, which makes a definite difference in cost for purchasing banks.”

“We met with three different vendors for these machines, but in the end chose Talaris because it was a natural fit for Extraco,” explained Dixon. “The IBAT endorsement is very meaningful to Extraco and from talking with the wonderful account team at Talaris, we knew their company aligned with our business principles and would be the best fit.”

Extraco’s Talaris account team consisted of Dwight Cox, account manager, and Jim McAllister, vice president of sales. The team met with Extraco, listened to their needs, and helped them develop a solution and a plan for implementing that solution. “We were also very fortunate to have the opportunity to visit with Chris Regan, president, who was open in sharing the



Talaris (formerly De La Rue) vision with us,” said Dixon. “Their philosophy about servicing the customer matched perfectly with ours, and we are pleased to have them as a partner.”

Extraco recently installed the first recycler at its Temple location. After a successful implementation, Extraco is installing three of the Talaris *Vertera*[™] teller cash recyclers in its Waco facility. One will be installed in a custom built banking pod that allows Extraco employees to service the overflow from the teller line and assist key customers as they walk in. Besides taking deposits and cashing checks, employees can open accounts, take loan applications, or perform other duties right at the pod. It’s all up to how the customer wants to have his or her transaction handled. The other two recyclers will be installed in the teller line, so both tellers and relationship bankers can focus on customer service without the worries of counting and balancing cash.

“Our relationship bankers love the ease of use, the ability to service our customers in a quick, efficient manner, and the chance to have more dialogue with customers who come into the lobbies only for teller transactions,” said Dixon. “Our customers, well, they love not having to wait in line.”

Also, Extraco has installed four of the *QuickChange*[™] lobby coin machines to great effect. The machines are built like ATMs, with bright, easy to

read screens that offer instructions in English and Spanish. After the machines have counted the coin, customers can choose between receiving cash back or making a deposit into an Extraco account. Gone are the days of waiting to receive credit while the bank sent the coin to the main vault to be counted. Now all customers have to wait for is an Extraco employee to complete the transaction at either the teller line or one of the new teller cash recyclers.

“We are so pleased with the new *QuickChange*[™] machines. They allow our employees to provide value to customers instead of counting coins,” explained Dixon. “Overall, Talaris has helped usher Extraco into a world of more efficient customer service and higher profitability, while helping us achieve our goal of superior customer experiences.”

What’s in store now for the Extraco and Talaris partnership? Well, definitely some additional installations of Talaris *Vertera*[™] teller cash recyclers and *QuickChange*[™] lobby coin machines. After that, the future looks bright for future collaborations between these two companies.



1700 RIO GRANDE STREET STE 110
 AUSTIN, TEXAS 78701
 P: 512.474.6889
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Abound Resources can help GROW your bank:

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To celebrate their endorsement, Abound will show you how your outsourced core, EFT, Internet banking and bill payment costs compare to your peers with a **FREE Technology Cost Savings Review**. Visit AboundResources.com/IBAT for a sample review and register for your free review. Call Ryan Esquell for more details at 512-351-3702, or email him at resquell@AboundResources.com.

As always, the IBAT Services Team is always here to help!

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JMFA increases your non-interest income and gives you a competitive edge!

John M. Floyd & Associates

"Our customers love the fact that they can get the same products from us that the larger institutions offer," Kana said. "Plus, we have new customers coming through our doors and we are in a stronger position as a result of implementing JMFA OVERDRAFT PRIVILEGE®."



Problem: "We knew that we needed to offer more financial products to retain our customer base, but we didn't have the systems and technology in place to make it happen," said Sam Kana, FNB Eagle Lake CEO. First National Bank of Eagle Lake has been a vital banking presence in its community since 1904. However, larger banking institutions in neighboring communities have put pressure on FNB Eagle Lake to provide more products and services to avoid customer attrition.

Solution: After completing a successful implementation of JMFA OVERDRAFT PRIVILEGE®, which resulted in a significant increase in earnings, FNB Eagle Lake was ready to update its systems to support additional growth. After further consultation with JMFA, the bank signed a contract for a re-engineering study to determine the most appropriate action plan to bring it into the 21st Century and make it more competitive with larger banks that were vying for its customers. This study included a review of all the bank's procedures, systems, expenses and department functions. Upon completion, JMFA recommended modifications to existing processes and procedures to improve the bank's efficiencies, suggested new products to enhance customer experiences and outlined cost-cutting measures that resulted in a modernized version of the bank the community had relied on for more than a century.

