



NEWS RELEASE

DCI Sets New Bar at Annual Banker Conference

– Current and Prospective Bank Clients Turn Out in High Numbers –

HUTCHINSON, KAN., Sept. 28, 2016 – DCI, developer of the award-winning iCore360® core banking software and related technologies for community banks, hosted nearly 300 attendees – including a record number of prospective clients – at DCI’s 2016 Outlook Conference, held September 11-13, in Overland Park, Kan.

Conference started on the greens of Deer Creek Golf Club Sunday morning, with clients, staff and exhibitors vying for top scores in the 13th annual AJ Krail golf tournament. Another, entertainment-seeking group journeyed to the New Theatre restaurant for a lunch performance of “Chicago.” The whole group rendezvoused for the opening reception in the exhibit hall Sunday evening, where attendees played the “Cornhole Challenge” for a chance to win numerous giveaways, mingled with the exhibitors, and networked with each other. The games continued after the reception as two buses full of dauntless bankers headed to Hollywood Casino for an evening of high-stakes fun.

Monday the conference program officially started with a fascinating and highly entertaining keynote from James Kane, one of the most quoted and profiled authorities on loyalty, who explained the science behind true loyalty and customer allegiance. Attendees were also invited to expert sessions led by fellow DCI bankers Wade Huckabay and Tim Leonard. Industry specialists Joni Hopkins from the Federal Reserve, Kyle Netten with the FDIC, Jeff Swartz from the CFPB, and industry consultants Melissa Walker and Trent Fleming provided additional instructional sessions, along with sponsor demonstrations from Fortress Risk Management and Allied Payment Network.

At lunch on Monday Tim Leonard (Commercial Bank of Texas, Nacogdoches) was recognized with the third annual Nation Meyer Innovative Banker award in honor of Meyer’s legacy for innovative thinking and the betterment of banking for all DCI bankers. The award presentation was followed by a lively “group challenge” game by James Kane, cleverly illustrating how people make collective decisions.

Attendees played “Guessing Goodies” on Monday, for additional face-to-face time with the vendors and to earn more chances to win great give-aways. Prizes were awarded shortly before the cocktail/social hour began, where more networking and socializing was enjoyed. The evening wrapped up with a memorable show from Big Show Dueling Pianos. Attendees sang, danced, and provided several on-stage performances to the delight of the entire group.

Tuesday concluded the conference with a morning of more training and expert sessions and a closing lunch address from DCI's President and CEO John Jones. Final prize give-aways included free DCI services, Apple Watches and iPads, Polaroid Printers, Logitech Harmony Remotes, and more. And this year's grand prize trip for two was won by Richard Crowe from Buckholts State Bank, Buckholts, Texas.

John Jones, President and CEO of DCI said, "Conference is a chance for us to highlight our latest products and services, but it's also a great time for us to teach our clients how to more effectively benefit from the DCI products they already have in use. It's a terrific opportunity for face-to-face discussions with our customers to learn what they are needing or wanting from us and how we can best address those needs."

If you missed this year's opportunity, next year's conference is scheduled for Sept. 10-12 in Overland Park at the Sheraton/Overland Park Convention Center. We'd love to see you there!

About DCI

DCI is the developer of the award-winning iCore360® core banking software and related technologies for community banks nationwide. DCI is privately owned by a group of bank clients, with several clients serving as board members and user group leaders. In addition to iCore360® (available hosted or in-house), DCI offers integrated solutions for Internet and mobile banking, private ATM network and card management, teller automation, remote capture, custom analysis, risk/vendor management, managed IT and more. Among other awards, DCI has been named a 2016 FinTech Rankings Top 100 technology provider by IDC Financial Insights, a 2015 FinTech Forward Top 100 technology provider by *American Banker* and BAI, a three-time winner of the *BankNews* Innovative Solutions Award and the exclusive core processing solution endorsed by the California Bankers Association. For more information about DCI, visit www.datacenterinc.com or contact info@datacenterinc.com.

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