

2021 Virtual Bank Expo Schedule

Session Names	Session Descriptions	TIME	Speakers	Track
Virtual Exhibit Hall	Website coming soon! View our virtual exhibit hall for a chance to win prizes, including a grand prize! Drawing to be held on Friday, April 9th at 2:45 pm!		*Note: Some sessions times may change, please see our website for the most up to date agenda as we get closer to the event.	
Monday, April 5th				Marketing Track
Data Analytics from a Marketing Perspective	This session will cover what data to measure, how to determine actionable data, and how to set goals using the data you collect.	8:30-9:25 am	Keith Arsenault, Marketing Manager, COCC Kyle Charette, EVP, COCC	
		5 minute break		
Exploring the Impact of Unconscious Bias in Your Marketing Work	During this session, we'll explore the cognitive biases that not only make your marketing more effective, but also may inadvertently perpetuate stereotypical narratives. You'll emerge from this session with an increased understanding of the implicit associations our brains make that may have a significant impact on your marketing work.	9:30-10:25 am	Mandy Levine, Owner, Mandy Levine Consulting	
		10 minute break		
Cyber Issues in the Marketing Department	This session will focus on the unique challenges that arise when applying cybersecurity controls to the marketing function in an organization. Topics we will discuss include: <ul style="list-style-type: none"> •What cybercriminals love about marketing. •What cybercriminals learn from marketing information in the public sphere. •Resolving the perceived conflict between marketing and cybersecurity. •Security considerations for social media management. •Security considerations for digital marketing in messaging and website presence. 	10:35-11:30 am	John Rogers, CISSP, Senior Information Security Consultant, Monarch ISC	
		5 minute break		
Digital Trends for Marketing	Session details coming soon!	11:35-12:30 pm	Speaker TBD	
Tuesday, April 6th AM Sessions				Compliance Track
FDIC Hot Topics	Join the FDIC for a hot topic discussion which will include COVID exams. Suggestions for discussion topics are welcomed! Please email jerry@mainebnakers.com	8:30-9:25 am	Rodi Adema, Northern New England Field Supervisor, FDIC	*NOTE: MBA is applying for CLE credits for each session in this block.
		5 minute break		

Session Names	Session Descriptions	TIME	Speakers	Track
Marijuana & Hemp: The Current Legal Landscape	This session will cover the current legal landscape, licensing and regulatory requirements the Banks should confirm when conducting their due diligence on customers.	9:30-10:25 am	Gretchen Jones, Shareholder, Eaton Peabody Patrick Lyons, Associate, Eaton Peabody	*NOTE: See the Elder Fraud Session at 4:05 pm today for Ethics credits.
		10 minute break		
Fair Lending & HMDA	Join M&M Consulting for an in-depth look at Fair Lending & HMDA updates.	10:35-11:30 am	Ana Maguire, CRM, CAMS, Vice President, M & M Consulting	
		5 minute break		
CRA	This session will cover details and updates around CRA issues.	11:35-12:30 pm	Speaker TBD, Compliance Alliance	
Tuesday, April 6th PM Sessions				Security Track
COVID - A Year in Review	This session will cover the past year: how the banking industry pivoted and dealt with huge change from a national perspective.	1:00-1:55 pm	Heather Wyson-Constantine, Vice President, Cyber & Physical Security Policy, American Bankers Association	
		5 minute break		
The Pandemic's Impact on Security Controls	During this presentation, we'll dive into specific threats and attacks seen during the pandemic, how to secure your remote teleworking technologies from potential hazards, and ways to utilize the lessons you've learned during the pandemic to create an enhanced security posture that will last—even after the pandemic ends. You'll learn: <ul style="list-style-type: none"> • Specific obstacles in business continuity planning encountered during the pandemic • How to support colleagues and peers in a remote environment • The negative impact of data breaches and the challenges faced while responding to such attacks 	2:00-2:55 pm	Ryan Rodrigue, CISA, CISSP, Principal, Wolf & Company, P.C.	
		10 minute break		
Developing and Maintaining a Safety and Security Training Program	In this presentation, we will discuss: <ul style="list-style-type: none"> • The need for a structured and planned approach to safety and security training. • A discussion of the pros and cons of different types of training. • Factors to consider when deciding what to conduct training on. • Training Documentation • The process of continually evaluating training programs. 	3:05-4:00 pm	Greg Roy, President & Lead Trainer, Rings of Protection, Inc.	
		5 minute break		
Elder Fraud	Elder fraud is an ongoing, ever-present issue. Join Judy Shaw (Maine Securities Administrator) for a current update and overview.	4:05-5:05 pm	Judy Shaw, Securities Administrator, State of Maine	*NOTE: MBA is applying for Ethics credits for this session.
Wednesday, April 7th				Cyber/IT Track

