

# CONFERENCE BULLETIN

*Presented by:*



*With New Jersey Banks, New Jersey Prospers*

8:00 a.m. Registration/  
Continental Breakfast  
8:50 a.m. Program  
1:00 p.m. Reception  
1:20 p.m. Luncheon/  
Keynote Speaker  
2:30 p.m. Adjournment

## CPE CREDIT AVAILABLE

For additional information,  
Please call or e-mail:

**Program:** Cris Goncalves  
908-272-8500, ext. 630  
[cgoncalves@njbankers.com](mailto:cgoncalves@njbankers.com)

**Sponsorships:** Jenn Zorn  
908-272-8500, ext. 611  
[jzorn@njbankers.com](mailto:jzorn@njbankers.com)

**Registration:** Cindy Zaccaro  
908-272-8500, ext. 632  
[czaccaro@njbankers.com](mailto:czaccaro@njbankers.com)

**Updated: February 15, 2012**

## DIRECTORS & MANAGING OFFICERS CONFERENCE

**Friday, March 30, 2012**

**Registration: 8:00 a.m.**

**Program: 8:50 a.m. – 2:30 p.m.**

**Renaissance Woodbridge Hotel, Iselin, NJ**

With a changing regulatory environment where a bank's leadership and directors have an ever increasing responsibility for mitigating risk, NJBankers is pleased to announce a program of outstanding speakers for this year's Directors & Managing Officers Conference.

The conference kicks off with a presentation by **Thomas Knapp** on the impact of future bank technologies on how banks will conduct business now and in the future. Mr. Knapp is a senior vice president at Fiserv who brings over 25 years of leadership experience in the financial institutions and information technology consulting fields. He is known nationwide for his vision about the ever-increasing and fast-paced changes in technology and their influence when monitoring an institution's risk.

The program will also include a panel moderated by **Frank Sorrentino, III**, chairman and CEO of North Jersey Community Bank, who will lead a discussion on the complexities and risks of using social media. The panel will cover the "pro's & con's" with **John Siracusa**, mOSa, eBank Marketing Services, a "how to" with **Kenneth Greenberg**, Austin & Williams and a "do's and don'ts" of launching a social media presence with **Steven Lubetkin**, Lubetkin Communications LLC/Professional Podcasts, LLC. The panel will be followed with a session on internal bank fraud using today's technologies. **Sze Lee**, Social Capital Management, will share demographics and statistics on social media.

The conference will conclude with an economic update from **Robert B. Albertson** who leads Sandler O'Neill's Investment Strategy Group which guides the firm's outlook on the financial services sector. In a time of great change and unknowns, Mr. Albertson will help bank leadership and directors gain timely economic information for leading their banks through uncharted times.

**Sponsorship Information:** Last year's program attracted over 200 attendees – this event is a great opportunity for service providers to gain exposure to these influential leaders and demonstrate their support for the Association and the banking industry in New Jersey.

Contact: **Jenn Zorn**, Vice President/Director of Education and Business Development at [jzorn@njbankers.com](mailto:jzorn@njbankers.com) or 908-272-8500, ext. 611.



# CONFERENCE BULLETIN continued

## DIRECTORS & MANAGING OFFICERS CONFERENCE

Friday, March 30, 2012

Registration/Continental Breakfast:

8:00 a.m. – 8:50 a.m.

Program: 8:50 a.m. – 2:30 p.m.

Location: Renaissance Woodbridge Hotel, Iselin, NJ

### TO REGISTER

#### By Mail:

New Jersey Bankers Association  
411 North Avenue East  
Cranford, NJ 07016

#### By Fax:

908-272-2720

#### Online:

[www.njbankers.com](http://www.njbankers.com)

#### Questions?

908-272-8500

**Registration Information:** Program fee includes seminar materials, continental breakfast, refreshment break, reception and lunch. The deadline to register is **March 16, 2012**. Cancellations received prior to the registration deadline will be assessed an administration fee of \$25 per registrant. After **March 16, 2012**, refunds will not be granted, but substitutions are welcomed. All cancellations must be submitted in writing.

*In case of inclement weather, please call the New Jersey Bankers Association office after 6:30 a.m. for a message on cancellation.*

## REGISTRATION

### Attendee One

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

Meal Choice: (please select)

Salmon     Chicken     Filet Mignon     Vegetarian

### Attendee Two

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

Meal Choice: (please select)

Salmon     Chicken     Filet Mignon     Vegetarian

### Attendee Three

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

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

City/State/Zip: \_\_\_\_\_

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

Email: \_\_\_\_\_

Meal Choice: (please select)

Salmon     Chicken     Filet Mignon     Vegetarian

### Attendee Registration Fee:

NJBankers member - \$255     Add'l NJBankers member - \$240

DeNovos - less than 5 years old - \$128

I will require special accommodations/dietary needs to participate.

Please List Name and Needs: \_\_\_\_\_

### PAYMENT METHOD

AmEx\_\_ Visa\_\_ MasterCard\_\_ Discover\_\_ Check\_\_

(To ensure your space, please fax form even if mailing with a check.)

