

The logo for the New York Bankers Association (NYBA) consists of the letters 'NYBA' in a bold, serif font, with vertical lines separating each letter.

New York Bankers Association

# FINANCIAL SERVICES FORUM

November 11-13, 2009  
The Waldorf-Astoria New York City

Live New York!  
Love New York!

Dear Association Colleague:

Welcome to New York City and the New York Bankers Association's 2009 Financial Services Forum. Our program will focus on the many challenges, and opportunities, facing our banks. We hope to provide new insights and solutions that will enhance your institutions' performance and bottom line.

As our industry – and all New Yorkers – battle through the current financial crises, it is important to demonstrate our ongoing commitment to New York and its future. By holding this forum close to home, we can provide vital financial support when it is most needed. And our tourism dollars will be spent in the greatest venue in the world: we will take full advantage of all that the City and surrounding area have to offer in terms of dining, recreational and cultural opportunities.

This is your opportunity to **“Come Live New York City.”** We can think of no better way to support our State's economy and show the world that New York is a fabulous destination – even for New Yorkers.

**Thomas L. Hoy**

Chairman, President & CEO, Arrow Financial Corporation  
Chairman, New York Bankers Association

**Michael P. Smith**

President & CEO  
New York Bankers Association

# SCHEDULE-AT-A-GLANCE

## Wednesday, November 11

10:00 am-4:00 pm Directors/Trustees Workshop and Luncheon

4:00-7:00 pm Registration

3:30 pm NYBA Board of Directors Meeting

6:00-7:30 pm Chairman's Reception

## Thursday, November 12

7:00 am-Noon Registration

7:15-8:45 am Concurrent Breakfast Sessions

9:00 am-Noon General Session

9:00-10:30 am Spouse/Guest Program

Noon-2:00 pm Luncheon

2:00-4:00 pm Concurrent Sessions

## Friday, November 13

7:00-10:00 am Registration

7:15 am Concurrent Breakfast Sessions

9:00 am-12:30 pm General Session

12:30 pm Adjournment

# DIRECTORS/TRUSTEES WORKSHOP

**WEDNESDAY, NOVEMBER 11, 2009**  
10:00 am—Registration

The Directors/Trustees' Workshop is a day-long program designed to address issues of critical importance to your board. At a time of heightened focus on bank performance, risk management and corporate governance, this session will explore best practices in effective board oversight.

Through presentations, peer discussion and interactive feedback, directors and trustees will have the chance to examine more closely their responsibilities in today's ever changing environment.

**Topics will**

include the increased expectations for audit, corporate governance and compensation committees, and deeper insights into balance sheet and credit risk management.

The New York Bankers Association is a sponsor of Continuing Professional Education for the New York State Board of Public Accountancy. Recommended CPE credit: 5 hours.

This program requires a separate registration fee of \$295, which covers all program sessions, lunch, refreshments and materials.

Program updates will be posted to [www.nyba.com](http://www.nyba.com).

Questions? Contact Elisa R. Legg at (212) 297-1679; [elegg@nyba.com](mailto:elegg@nyba.com)



## A SPECIAL PROGRAM FOR SPOUSES/GUESTS ARRIVING EARLY ON WEDNESDAY, NOVEMBER 11

NYBA has arranged a special theater excursion to see the limited engagement matinee production of Nora and Delia Ephron's play based on the best-seller "**Love, Loss and What I Wore**" at the Westside Theater. Curtain time is 2:00 pm. The star-studded cast includes Kristin Chenoweth, Tyne Daly, Rosie O'Donnell, and Rita Wilson. Kick off your stay with this quintessential New York event!

Tickets are \$75.00. There are a limited number of tickets available so don't delay. Reserve your ticket on the enclosed registration form. **Questions?** Contact Mary K. Robb at [mrobb@nyba.com](mailto:mrobb@nyba.com) or (212) 297-1662.

## GROUP OF SIX OR MORE? LET BRIGGS, INC. HELP PLAN YOUR STAY.

Please allow Briggs, Inc. to be your passport to classic New York experiences and imaginative one-of-a-kind adventures. How about tickets to one of Broadway's biggest hits, followed by a personal visit with one of its stars? Or reservations at one of New York's most popular restaurants? As the first and only ADME accredited full destination management company in New York, Briggs, Inc. has been delivering core destination management services for over thirty years. They'll help arrange unique activities, tickets and restaurant reservations for groups of six or more. They love what they do. And it shows.

