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**PBA Professional  
Development**

# PBA Marketing Seminar

**March 30, 2012**  
7:30 a.m. - 4 p.m.

**Hershey Country Club**  
1000 East Derry Road  
Hershey, PA 17033

*The PBA has been accepted as a program sponsor by the  
Pennsylvania State Board of Accountancy.*

*This program qualifies for a total of six (6) hours  
or continuing education credit.*

## WHO SHOULD ATTEND

This seminar should be attended by communications, marketing and public relations professionals.

*Professionals Dedicated to Your Success*



3897 North Front Street  
Harrisburg, PA 17110

**\*You are encouraged to register through the Web site [www.pabanker.com](http://www.pabanker.com).**  
\*The PBA only accepts Visa and Master Card. All credit card payments must be processed through online registration. Please visit <http://www.pabanker.com/eventsInfo/calendar.htm>; find the seminar title and click on register now.

We do have rooms at the Hershey Lodge & Convention Center – 325 University Dr. Hershey – (717)533-3311 or 1-800-HERSHEY(437-7439).

The registration fee includes all seminar sessions, materials, luncheon and breaks. Please mail the enclosed registration form and payment to:  
Pennsylvania Bankers Association  
Attn: Registrar  
3897 North Front Street  
Harrisburg, PA 17110  
Tel. (717) 255-6900

Members - \$295  
Non-Members - \$442.50

## REGISTRATION INFORMATION

12:00 p.m. LUNCHEON  
*Sponsored in part by: Zero-In*

1:00 p.m. - 2:00 p.m. GENERAL SESSION  
**Marketing Compliance**  
Glenn Yeager, Esq. of Counsel  
Stevens & Lee  
Reading, PA

2:00 p.m. - 2:15 p.m. REFRESHMENT BREAK

2:20 p.m. - 4:00 p.m. GENERAL SESSION  
**Understanding the Four Pillars of Social Technology: Taking Your Strategy Beyond Facebook**  
Eric C. Cook  
Certified Internet Business Consultant  
WSI Internet Consulting  
Battle Creek, MI

4:00 p.m. Adjourn

While at 800 million members and growing Facebook certainly captures the lion's share of attention these days, there are several other ways to connect with your customers, community and prospects from a "social perspective" online. This session will explore the four main areas of social technology and you'll come away with an understanding of how each helps to communicate, share, monitor your reputation and can even help to reduce costs (or generate revenue) for your bank.

**PROGRAM AGENDA**

7:30 a.m. Registration / Continental Breakfast  
*Sponsored in part by: Deluxe Corp*

8:20 a.m. OPENING GENERAL SESSION – Garden Terrace East  
2012 PR Task Force Chair  
**Welcome/Opening Remarks**

8:30 a.m. - 10:00 a.m. GENERAL SESSION  
**Marketing...Marketing and Sales Connecting at the Small Business Experience**  
Jack Hubbard  
Chairman, Chief Sales Officer  
St. Meyer & Hubbard

10:00 a.m. - 10:20 a.m. REFRESHMENT BREAK

10:30 a.m. - 12:00 p.m. GENERAL SESSION  
**Defining, Developing, and Delivering a Superior Customer Experience**  
Lance Kessler  
President  
Lance Kessler & Associates  
Mechanicsburg, PA

Using real life examples, this session will provide you with a step-by-step approach for defining, developing, and delivering a highly differentiated, consistent customer experience. It first focuses on how to define the customer experience your bank wants to deliver. This section identifies the best sources and ways to make sure your bank's customer experience definition is relevant and meaningful to your customers. It then focuses on how to make sure your organization is prepared to fulfill its customer experience promise before it communicates it to the marketplace. Next, the session focuses on what to do to make sure your customer contact people are given the training and support needed to consistently deliver the superior customer experience your bank promises to deliver.

Learn how to make the small business Relationship Manager into a *Resource Manager* in 2012 and become a true partner in the process.

