



Breakout Session III: 10:00 AM-11:00 AM

- Arlington:** Local SEO: The Missing Piece to Your Marketing Success
Presenters:
Rich Campanaro - VP of Digital Sales, Amsive
Bambi Frazier, Sr. Manager of Local SEO and Content, Amsive
- Belle Mead I & II:** MSB-Bank Relations: Ongoing Challenges and Opportunities
Moderator: Ed D'Alessio, Executive Director, INFiN
Presenters:
Pavel Reytikh, AAP, APRP, Senior Regional Relationship Manager, Federal Reserve Financial Services
Robert Hanigan, EVP/Head of Specialty Lending, Republic Bank of Chicago
Drew Gerhart, CAMS, Vice President, Alternative Financial Services, Surety Bank
Ray Olsen CFCI, SVP Wintrust Financial Corporation, Director of Enterprise Fraud
Bradley J. Schotanus, Sr. Vice President, Wintrust Commercial Banking
- Bristol:** Crypto and Cash- Friends, Enemies, or Frenemies?
Presenters:
Shaun Ferrari, Vice President & Director of Global Business Development, Currency Research
Tom Meehan, President, CONTROLTEK
- Brentwood:** Consumer Finance Update: Bank Model Lending Challenges and Opportunities
Presenters:
Aaron Kouhoupt, Member, McGlinchey, Stafford, PLLC
Joseph Apatov, Member, McGlinchey, Stafford, PLLC
- Viola:** Unelected Legislators!? Industry Action Groups, Anti-Competitive Schemes, and Economic Discrimination
Presenter:
Elisabeth Gavin, General Counsel, DigitalMint
- Townsend:** Cashing in on the Crypto Craze
Presenters:
Todd Gagerman, Founder & CEO, KashHero®
Scott Bennett, Principal, Your Money Exchange
Jim Higgins, Marketing Specialist, Grafico
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