



IBA FUSION CONFERENCE



ALIGNING PEOPLE + PURPOSE



APRIL 8-9, 2026

SHERATON HOTEL | WEST DES MOINES

The Fusion Conference brings together HR and marketing leaders from Iowa's banking industry to explore strategies that strengthen culture, enhance customer engagement, and support organizational growth. Through collaborative sessions, peer discussions, and expert-led insights, attendees will gain practical approaches to developing their workforce, elevating their brand, and advancing their bank's impact in the communities they serve.

Human resources and marketing professionals work across every area of the bank, helping build strong teams and strengthen customer relationships. Their collaboration with employees, departments, and leadership plays a vital role in driving organizational success. To support this important work, IBA is pleased to present the 2026 Fusion Conference, scheduled for April 8-9 in West Des Moines. The event will include general sessions as well as dedicated HR and Marketing tracks designed to provide relevant insights and practical tools. Use the attached registration information to reserve your spot 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 \$139. Please ask for the IBA room block by March 17, 2026 to ensure conference rates. See the conference website at ibafusion.com for the online hotel reservation link.

CONFERENCE WEBSITE

See the conference website at 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 CEOs.

QUESTIONS

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

2026 IBA FUSION CONFERENCE

APRIL 8-9, 2026

#459

REGISTRATION INFORMATION:

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

Members \$345
Nonmembers \$690

Cancellations received before April 1 will receive a full refund minus a \$20 cancellation fee. No refunds after April 1. Substitutions allowed anytime.

MAIL PAYMENT:

Attention: Registrar
Iowa Bankers Association
8901 Northpark Drive
Johnston, IA 50131-6200
or Online at 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 for more details.

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APRIL 8

8:15 am Registration & Continental Breakfast

9:00 am Welcome - General Session

Culture by Design: Aligning for Success

Lynsey Mulder

10:20 am Break with Exhibitors

10:45 am Breakout Session Tracks

HR: Understanding the AI Landscape for HR Professionals

Chris Porter, Drake University

Marketing: From Reels to Relationships: Multigenerational Social Media for Community Banks

Chris Snider, Drake University

12:00 pm Lunch

1:00 pm Breakout Session Tracks

HR: Iced Coffee + Connections Round Table

Moderated by Maggie Klocke

Marketing: Community Involvement Panel

2:00 pm Break with Exhibitors

2:20 pm Breakout Session Tracks

HR: Trust, Verify, and Document: HR's Legal Obligations

When Hiring Goes Wrong

Matt Mauntel-Medici and Danielle Smid, BrownWinick Law Firm

Marketing: Iced Coffee + Connections Round Table

Moderated by Maggie Klocke

3:20 pm Break with Exhibitors

3:40 pm Breakout Session Tracks

HR: Trust, Verify, and Document: HR's Legal Obligations

When Hiring Goes Wrong - Con't.

Matt Mauntel-Medici and Danielle Smid, BrownWinick Law Firm

Marketing: The Massive Impact of Customer Reviews & How to Get to 5 Stars

Jordyn Swanson & Jess Doerr, Social Assurance

4:40 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 9

8:15 am Breakfast

9:00 am Breakout Session Tracks

HR: Strategic Succession Planning: Building Leadership Continuity in Community Banks

Tom Weishan, Wipfli LLP

Marketing: Staying Ahead of an Evolving Fraud Landscape

Patrick Smith, American Bankers Association

10:15 am Break

10:30 am General Session

The Upside

Jack Stahlmann

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.

QUESTIONS

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