Marketed by



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Diebold delivers!

Problem: San Antonio National Bank (SANB) defines their business model as "Banking the Right Way: Building Relationships and Attracting Investors." Building is a common theme for the bank with over 10 branches and 24 ATMs in San Antonio, the Rio Grande Valley, Refugio, and Laredo. Future plans include an additional 13 branch locations in the bank's current markets, Houston, and Corpus Christi. "We are a true community bank with a strong regional network offering personal-touch relationship banking. Wherever the bank expands, we count on Diebold to deliver the products, services, and expertise we need." Brent Goswick

Solution: To meet the demands of rapid growth, SANB called on the IBAT-endorsed supplier, Diebold. With a diverse suite of products and services, Diebold can meet all the bank's needs. Diebold delivers, installs, and services drive-up equipment. Plus Diebold also provides security for the SANB branches with state of the art alarm, surveillance, and access control solutions — managed from a central bank location. The alarms are monitored through Diebold's Event Monitoring Center, winner of the prestigious CSAA "Central Station of the Year Award."



SANB
San Antonio National Bank



Mark Milligan, Account Manager
Diebold

Brent Goswick, Senior Vice President
San Antonio National Bank



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THE TEXAS Independent Banker

ESP ANNOUNCEMENT IN
ASSOCIATION NEWS

VOLUME XXXV NO.3

May/June 2010

Association News

ADVANTAGE HEALTH PLANS WELCOMES ITS NEW MEMBER

In our January/February issue, we introduced you to Jeff McQueen and the IBAT endorsed Health Care Benefits Program, Advantage Health Plans Trust.



Its newest member, Erika Rockett, Director of Business Development, brings 18 years of insurance industry acumen to the team. Her experience includes all facets of the industry, working for such notable companies as PacifiCare and First Health. Over the past several years, Erika performed sales and oversight for AHPT's Prescription Benefit Management vendor, Script Care, where she maintained a multi-state territory.

Erika will be touring IBAT member banks in south Texas to introduce the Trust's exceptional programs and values for member banks. Erika's experience in the development and oversight of health insurance programs will provide member banks with hands-on, dedicated consultation to AHPT member banks. Please welcome her for an informative introduction and discussion regarding your health care benefits program.

Erika is a Kansas City native, a graduate of the University of Oklahoma, an active member of the Self-Insurance Institute of America, and a member of the Cambridge Who's Who Professional Society.

