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**Banker's Dashboard CEO Driving Dialogue on Key Financial Indicators
and How to Improve Bank Performance at Texas Events this Month**

Atlanta, Ga., October 8, 2009 – A frequent speaker at bankers association events and industry forums, [Banker's Dashboard](#) CEO and founder Chris Bledsoe is leading a discussion at the Bank CEO Network's Fall Meetings this and next week in San Antonio, TX. The banking veteran will also address the members of the Independent Bankers Association of Texas (IBAT) at its annual convention on October 12th. Bledsoe will examine the critical factors that impact the performance of today's banks and how they can be actively managed; he will provide his insight and share some of the best practices of the country's highest performing community and regional institutions.

At the [Bank CEO Network](#) meetings October 5th through October 16th, Bledsoe is taking a close look at current financial indicators. He will briefly review those which members prioritized in a pre-meeting survey and advise what indicators should be top of the list for banks right now. In addition, Bledsoe will walk nine different CEO peer groups through what internal and external factors they should be monitoring regularly, if not already, and what analysis they can quickly perform on a daily, monthly and quarterly basis to more actively manage their institution.

Next week, Bledsoe will also present "The CEO Checklist—the Secret Strategy of High Performers" at [IBAT's 35th Annual Convention](#) in a Learning Lab on Monday October 12th. Bledsoe will lead attendees through the areas senior managers should be assessing (in as little as ten minutes) each morning to spot potential red flags and take immediate action that will keep the bank in top form. He will look at the fundamentals of the high performer's checklist, from tracking the trend in the bank's net interest margin and cost of funds to reviewing daily changes in the balance sheet—from a consolidated view and down to each individual branch. Banker's Dashboard will also be exhibiting at the event.

To learn more about these topics and/or Banker's Dashboard's participation in these events, please contact Eddie Hunter at 770.389.7167 or eddie.hunter@BankersDashboard.com. For more information about Banker's Dashboard, we invite you to visit www.BankersDashboard.com/video to watch a [four-minute video](#).

About Banker's Dashboard

Atlanta-based Banker's Dashboard, an ICBA Preferred Service Provider, delivers the only community bank management tool that works the way a banker thinks. The Banker's Dashboard solution saves time and money by providing daily, online access to a bank's total financial picture and producing instant board packages on-demand. This powerful, easy-to-use solution was built for community bankers, by community bankers, arming a bank's entire management team with a fast and easy way to make the critical decisions that contribute to improved performance and profitable growth. Banker's Dashboard's clients include community banks of

all sizes from de novos to multi-billion dollar institutions. For more information about Banker's Dashboard, its community bank management tool, or to take a test drive, please visit www.BankersDashboard.com or contact us at 770.507-9894.

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