



HOW TO TAKE YOUR BUSINESS ONLINE VIRTUAL EVENT

(Program Agenda as of March 22, 2021)

Thursday, March 25th

- **1:00 PM – 1:05 PM Opening Remarks**
 - Speaker: *Russell Crutcher, Events Director, Online Lenders Alliance*

- **1:05 PM – 1:55 PM Navigating the Legal Labyrinth**
 - Panelists: *Blake Sims, Partner, Hudson Cook LLP
Bob Gage, Partner, Hudson Cook LLP*
 - Description: One of the most frequently skipped steps in moving your business online is the legal preparation. Failure to take these factors into consideration can lead to various infractions - all avoidable with a little planning. This panel discussion will help participants understand their legal obligations, enabling companies to comply with all applicable laws and regulations.

- **2:00 PM – 2:50 PM Transforming Lending Operations Through Technology**
 - Moderator: *Timothy Li, CEO, Alchemy*
 - Panelists: *Rocio Baeza, CEO and Founder, CyberSecurityBase
Rhett Roberts, CEO, LoanPro
Timothy J. Valdez, Vice President, EPIC Loan Systems*
 - Description: Financial technology has seen explosive growth in recent years, but with growth comes competition. For those companies looking to set themselves apart, this panel will provide strategies for website use and data privacy/security protection to keep customers' information safe.

- **2:50 PM – 3:05 PM Break**

- **3:05 PM – 3:55 PM Connecting with Customers Online**
 - Panelists: *Steve Hotz, CEO, The Lead Group.
Bill Swift, Vice President of Client Development, Dot818*
 - Description: Whether a customer is using a search engine or views an ad online, the internet tends to account for several touch points between a business and its customers. Learn the best ways to build and optimize your online presence in this session.

- **4:00 PM – 4:50 PM Changing Your Payment Methods**
 - Panelists: *James Celli, Founder & CEO LoanPaymentPro
Andrew Alias, Vice President of Sales, REPAY*
 - Description: Hear from a panel of experts on shifting from checks and wire transfers to electronic payments. You will get tips for selecting a payment provider, ways to transition your existing customers, along with strategies to integrate your other systems, helping to make your digital move smooth and seamless.

- **4:55 PM – 5:00 PM Closing Remarks**
 - Speaker: *Michael Day, Policy Director, Online Lenders Alliance*