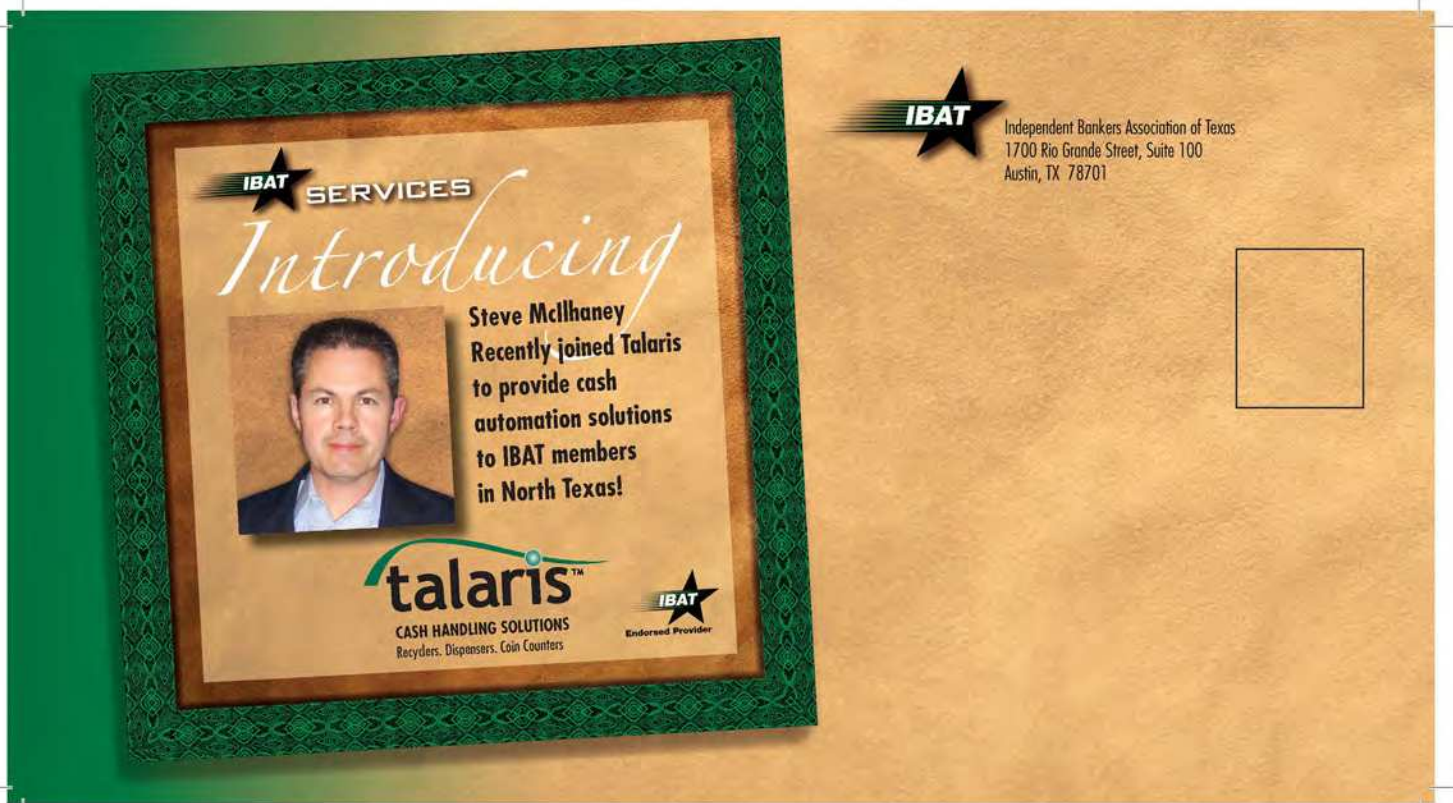
BANCVue ANNOUNCES MAJOR GROWTH AMONG COMMUNITY BANKS FOR KASASA

BancVue has reported strong increases nationwide in the use of Kasasa, the innovative free checking and savings accounts offered exclusively by the Austin-based company.

The company reported that Kasasa has produced 71 percent lift in new account acquisition since its launch last May, with 53 percent of those representing new customers to community financial institutions.

"We know from our research that most people would prefer the personal service of a community financial institution if these institutions could offer competitive products," BancVue Chief Marketing Officer Susan Sierota said. "The unprecedented response to Kasasa proves that community banks really can attract accountholders from the megabanks."