Card # \_\_\_\_\_ Exp. Date \_\_\_\_\_ CCV# \_\_\_\_\_

Signature \_\_\_\_\_

# CONFERENCE BULLETIN continued

## DIRECTORS & MANAGING OFFICERS CONFERENCE FRIDAY, MARCH 30, 2012

### Program

- 8:00 a.m.           **Registration**
- 8:50 a.m.           **Welcome and Introduction of Program**  
**Frank A. Kissel**, Chairman  
New Jersey Bankers Association  
Chairman and CEO, Peapack-Gladstone Bank
- 9:00 a.m.           **Future Bank Technologies**  
**Thomas Knapp**, Senior Vice President  
Fiserv, Inc.
- 9:50 a.m.           **Directors' Certificate of Service Awards Presentation**  
**John McWeeney, Jr.**, President and CEO  
New Jersey Bankers Association
- 10:20 a.m.          **Social Media Panel**  
Moderator:  
**Frank Sorrentino, III**, Chairman and CEO  
North Jersey Community Bank  
  
Panelists:  
**John Siracusa**, Founder & CEO  
mOSa, eBank Marketing Services  
  
**Kenneth Greenberg**, President and CEO  
Austin & Williams  
  
**Steven L. Lubetkin**, Managing Partner  
Lubetkin Communications LLC/Professional Podcasts LLC
- 11:20 a.m.          **Networking Break**
- 11:35 a.m.          **Internal Fraud/Security Technologies**  
**TBD**
- 12:05 p.m.          **How social media can affect your institution**  
**Sze Lee**, Chief Executive Officer  
Social Capital Management



# CONFERENCE BULLETIN continued

## DIRECTORS & MANAGING OFFICERS CONFERENCE - FRIDAY, MARCH 30, 2012 SPONSORSHIPS

Sponsorships are a great way to promote your company to the membership. The following is a list of sponsorships available. Please circle the sponsorship and indicate whether sole sponsor or co-sponsor.

EVENT	CO-SPONSOR	SOLE SPONSOR
Continental Breakfast	\$2,500	\$4,500
Coffee Break	\$1,600	\$3,000
Networking Reception	\$1,600	\$3,000
Luncheon	\$2,600	\$5,000
Program Guide	\$2,500	\$4,500

**Grand Total of Sponsorships: \$ \_\_\_\_\_**

### Payment Information

- Check enclosed     
  Check to follow     
  Send invoice     
  Credit Card

If paying by check or money order, please make it payable to New Jersey Bankers Association

Billing Address (if different from preferred mailing address):

Primary Contact: \_\_\_\_\_

Institution/Company Name: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_

CREDIT CARD     VISA             DISCOVER     MASTER CARD     AMERICAN EXPRESS

CARD NUMBER \_\_\_\_\_ EXP. DATE \_\_\_\_\_ CCV# \_\_\_\_\_

CARD HOLDER SIGNATURE \_\_\_\_\_

Send completed Sponsorship Form to:  
**New Jersey Bankers Association; Attn: Jenn Zorn**  
**411 North Avenue East; Cranford, NJ 07016**  
**Fax: (908) 272-2720**

# CONFERENCE BULLETIN continued

## RENAISSANCE WOODBRIDGE HOTEL

515 ROUTE 1 SOUTH (AT GILL LANE)

ISELIN, NJ 08830

(732) 634-3600

**\*\*GPS ALERT\*\***

**ENTER THIS ADDRESS: 515 US Highway 1, Iselin, NJ 08830.**

**Hotel is at intersection of US Hwy 1 & Gill Lane**

### ❖ **New Jersey Turnpike North or South**

Take Exit 11 off NJTPK to Garden State Parkway North to Exit 131A. Proceed to fourth traffic light; make right onto Middlesex Essex Turnpike. Go three more traffic lights and make a right onto Gill Lane (you will be in a residential area). Proceed for approximately 1-½ miles, the hotel is on the right just before the Route 1 intersection. If you miss the entrance proceed to Route 1 traffic light and make a right, the hotel entrance is on the right.

### ❖ **Garden State Parkway North or South**

Take Exit 131A off the GSP follow directions above.

### ❖ **Alternate Route for Garden State Parkway South**

Take Exit 130 off the GSP to Route 1 North. 1<sup>st</sup> traffic light to Woodbridge Center Drive (Woodbridge Mall); bear to the right to make the jug handle turn for Gill Lane; hotel is located at intersection of Gill Lane and U.S. 1 South.

### ❖ **Newark International Airport**

Follow Route 1 South to Woodbridge, approximately 12 miles. The hotel is on the right.

OR

Take GSP South and follow directions above for alternate route.

### ❖ **Route 287 North or South**

Take Exit 1A (Route 1 N). Proceed approximately 5 miles (hotel is on the left). Make U-turn onto Route 1 South; the hotel will be on the right.

### ❖ **New York City**

Take Holland Tunnel, Lincoln Tunnel or George Washington Bridge to New Jersey Turnpike South to Exit 11. Follow directions for NJ Turnpike North or South above.

### ❖ **Staten Island**

Take Outerbridge Crossing to Route 440. Route 440 turns into Route 287; proceed to exit 1A (Route 1 North). Continue for approximately 5 miles (hotel is on the left) to U-turn. Make U-turn onto Route 1 South; the hotel is on the right.