

Highlights...

BANKING ROUNDTABLE 2001

transcending tradition



**Clark/Bardes Consulting**<sup>TM</sup>  
Banking Practice

3600 West 80th Street, Suite 200  
Minneapolis, Minnesota 55431



THE FOREMOST EVENT ON COMPENSATION, BENEFITS AND  
FINANCING STRATEGIES FOR THE BANKING INDUSTRY.

## ...from **BANKING ROUNDTABLE 2001**



**B**anking Practice President and CEO Rich Chapman kicked off Banking Roundtable 2001 at the Registry Resort in Naples, welcoming 250 participants to the two-day industry event.

**M**emorable. That's the word most often heard when attendees were asked to reflect upon the sixth-annual Banking Roundtable in Naples, Florida. This landmark event, hosted by the Banking Practice of Clark/Bardes Consulting, proved again to be a valuable opportunity to address the most recent and anticipated developments in executive and director compensation and benefits, as well as offer banks ways to maximize the performance of benefit financing tools such as bank-owned life insurance (BOLI). Participants enjoyed two days of stimulating information, lively discussion and a warm tropical escape from winter's chill in the sunshine state.

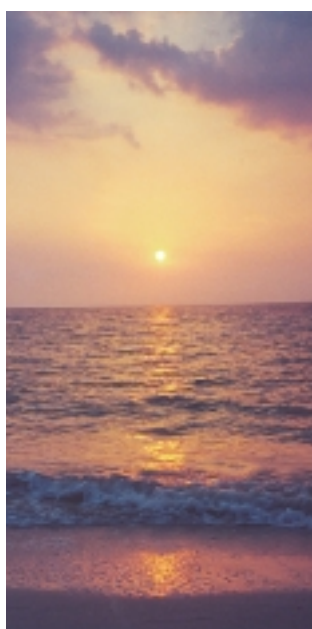


**K**eynote speaker **Newt Gingrich** (seen here visiting with Roundtable attendees) reflected upon our changing lives in this age of infinite possibilities. Other speakers included acclaimed business author **Tom Peters**, who talked about the war for talent, the importance of passion and the pursuit of distinction. In addition, **Kenneth Kies** painted the outlook for federal tax and budget policy, and former Comptroller of the Currency **Eugene Ludwig** addressed what banks need to do to keep their best people. Finally, Pulitzer-Prize-winning political columnist **George Will** closed out the event with thoughts on public policy and its effect on our evolving society.

**T**hroughout the conference, we examined key topics that allow financial institutions to transcend traditional approaches to attracting, retaining, motivating and rewarding key management. They included:

- The future of banking under the new administration
- Compensation in a 'down' market
- The proper mix of compensation and benefits (photo above)
- The purchase and administration of BOLI in the age of the Internet
- Diversifying an investment portfolio with both general and separate account BOLI

**B**ut it wasn't just a time for intriguing insights and spirited dialogue. Conference attendees had the choice of participating in an 18-hole golf tournament at the beautiful Naples Grande Golf Course, a four-hour fishing excursion with a professional captain and crew off the Florida Gulf Coast, or an afternoon of upscale shopping at a variety of Naples' finer establishments.



*Our theme for Banking Roundtable 2001 was chosen because we believe that banks must transcend traditional approaches to compensating executives and directors in order to remain competitive and maximize bank performance. Moreover, we have transcended our traditional approach to delivering compensation, benefit and BOLI portfolio services to the banking industry. At this year's event, we announced the launch of our new brand—the Clark/Bardes Consulting Banking Practice—which is comprised of the former Bank Compensation Strategies, Bank Compensation Consulting, The Watson Company, WM Sheehan & Company, the National Institute for Community Banking, and Clark/Bardes, Inc. Our new approach means we're even better positioned to help your bank keep its best people.*

**I**f you missed this year's event and would like information on Banking Roundtable 2002, contact Julie Choquette at (952) 893-6722. Hope to see you next year!