IBAT SERVICES

Introducing

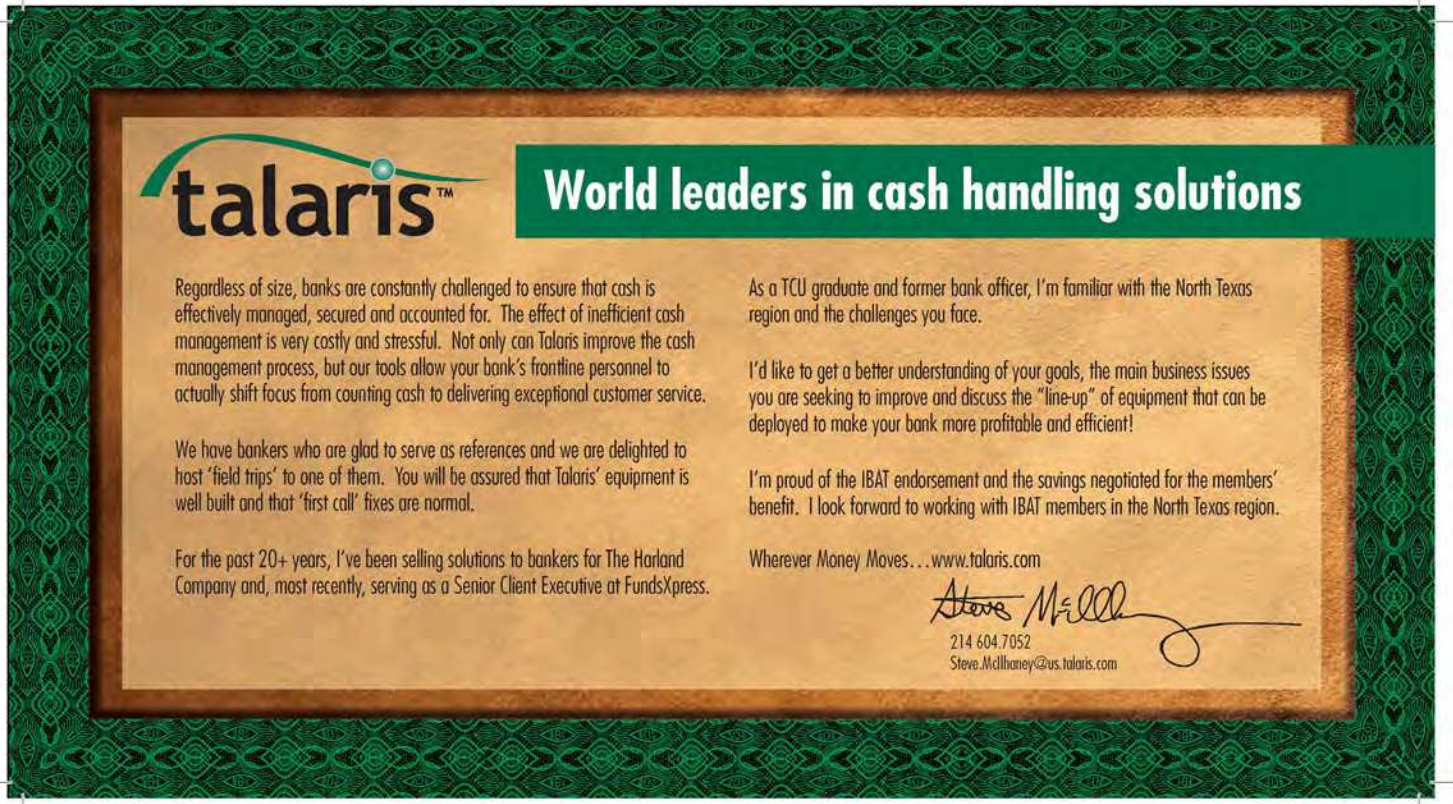


Steve McIlhaney
Recently joined Talaris
to provide cash
automation solutions
to IBAT members
in North Texas!

talaris™
CASH HANDLING SOLUTIONS
Recyclers. Dispensers. Coin Counters



Independent Bankers Association of Texas
1700 Rio Grande Street, Suite 100
Austin, TX 78701



World leaders in cash handling solutions

Regardless of size, banks are constantly challenged to ensure that cash is effectively managed, secured and accounted for. The effect of inefficient cash management is very costly and stressful. Not only can Talaris improve the cash management process, but our tools allow your bank's frontline personnel to actually shift focus from counting cash to delivering exceptional customer service.

We have bankers who are glad to serve as references and we are delighted to host 'field trips' to one of them. You will be assured that Talaris' equipment is well built and that 'first call' fixes are normal.

For the past 20+ years, I've been selling solutions to bankers for The Harland Company and, most recently, serving as a Senior Client Executive at FundsXpress.

As a TCU graduate and former bank officer, I'm familiar with the North Texas region and the challenges you face.

I'd like to get a better understanding of your goals, the main business issues you are seeking to improve and discuss the "line-up" of equipment that can be deployed to make your bank more profitable and efficient!

I'm proud of the IBAT endorsement and the savings negotiated for the members' benefit. I look forward to working with IBAT members in the North Texas region.

Wherever Money Moves... www.talaris.com

Steve McIlhaney
214.604.7052
Steve.McIlhaney@us.talaris.com



SecureWorks, IBAT's Endorsed Service Provider, is coming to a city near you in July! Register today for the SecureWorks 2010 Regional Client Conferences.

Schedule:

Chicago	July 12, 12:00 noon through July 13, 12:00 noon
Atlanta	July 14, 8:30 am through 8:00 pm
Cambridge	July 15, 12:00 noon through July 16, 12:00 noon
Dallas	July 19, 12:00 noon through July 20, 12:00 noon
San Francisco	July 21, 12:00 noon through July 22, 12:00 noon

They will have representation from across SecureWorks and cover a wide variety of topics, determined based on your feedback. These will include:

- CTU:** How the security threat landscape and SecureWorks' responses are changing
- Consulting:** How regulatory changes may impact your security program
- Engineering:** Get the most value from your services and the portal
- Incident Response:** Key lessons from security incidents
- Product Management:** Services update and roadmap discussion

In addition, you will have an opportunity to:

- Hear from your peers on client panels discussing key issues
- Meet and network with peers responsible for security in their organization
- Provide input and feedback to SecureWorks about the services they are providing you and the direction they are heading with those services

Please visit The SecureWorks Events Page to register.

