

# IOWA BANKERS ASSOCIATION FUSION CONFERENCE

**APRIL 9-10, 2024**  
**SHERATON HOTEL | WEST DES MOINES**

**An event designed for Bank HR and Marketing Professionals. We've combined two of IBAs popular conferences to bring you one outstanding event. With topics for today's bank leaders along with sessions focused on bank marketers and human resources, this event has what you need to be a better banker.**

Human resource and marketing professionals work together with the rest of the bank, playing a vital role. Working with all employees, departments and functions, the HR and Marketing departments help to build quality teams and relationships with bank customers. To help the fusion between HR and Marketing professionals, IBA presents the 2023 Fusion Conference. The conference is April 9-10 in West Des Moines. The IBA Fusion Conference will focus on general session topics along with HR and Marketing tracks. Use the attached registration form to reserve your place today.

## Location

West Des Moines Sheraton Hotel  
1800 50th Street, West Des Moines  
Ph. 515-223-1800

A block of rooms has been reserved at the hotel at a rate of \$129. Please ask for the IBA room block by March 18, 2024 to ensure conference rates. See the conference website at [ibafusion.com](http://ibafusion.com) for online hotel reservation links.

## Conference Website

See the conference website at [ibafusion.com](http://ibafusion.com) for additional information about the event, including CE, handouts, links and more!

## Who Should Attend

This conference has been developed to meet the needs of all levels of supervisors, managers and team leaders, human resource professionals, public relations, marketing professionals and CEO's.

## Questions

If you have any questions or need additional information about the Fusion Conference, contact Maggie Klocke, [mklocke@iowabankers.com](mailto:mklocke@iowabankers.com) or 515-286-4372.

## Attire

Attendees are encouraged to be comfortable in business casual attire throughout the conference.

# 2024 IBA FUSION CONFERENCE

# #459

**APRIL 9-10, 2024**

## Registration Information:

Fees includes all sessions, reception, continental breakfasts, luncheons, breaks and handout materials.

Members \$325  
Nonmembers \$650

Cancellations received before April 3 will receive a full refund minus a \$20 cancellation fee. No refunds after April 3. Substitutions allowed anytime.

## Mail Payment To:

Attention: Registrar  
Iowa Bankers Association  
8901 Northpark Drive  
Johnston, IA 50131-6200  
or Online at [www.iowabankers.com](http://www.iowabankers.com)

Bank \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

Name \_\_\_\_\_

E-Mail \_\_\_\_\_

Name \_\_\_\_\_

E-Mail \_\_\_\_\_

Registration in Iowa Bankers Association (IBA) events and activities constitutes an agreement by the attendee to the IBA's use and distribution, both current and future, of the attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities. Please check [iowabankers.com](http://iowabankers.com) for more details.

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APRIL 9 - 10, 2024  
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## April 9

8:15 am Registration & Continental Breakfast

9:00 am Welcome - General Session

Level Up Leadership: Lead Others to the Next Level  
*Lena Scullard*

10:20 am Break with Exhibitors

10:45 am Breakout Session Tracks

HR: Employment Law Update

*Elissa Holman & Nicole Proesch, Dickinson Law*

Marketing: How to Prepare Your Website for AI

*Drew Harden, BlueCompass*

12:00 pm Lunch

1:00 pm Breakout Session Tracks

HR: Compensation Trends

*Kevin Paulsen, CECP, SPHR, SHRM-SCP, Newport*

Marketing: The Digital Divide

*Nick Arrigo, Habermeld*

2:00 pm Break with Exhibitors

2:20 pm Breakout Session Tracks

HR: Remove the Mask: Creating an Inclusive Path to Success

*Liz Nead*

Marketing: Always Advancing the Brand

*Tim Pannell, FMS Consulting*

3:30 pm Break with Exhibitors

3:45 pm General Session

Cracking the Collaboration Code

*Nan Gesche, MA*

4:45 pm Reception

Now the work is done for the day! Relax, take some time to network with your Human Resources and Marketing peers, and have a great time!

## April 10

8:00 am Breakfast

9:00 am Breakout Session Tracks

HR: Lessons From an HR Director's Testimony at Trial

*Jill Jensen-Welch, Dickinson Law*

*Katie Fischer, Iowa Bankers Association*

Marketing: Communicating Through a Crisis: Building Long-Term Trust Through Preparedness

*Katie James, APR, Lessing-Flynn*

10:15 am Break

10:30 am General Session

With a Little Woo Hoo Everything is Easier To Do

*Patty Hendrickson*

11:45 am Adjourn

## CONFERENCE INFORMATION



Scan here or more  
conference info

### More Information

For more detailed information and session descriptions visit the event website at [www.ibafusion.com](http://www.ibafusion.com).

### Questions

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