Your contact at Briggs is **Lindsay Humphrey**. Call her at **212-354-9440** or email [lhumphrey@briggsnyc.com](mailto:lhumphrey@briggsnyc.com) for all your entertainment needs, from planning to onsite management for your group activities while in New York City.

## USE NYCGO.COM TO FIND OUT WHAT'S GOING ON IN NYC.

New York City offers a wide range of world-class entertainment, dining, cultural, sports and shopping experiences. It is best to have your plans made well in advance and we have just the resource for you. Click on [www.nycgo.com](http://www.nycgo.com) to learn more about what is happening in the City in November.

NYCGO.com has also arranged for discounts especially for NYBA members at many City restaurants and theaters. Visit their state-of-the-art Information Center at 810 Seventh Avenue between 52nd and 53rd Streets. Start planning your trip today!

## PARKING IN NEW YORK CITY

**Central Parking System**  
(800) 836-6666

**Use link below for discounts:**  
<http://www.centralparking.com/?gclid=CMWy4Nm-05sCFVIM5QodHhUgKw>

*Live New York!  
Love New York!*



New York Bankers Association  
99 Park Avenue  
New York, New York 10016  
(212) 297-1600  
[www.nyba.com](http://www.nyba.com)

# TWO EASY STEPS TO REGISTER

NYBA

HOTEL

1. Fill out and return this form to Mary Robb at [mrobb@nyba.com](mailto:mrobb@nyba.com) or fax (212) 297-1683

2. Go to <http://waldorfastoria.hilton.com/en/wa/groups/personalized/NYCWA-WA-NYB-20091106/index.jhtml> to reserve your hotel room. Or to phone in your reservation, call 1-800-WALDORF and mention code **NYB**.

This form is available at [www.nyba.com](http://www.nyba.com).

Last name \_\_\_\_\_ First name \_\_\_\_\_ MI \_\_\_\_\_  
 Organization \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Badge Name \_\_\_\_\_ Spouse/Guest \_\_\_\_\_  
 Member Type: Bank  Service  Non-Member

Additional Registrants: (attach separate sheet, if necessary)

Last name \_\_\_\_\_ First name \_\_\_\_\_ MI \_\_\_\_\_  
 Organization \_\_\_\_\_ Title \_\_\_\_\_  
 Address \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Badge Name \_\_\_\_\_ Spouse/Guest \_\_\_\_\_

### PRICING STRUCTURE

	Register by September 15	Register after September 15
Up to 5 bank members*	_____ x \$695 = _____	_____ x \$745 = _____
Additional members *	_____ x \$645 = _____	_____ x \$695 = _____
Service Members*	_____ x \$795 = _____	_____ x \$845 = _____
Spouses/ Guests	_____ x \$250 = _____	_____ x \$275 = _____
Non-members*	_____ x \$995 = _____	_____ x \$1045 = _____
Director Workshop Members	_____ x \$295 = _____	_____ x \$325 = _____
Director Workshop Non-members	_____ x \$350 = _____	_____ x \$395 = _____
Wed. Spouse/Guest Theater	_____ x \$ 75 = _____	_____ x \$ 75 = _____

**Total Registration Fees:** \$ \_\_\_\_\_

\* Fee does not include Director/Trustee Workshop

### PAYMENT

Enclosed is a check in the amount of \$ \_\_\_\_\_ payable to New York Bankers Association.

Check in the amount of \$ \_\_\_\_\_ to follow under separate cover.

We prefer to make payment by  
 VISA \_\_\_\_\_ MasterCard \_\_\_\_\_

CC No. \_\_\_\_\_

Exp. Date \_\_\_\_\_ V-Code \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_

Signature: \_\_\_\_\_

**REMEMBER**  
 to make hotel room reservations directly with The Waldorf by clicking on the address above or by calling 1-800-WALDORF and mentioning code NYB.

Registration prepared by \_\_\_\_\_

Organization \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_