You are receiving this email because you are our key contact at your organization. However, we would like to invite anyone in your organization that can benefit. Please feel free to extend this invitation on to anyone within your bank or register multiple people.

Registration is \$99 per person and can be processed during registration by credit card or check. You will be able to register multiple people from your organization and may do so by entering each person's contact information during the registration process.

Agenda and more details are provided on the registration website.

If you have any questions, please contact Allyson Barrett at SecureWorks at abarrett@secureworks.com or 404-486-4477. We are looking forward to seeing you on the road this summer!

Sincerely,
 Ramona Jones
 IBAT Services, Vice Chair



1700 Rio Grande St, Suite 110
 Austin, TX 78701
 Web: [Our Website](#)

[Ramona Jones](#): 512.275.2209
[Curt Nelson](#): 512.275.2240
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We encourage you to join The Baker Group's Conference Call on Thursday, July 8, at 11:00 a.m. CDT. Please feel free to forward this invitation to those who are responsible for your bank's investment portfolio!

The Baker Group Presents:
“Economic Outlook & Investment Strategies for Q3 2010”

Guest Speaker – Dr. Lacy Hunt of Hoisington Management

- Fiscal Policy Effects on the Economy
- Impact of Inflation/Deflation on Returns
- Deflation- A Greater Risk than Inflation
- The Implications of an Over-Leveraged US Economy

Jeff Caughron – Strategy & Tactics for the Investment Portfolio

- Relative Value of Agency, MBS, and Municipals
- Optimal Cash Flow Management
- Interest Rate Risk Observations

IBAT has endorsed The Baker Group since 1994 and we hope you will be able to participate in this informative conference call.

Conference Call Information:

- Date:** Thursday, July 8, 2010
- Time:** 11:00 a.m. CDT
- Cost:** Complimentary

Click [HERE](#) to register

Or

Copy and Paste the URL into your web browser:

https://www107.livemeeting.com/lrs/jba2_ccc/Registration.aspx?pageName=jnr64cpqrb1ngj

If you have any questions please email or call Chris Wilson with the Baker Group at cwilson@gobaker.com or 1-800-937-2257.

Sincerely,

Ramona Jones
Vice Chair
IBAT Services



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Austin, TX 78701
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Message on Hold Script

Independent Bankers Association of Texas

Musical Selection: Jazz

May 2010

CONTACT: Mae Beth Palone
Vice President-Public Affairs
Phone: 800/749-4228
FAX: 512/322-9004
e-mail mbpalone@ibat.org

Join in the fun as the Leadership Division strolls down memory lane during our 25th Anniversary celebration and conference, June 17-19 at the Marriott at Horseshoe Bay. You will learn about ways to defuse conflict in the workplace. You'll also learn how the social networks can help your bank connect with your customers and how to leverage technology to set your bank apart from competitors. For more information, log on to www.ibat.org and register today! We appreciate your patience and will be right with you.

During this year's Leadership Conference, IBAT's Chris Williston will share his top ten list of the most important leadership traits of an effective manager. You'll also hear from a panel of community bankers sharing their perspectives on leadership traits that have made their banks successful. To register, log on to www.ibat.org.

The 2010 IBAT Salary and Compensation Survey is now available for your bank to complete! The information you provide helps to make this survey the most up-to-date and valuable compensation management tool available to Texas community banks. If you have not received your copy of the survey or have questions regarding the survey, ask for Sarah Decker when you return to the line.

Bring the family and enjoy a pancake breakfast served by the Leadership Division's Board of Directors during the Annual Conference and then settle back for an inspiring message from Coach Brad McCoy, father of Texas quarterback legend, Colt McCoy. His message on faith, family and teamwork will inspire your entire family. Thanks for holding. We'll be right with you.

Register today for the Bank on Boot Camp, June 2-3 in Austin. This successful seminar by SWACHA is essential to your ACH personnel, compliance and operations officers. Seasoned troops and new recruits will leave the seminar in top shape prepared to conquer the complex ACH world.