Session Names	Session Descriptions	TIME	Speakers	Track
Is it Possible to Know Your Customers Too Well?	As bankers, we are pros at knowing our customers and protecting their transactional privacy. Is it possible that there will come a time when we know too much? Do we already know too much? In this session, we will explore technologies such as predictive decisioning, artificial intelligence, geo-tracking and facial recognition and consider how they challenge our notion of privacy, transparency and consumer relationships.	8:30-9:25 am	Sari Greene, Sari Greene Group	*NOTE: MBA is applying for Ethics credits for this session.
		5 minute break		
SOC Reporting and Vendor Management	This session will include a detailed discussion related to understanding and using SOC reports and considerations when they are not available.	9:30-10:25 am	Pat Morin, CPA, CISA, CISM, CITP, Principal, Baker Newman Noyes	
		10 minute break		
Identity Management: Your First Line of Defense in a Mobile-First, Cloud-First World	Today business exposure is higher than ever as more users work from anywhere and access known and unknown cloud applications. A common misconception is that a strong password policy is a sufficient protection and that multi-factor authentication (MFA) is too much of a hassle. Without that 2nd layer of protection, it is much easier for modern hackers to find or trick users into exposing passwords. Having a 2nd-factor authentication (2FA) in your hands, like a smartphone, stops remote hackers from getting any further, and the MFA can then be used to also protect your digital estate. Identity management (ID Management) is in place to ensure only fully authenticated users have access to specified environments providing for the security and productivity of an organization. The capabilities of ID management has dramatically evolved over the last few years. Authentication methods like MFA has become smart and easy to use, and further allows you to build virtual firewalls around your data and applications regardless of where they are.	10:35-11:30 am	Speaker TBD, Systems Engineering	
		5 minute break		
Challenges with Remote Work and Ensuring Data Security	Session details coming soon!	11:35-12:30 pm	Speaker TBD, Xamin	
Thursday, April 8th				Operations Track
Real-Time Payments	Join us for this session to learn how real-time payments are changing the payments landscape. From customer expectations to the way business is conducted, community banks can use real-time payments to enhance their current payment offerings, create new services and drive new revenue. Let us help you better understand the emerging landscape of real-time payments.	8:30-9:25 am	Speaker TBD, The Clearinghouse	
		5 minute break		

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Designing the Branch of the Future	Join JD Design Associates and Bowerbird Design Collective for a discussion about the changing bank branch.	9:30-10:25 am	Jim Durgin , President & Owner, JD Design Associates Laura Zoulamis , Interior Designer and Partner, Bowerbird Design Collective Melanie Scamman , Interior Designer and Partner, Bowerbird Design Collective	
		10 minute break		
Evaluating 3rd Party Supply Chain Risks	Vendor management is a well-worn topic in the financial institution space, yet the risks associated with third-party suppliers continue to increase. Recent incidents related to SolarWinds and FireEye speak to risks that can't be identified in a standard vendor due diligence review. Brenda Paradis, a Senior Cybersecurity Advisor for Tyler Cybersecurity, will reveal common missteps in evaluating third-party dependencies and highlight the considerable exposures related to "Supply Chain Risk."	10:35-11:30 am	Brenda Paradis , CISA, CISM Senior Cybersecurity Advisor, Tyler Cybersecurity	
		5 minute break		
Electronic Signatures	Session details coming soon!	11:35-12:30 pm	Speaker TBD	
Friday, April 9th				Retail Lending Track
FAME	Session details coming soon!	8:30-9:25 am	Martha Johnston , Director of Education, FAME	
		5 minute break		
Training the Front Line in a COVID World	Join this open discussion about front line training in a COVID world.	9:30-10:25 am	Facilitated by: Billi Griffeth , Regional Vice President, Retail Banking, Katahdin Trust	
		10 minute break		
Retail Lending Digital Trends and Security Considerations	Session details coming soon!	10:35-11:30 am	Speaker TBD	
		5 minute break		
Round Table Discussion: Lending Expectations as a Manager	Join this open discussion about manager expectations for lending.	11:35-12:30 pm	Facilitated by: Suzanne Cange , Senior Banking Center Manager, Northeast Bank	
Friday, April 9th				Special Sessions
SPECIAL SESSION: Workforce Development and Maine Schools	Join Maine College Educators and Department Heads for a brief, rapid-fire discussion of new and emerging programs at Maine institutions that are of interest to banks and technology departments.	2:00-2:45pm		
Grand Prize Drawings!	Join us for our Grand Prize drawings! This is such a fun part of Bank Expo, and we don't want you to miss out this year! Stay tuned for details!	2:45-3:15pm		