

## INNOVATION THAT INSPIRES

Where the **BEST** ideas become real impact.

**INNOVATION THAT INSPIRES** is about ideas that don't just disrupt—but motivate. This conference brings together thinkers, creators, and leaders who turn bold ideas into real-world impact and inspire others to do the same.

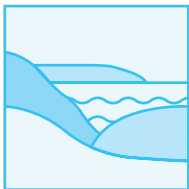
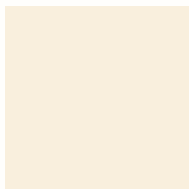
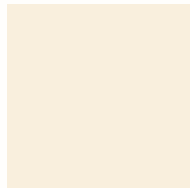
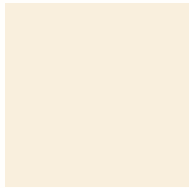
**BE** in the moment.

**EXPLORE** new products & services.

**SHARE** your ideas.

**THINKERS** coming together.

**SEE YOU IN TRAVERSE CITY!**



## LOCATION & ACCOMMODATIONS

### Grand Traverse Resort & Spa

- Hotel Rooms: \$169
- Tower Rooms: \$229



Scan the QR code or visit <https://book.passkey.com/go/MiBA2026>  
**Reserve by April 11.**

## I'M ATTENDING!

Single registration: \$425

Two or more registrations from the same bank or firm (must be registered together for the discounted rate): \$395

### Activities:

#### Monday, May 11

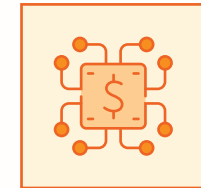
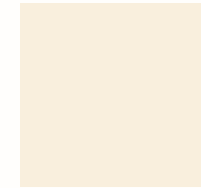
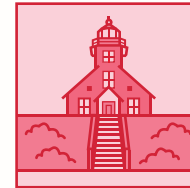
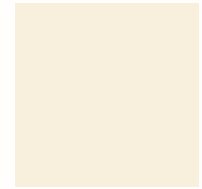
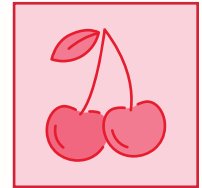
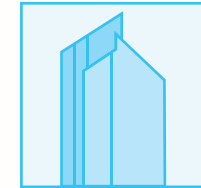
- Golf Outing: \$100
- Wine Tasting: \$75
- Skeet Shooting: \$50



Scan the QR code to register.  
**Early registration deadline is April 30.**

Bankers Education Summit and Trade Show

# BEST CONFERENCE



**May 11-13**  
Grand Traverse Resort & Spa  
Traverse City

## LEARNING SESSIONS

### Commercial Lending Track

Current Credit Trends and Early Warning Indicators, Economic Update, Let's Talk Regulations!, Peer Roundtables, SBA Program Changes, Special Assets

### Customer Service / Sales Track

Banking on AI: Hype, Hope, or Help?, Evolution of Check Fraud - Will it Continue to Increase?, From Data to Decisions: Winning Michigan Consumers, Motivate Your Branch Team to Build Stronger Client Relationships, State of the Retail Banking Industry, Tools to Provide Superior Service

### Human Resources Track

BEST Ways to use AI in HR, Compensation Data and Developing Salary Grades, Cost Containment Solutions: Proven Strategies for Reducing Benefits Spend, Managing Generational Differences, HR Jeopardy. I'll take ADA for \$1,000, Peer Roundtables

### Marketing Track

AI and Marketing, Determining ROI and Impact of a Campaign, Remodels, Rebranding and More!, Effective Campaign Strategies, Social Media Challenges and Tools to Engage Bankers, Wearing So Many Hats! How to Stay Organized

### Operations and Technology Track

Beyond the Perimeter: On-Prem vs. Cloud Firewall Strategies, Can Microsoft 365 be Secure?, Fraud: Current Events and Reg E Expectations, Secure IT Hardware Disposal Best Practices and Compliance, Unlock Value and Drive Efficiencies with Cash Automation, The Evolving Risk Landscape: How Physical Security Intelligence Strengthens Fraud Prevention

### Retail Lending Track

AI Use in Lending, Construction Loans, Fraud: Evals and Appraisals, Title and More!, Legal Update, Regulations, Responsible Credit Expansion

## AGENDA (TENTATIVE)

### Monday, May 11

Noon - 6:00 p.m.

Exhibitor Set-up

1:00 p.m.

**Arriving Early?** Join us for:

- Skeet Shooting
- Wine Tastings
- Golf Outing

*Pre-registration is required.*

6:00 - 7:00 p.m.

Welcome Reception

### Tuesday, May 12

6:30 - 7:00 a.m.

Sunrise Walk

8:00 - 9:30 a.m.

Keynote Breakfast

9:30 a.m.

Trade Show Opens/  
Refreshment Break

10:00 - 11:55 a.m.

Breakout Sessions

Noon - 1:25 p.m.

Keynote Lunch

1:30 - 2:25 p.m.

Breakout Sessions

2:30 - 3:00 p.m.

Refreshments and  
Stretch Break

3:00 - 4:00 p.m.

Breakout Sessions

4:00 - 5:30 p.m.

Happy Hour with  
Live Music

*Dinner on Your Own*

8:30 p.m.

Euchre Tournament

### Wednesday, May 13

8:00 a.m.

Breakfast and Trade Show  
Prize Drawings

9:00 - 10:30 a.m.

Breakout Sessions

*Adjourn*

## KEYNOTE SPEAKERS



### BREAKFAST

#### Your Bank in 30 Seconds. Telling Your Story!

Amber Farley, EVP, Brand  
Development, Financial  
Marketing Solutions



### LUNCH

#### Laughter is the BEST Medicine

Danny Adams, The Facilitator of Fun



## CONNECT

### Download our Mobile App!

Search **Mibankers** in your app store.

**#MBABEST**