June 30 is the deadline to submit your Best of Community Banking entries. Celebrate the contributions of your bank with your employees, customers and shareholders. Show your customers why YOU are "systemically important" to your community! Go to www.ibat.org to download the entry form or ask for Mae Beth when we return to the line.



1700 RIO GRANDE ST., SUITE 100
 AUSTIN, TX 78701
 512.474.6889
 512.322.9004 FAX
 WWW.IBAT.ORG

ANNUAL EDUCATION SPONSOR

2011 SPONSOR OPPORTUNITIES

Reaching the right audience with information about your company or organization and the products and services you offer is critical to success in today's competitive business environment.

The IBAT Education Foundation has many summits throughout the year that can help with your efforts. This unique opportunity allows you to contribute as an Annual Education Sponsor and have visibility at every summit for the year. Each Summit promotional brochure is mailed out to all members, reaching an average of 2500. [Below is a listing of all summits planned for 2011 by the IBAT Education Foundation. All Summits subject to change.]

SIGN UP TODAY to maximize your return! Simply complete and return the attached sponsorship application.

Sponsorship Opportunities	Month	Description of Summit	
IBAT Winter Summit	February	In addition to the beauty and recreational opportunities available in the Lake Tahoe area, this is a tremendous opportunity for bankers to get to know regulators from the FDIC, OCC, Federal Reserve Bank and Texas Department of Banking in an informal and relaxed setting. Additionally, "cool guys, hot topics" with Sandy Brown and Chet Fenimore will address the current and hot issues impacting your bank and bottom line.	
Appraisals Summit	March	This Summit will benefit real estate lenders and others involved with lending on real estate; loan review personnel; credit administration; accountants and other consultants.	
IBAT Operations Compliance Summit	April	This Summit will benefit anyone responsible for the operations and compliance departments of community financial institutions.	
IBAT Nuts & Bolts of Banking	May	This Summit will benefit anyone wanting a complete banking overview - veteran bankers looking for a refresher course, new employees who need to learn the basics, and bank suppliers who could use a primer on how a bank works.	
Financial Literacy Summit	July	This seminar applies to everyone involved in the community outreach program of community banks: senior management, compliance officers, marketing officers and business development officers.	
IBAT Lending Compliance Summit	August	This Summit will benefit anyone responsible for the lending and compliance departments of community financial institutions.	
Sales Culture in a Community Bank Summit	October	This Summit applies to everyone who is involved in sales, from the CEO who is attempting to create or improve a sales culture in the bank, to the sales trainer, to the employee who simply needs to learn or improve sales skills.	
BOI-Bank Operations Institute	October	Designed to inform bank officers about the managerial competencies and techniques around the operations of community banking.	
IBAT Credit Analysis Summit	October or November	This summit will benefit real estate lenders and others involved with lending on real estate, loan review personnel, credit administration, accountants, other consultants, and regulators.	
IBAT Advanced Credit Analysis Summit	October or November	This summit will benefit real estate lenders and others involved with lending on real estate, loan review personnel, credit administration, accountants, other consultants, and regulators.	
GOLD	SILVER	BRONZE	BLUE RIBBON
\$5,000	\$3,750	\$2,500	\$1,500



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Benefits of Sponsorship	GOLD	SILVER	BRONZE	BLUE RIBBON
	\$5,000	\$3,750	\$2,500	\$1,500
Listing in each Summit's promotional brochure (subject to timing of commitment)	✓ Listing with logo	✓ Listing with logo	✓ Listing only	✓ Listing only
Web Site Recognition	✓ Company will be listed with the program information on IBAT's Web site with a link to its own Web site	✓ Company will be listed with the program information on IBAT's Web site with a link to its own Web site	✓ Company's name will be listed with the program information	✓ Company's name will be listed with the program information
Listing in each Summit's materials/handouts distributed on site	✓ Listing with logo	✓ Listing with logo	✓ Listing only	✓ Listing only
Pre-event Attendee Listing for each Summit	✓ Attendee listing will be sent electronically in advance for any marketing efforts	✓ Attendee listing will be sent electronically in advance for any marketing efforts	✓ Attendee listing will be sent electronically in advance for any marketing efforts	✓ Attendee listing will be sent electronically in advance for any marketing efforts
Appropriate professional signage recognizing your company at each Summit	✓ Listing with logo	✓ Listing with logo	✓ Listing only	
Verbal recognition at each Summit	✓ Verbal recognition and introduction of representatives, if attending	✓ Verbal recognition only		
Mention in IBAT's weekly e-newsletter (subject to timing of commitment)	✓ Company's name will be listed with the program information after program			
Your company's Distribution of Marketing Materials at each Summit	✓ Sponsors will be provided the opportunity to display and/or distribute their marketing materials where appropriate (e.g., tabletop, luncheon and/or dinner)			
Registration opportunity at each Summit	✓ Sponsors will be provided the opportunity to attend summits at the additional registrant pricing			

