

## LEADERSHIP CONFERENCE

Wednesday, Sept. 16, 2009  
Hunter Henry (Alumni) Center  
Starkville, Mississippi

**ACCOMMODATIONS:** Reserve your room at the Hilton Garden Inn in Starkville for \$109 per night by calling (662) 615-9664. Mention 'Mississippi Young Bankers.' Hotel cut-off date is Sept. 1, 2009.

**REGISTRATION:** Includes continental breakfast, breaks, lunch, handouts.  
Member Registration Fee: \$195.00  
Non-Member Fee: \$390.00

**CANCELLATION:** Full registration fees will be refunded if a cancellation is received on or before Sept. 1, 2009. After that date, a \$50 processing fee will be retained. No refunds will be granted for cancellations made the day of the seminar. Substitutions are welcome at no extra charge.

**DRESS:** We recommend business casual dress. To ensure your comfort in the meeting room, please bring a jacket or sweater.

**DIRECTIONS:** See page 2.

### SCHEDULE OF EVENTS—Wednesday, September 16

8:30 - 9 am.....**Registration, Continental Breakfast**  
**MYB County Chairman Meeting**

9 am.....**Welcome & Introductions** – Kevin Brewer, Cadence Bank N.A., Starkville, Councilman at Large (Presiding)  
**MYB President's Remarks** – Pax Mogenson, Mississippi National Banker's Bank, Ridgeland  
**Mississippi Bankers Association Chairman's Remarks** – Robin McGraw, Renasant Bank, Tupelo  
**"Six Keys of Leadership in Difficult Times"** – Tim Pannell

10:45 - 11 am.....**Coffee Break**

11 am - 12 noon.....**"The Effects of the Economic and Credit Crisis—What Mississippi's Banks Can Expect Over the Next 12-18 Months"** – Brandon Roberts

12 noon .....**Luncheon**  
**"Welcome to Starkville"** – Greg Byrne, Athletic Director, Mississippi State University  
**County Chairman of the Year Presentation**  
**MYB PEP Awards Presentation**  
**MYB Leadership Scholarship Presentation**

1:45 pm .....**"Rekindling Your Passion for Banking"** - Chris DiLorenzo

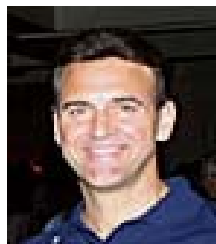
2:45 pm.....**Adjournment**

### Conference Speakers



**GREG BYRNE:** Greg Byrne, the Mississippi State University Athletic Director, has served in that capacity since Feb. 2008, when at age 36 he was named

the youngest Division I-A athletic director in the nation. Prior to coming to Starkville, he worked in athletics at the University of Kentucky and Oregon State University. Byrne has recruited and hired three new, high-profile MSU coaches.



**CHRIS DILORENZO:** Chris DiLorenzo is the president and co-founder of The James Paul Group. He has been a speaker for many bank

associations, including the American Bankers Association. He is a graduate of the University of Georgia and a former professional baseball player in the Kansas City Royals Organization.



**ROBIN MCGRAW:** Robin McGraw, the 2009-10 MBA Chairman, is chairman of the board, president and CEO of Tupelo-based Renasant Bank. He

is a current member of the American Bankers Association's Government Relations Council. McGraw earned a bachelor's degree from the University of Mississippi and a juris doctorate from the U.M. School of Law.



**TIM PANNELL:** Tim Pannell, of Franklin, Tenn., is the founder of Financial Marketing Solutions, a nationally-acclaimed advertising studio catering exclusively to financial institutions. He advises financial institutions on the development of corporate strategies and marketing as it relates to the changing landscape of the banking industry. Pannell is a graduate of the ABA School of Bank Marketing.



**BRANDON ROBERTS:** Brandon Roberts, Ph.D., is a banking industry economist and founder and president of Premier Insights, Inc. He serves as a source to various media outlets for comment on economic and banking topics, and is a frequent contributor to the *Memphis Business Journal* and *The Mississippi Banker*.

(please see accompanying page)



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### DIRECTIONS TO HILTON GARDEN INN STARKVILLE:

(662) 615-9664

From the west side of Starkville on Hwy 25, yield right onto Hwy 82 Bypass East. Hotel is on right as you enter Starkville.

If traveling through the center of Starkville from Hwy 12, go east about 9 miles. Pass the MS State campus (on the right), and hotel is on the left.

### DIRECTIONS TO HUNTER HENRY CENTER:

From Hwy. 12, after the intersection at Hampton Inn, turn right at intersection between Comfort Suites and the MSU entrance. Take first turn on the left at the Bost Extension Building. Go straight (through one stop sign) to end of the drive (second stop sign). Can then go straight to park in the HHC's lower level parking lot beside the soccer field or turn left and take the HHC's building entrance (first driveway on right pass lower level parking lot).

From Columbus, after taking the Starkville exit, merge onto Hwy. 182. Turn left at first intersection past the Highway Patrol Station (left of the hwy.) at MSU entrance. Go straight at 4-way stop. Will come to a second 4-way stop; turn right onto Barr Avenue. Will pass football stadium on left. Go straight at next 4-way stop. Hunter Henry Center is the second building on the right. (Use building parking or lower level parking lot beside the soccer field.)

## Registration Form

Bank Name: \_\_\_\_\_

Bank Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_

Fax: \_\_\_\_\_

Registrant's Name: \_\_\_\_\_

City (for badge): \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Registration Fee to be Billed: \_\_\_\_ \$195 Member Registration Fee \_\_\_\_ \$390 Non-Member Fee

**MYB's 'Tailgating Recipes' Cookbook:** Please invoice me for \_\_\_\_ copies at \$10 each and ship to me at the address above. All cookbook proceeds go to the MYB Scholarship Fund.

**Please register by FAX to 601-355-6461, attn: Wendy Guillot**

**Or mail your registration to:**

**MYB, P.O. Box 37, Jackson MS 39205**

*Please fax in your registration and MYB will invoice you. Each individual registrant will receive a confirmation of registration via email or fax. Please contact the MBA at (601) 948-6366 if you do not receive a confirmation.*

*(please see accompanying page)*