- Nine things marketing can do to be a performance partner with small business sales
- Four Business Intelligence tools that help bankers shorten the sales cycle
- Three websites that help create value and trust – at no cost to you
- One systematic prospecting approach that is helping marketing and sales get in the prospect's door up to 80% of the time

## 2012 SCHEDULE

### MARCH

#### Analyzing Financial Statements Seminar

March 13 • PBA Office • Harrisburg

#### Human Resources Seminar

March 15 • PBA Office • Harrisburg

#### Asset Liability Management Seminar

March 20 • PBA Office • Harrisburg

#### Executive Leadership Session III

March 22 – 23 • PBA Office • Harrisburg

#### Marketing Seminar

March 30 • Hershey Country Club • Hershey

### APRIL

#### PBA Spring Summits

Group 5 - April 9 • Sheraton Harrisburg/Hershey

Group 4 - April 10 • Williamsport Country Club

Group 2 - April 11 • Rivercrest Golf Club & Preserve, Oaks

Group 8 - April 18 • Marriott Pittsburgh N, Cranberry Woods

Group 6 - April 16 • The Calvin House, Duncansville

Group 3 - April 17 • The Westmoreland Club, Wilkes Barre

#### Advanced Commercial Lending School

April 19 – 20 • PBA Office • Harrisburg

### MAY

#### Credit Risk Management EXL

May 3 - 4 • PBA Office • Harrisburg

#### 2012 Annual Convention

May 16 – 19 • Fairmont Scottsdale Princess • Scottsdale Arizona

### JUNE

#### School of Banking

June 3 - 8 • Penn Stater • State College

#### Bankers Day at the Capitol

June 11 • State Capitol • Harrisburg

### JULY

#### School of Commercial Lending

July 8 - 13 • Penn Stater • State College

#### Advanced School of Banking

July 15 - 20 • Penn Stater • State College

### OCTOBER

#### Essentials of Commercial Lending

October 3 - 4 • PBA Office • Harrisburg

### NOVEMBER

#### FDIC Director's College

November 7 • Hershey Country Club • Hershey



PENNSYLVANIA  
BANKERS ASSOCIATION

## REGISTRATION & INVOICE Marketing Seminar March 30, 2012

Hershey Country Club • 1000 East Derry Road • Hershey • Tel. (717) 533-2360

Enclosed is a credit card or check made payable to the Pennsylvania Bankers Association for \$\_\_\_\_\_ for \_\_\_\_\_ registration(s) at \$295 per person for members. The non-member fee is \$442.50 per person.

Name \_\_\_\_\_ Nickname \_\_\_\_\_

Title \_\_\_\_\_ Male  Female

Bank \_\_\_\_\_

Address \_\_\_\_\_

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

Tel \_\_\_\_\_ Fax \_\_\_\_\_

E-Mail \_\_\_\_\_ Emergency Tel \_\_\_\_\_

Bank Deposit Size (round figures): \_\_\_\_\_

#### Method of Payment:

\*PBA accepts check, Visa and Master Card. All credit card payments must be processed through online registration. Please visit <http://www.pabanker.com/events/info/calendar.htm>; find the seminar title and click on register now

#### Please mail registration information to:

Pennsylvania Bankers Association

Attn: Registrar

3897 North Front Street

Harrisburg, PA 17110

Tel: (717) 255-6900

**For database purposes, we request only one (1) registrant per form. Please make additional copies of the registration form as needed. Keep a copy for your records. PBA does not send confirmations. If you have questions, call (717) 255-6900.**

NOTE: Registrations are accepted at the member fee for PBA regular, associate and affiliate members and staff of regulatory agencies. All registrations are subject to a 20 percent cancellation fee. A 50 percent retention of the registration fee applies to cancellation requests five (5) to ten (10) business days prior to the seminar date; however, NO refunds will be issued for cancellations made within 5 business days of the seminar date or for "no-shows." All requests for refunds must be made in writing to PBA. All registrations received by any means of communication are subject to this cancellation clause. The PBA does not issue refunds due to weather conditions, Acts of God and/or other causes beyond its reasonable control.

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Please check the PBA Web site for event & program schedule updates.

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

Pennsylvania Bankers Association • 3897 North Front Street, Harrisburg, PA 17110

Tel. (717) 255-6915 • [www.pabanker.com](http://www.pabanker.com)

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