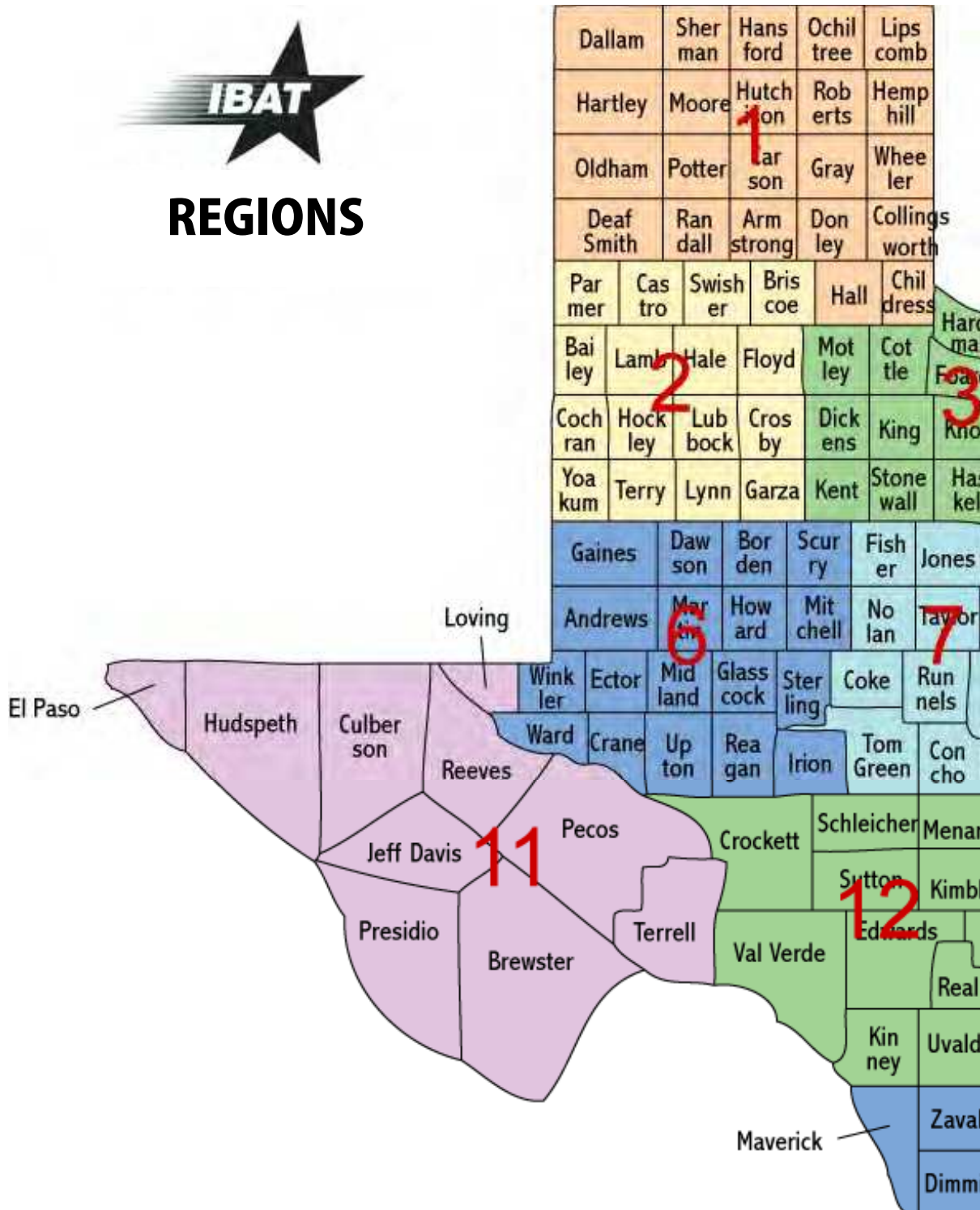
COUNT US IN for \$ _____ [amount]

