

FLORIDA BANKING

2009 EDITORIAL CALENDAR

The monthly feature articles and highlights for 2009 are as follows:

In every issue:

- Chairman's Message
- Government Relations
- Calendar of Events
- Straight Talk from the President and CEO
- Legislative Update
- BancServ Endorsed Vendor
- Personal Transactions
- Trust Division Update
- Kudos
- Classifieds
- Education Calendar
- Trust Feature

January

- *Disaster planning and recovery*

February

- *Managing customer relationships*
- Capitol Day/Lobster Boil preview
- Advanced Trust Symposium
- Member update

March

- *Technology — industry trends and new products (ie: remote check capture, laser forms)*
- Leadership luncheon photos — Federal Board Governor
- Trust School preview

April

- *Advocacy — Annual Washington, D.C., trip, Florida's legislative session, BankPac report*
- Washington, D.C., trip wrap-up
- Advanced Trust Symposium
- School of Banking feature

May

- *Membership — coverage from other FBA events*
- *Pre-Convention issue — Convention schedule of events and list of sponsors and exhibitors*
- Capitol Day/Lobster Boil wrap-up
- FBEF Golf Tournament wrap-up
- Annual Silent Auction preview

June

- *Leadership — new leaders of FBA*
- Annual Convention sponsor thank you
- Wealth Management Conference preview
- Banker Education Expo
- President/CEO Summit
- **BONUS DISTRIBUTION: distributed at the FBA's Annual Convention**

July

- *Insurance products and services*
- Advanced Trust School wrap-up
- Legislative wrap-up
- Leadership profiles

August

- *Retirement plans such as 401(k)s and pensions*
- Convention wrap-up
- Milestones recognition

September

- *Education — focusing on education and training*
- Banker Education Expo
- Wealth Management Conference preview

October

- *Benefits offerings and administration*
- 2009 Washington, D.C., trip preview
- Leadership events

November

- *Risk management*
- Banker Education Expo wrap-up
- Wealth Management Conference wrap-up

December

- *Year in Review*
- Capitol Day/Lobster Boil preview
- FBEF Golf preview

Editorial consideration and advertising space reservations are due by the 5th of the month preceding publication. All advertising artwork is due the 12th of the month preceding the publication. For information about advertising, please contact Robb or Scott at 800.336.1120 or fax them at 913-261-7010. For editorial considerations, please contact Renee Thompson at 850-224-2265.