

General Information:

Hotel Reservations:

Ask for the New Mexico Bankers Association room block. ID CODE is "NMBA". We have negotiated the rate of \$119.00 per night at the Embassy Suites Hotel. Call (800) 362-2779 by February 9, 2018.

Special Assistance:

If you need special assistance or accommodations to attend this program, please notify the NMBA office at (505) 822-7900 at least one week in advance.

NMBA Refund Policy:

Cancellations in writing on or before February 23, 2018, will be refunded less a \$50.00 processing fee.

* NO refunds after February 23rd.
Substitutions are welcome.

Notice:

The NMBA does not discriminate in any program with respect to race, creed, color, sex, age, religion, national/ethnic origin, handicap or veteran status.

Questions:

If you have questions about this conference, please contact Debbie Schaefer at the NMBA office 505-822-7900.

New Mexico Bankers Association
316 Osuna Rd NE, Suite 502
Albuquerque, NM 87107

New Mexico Bankers Association



**2018
Lenders
Conference**

March 9, 2018

**Embassy Suites Hotel
1000 Woodward Place NE
Albuquerque, NM**

NMBA 2018 Lenders Conference

Friday, March 9, 2018

8:30 a.m. Registration

9:00 a.m. Welcome

9:15-10:00 a.m.

2018 Legislative Update

**John Anderson, EVP
New Mexico Bankers Association**

10:00-11:00 a.m. Workshop I

NM Economic Outlook

**Jeff Mitchell, PH.D., Director
University of NM Bureau of Business &
Economic Research**

11:00-11:15 am Break

11:15-12:15 pm Workshop II

C&I Lending Process, Practices & Pitfalls

Loan covenants related to C&I Lending:

- ◇ What they should be and how to monitor compliance.
- ◇ Red flags that indicate there may be problems on the horizon.

Cash Flow-What is it and How is it Calculated

- ◇ Patterns and practices that may drive incorrect capacity decisions.

**M. Scott Edwards, CEO
Edwards & Associates, LLC**

12:15-1:00 pm Lunch

1:00-3:00 pm Workshop III

Business Development for Lenders

- ◇ Impression Management— how to make a positive and memorable impression.
- ◇ Get Organized— how to plan, schedule, follow-up on new business. Know and work your market.
- ◇ Sales Skills— how to prospect, ask for referrals, learn all you can about the customer/prospect.
- ◇ Dos and don'ts on building a relationship and asking for business whether this is a prospect or an existing customer.
- ◇ 3-call approach with the first one— All about the prospect; 2nd— All about the bank/lender; 3rd— Asking for the business
- ◇ Managing objections and rejections
- ◇ After the sale

** A personality profile assessment with this session which will give the attendee a good look at your own communication/sales/personality style and how that works for or against you.

**Honey Shelton, President
InterAction Training Systems, Inc.
Humble, TX**

REGISTRATION FORM
NMBA

**LENDERS CONFERENCE
March 9, 2018**

Embassy Suites Hotel, Albuquerque

Name _____

Bank/Firm _____

Address _____

City, State, Zip _____

Email _____

Conference Registration

**(Fee includes: Friday's Break, Lunch &
Session Materials)**

NMBA Member

\$200.00

Total Enclosed \$ _____

***MC/Visa accepted : (Submit email to request)**

Please fax to (505) 822-8345 or email to:

dschaefer@nmbankers.com

followed by mailing

a check & form to:

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