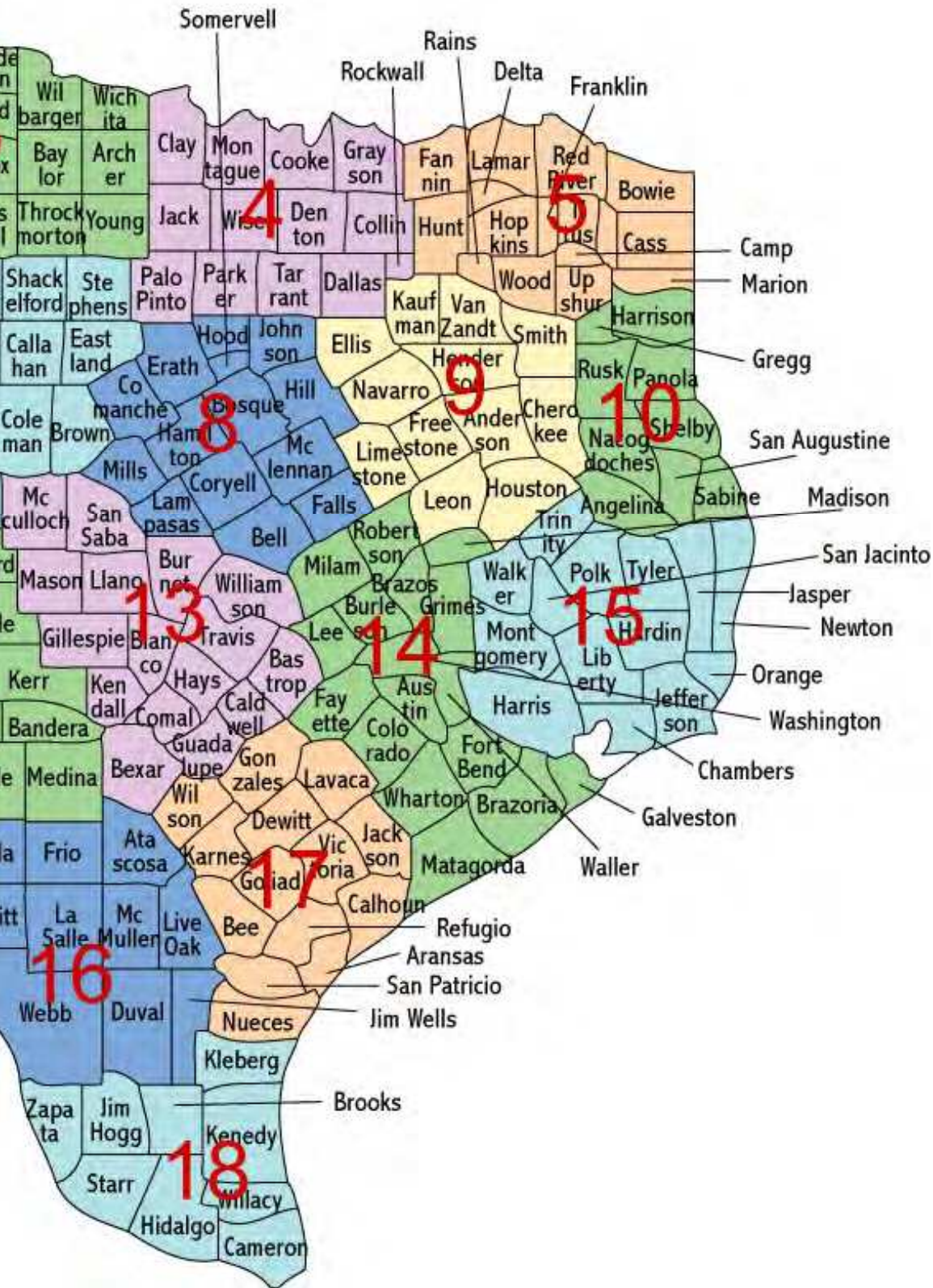
In order to process your application, *all* of the information listed below must be completed [please print or type]. Logos, if applicable, should be sent electronically in a "JPEG" format to: jcourtney@ibat.org. **Please return with check payable to: IBAT Education Foundation, 1700 Rio Grande Street, Suite 100, Austin, TX 78701**, Attn: Julie Courtney. Questions?? 800-749-4228

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