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The **13th Annual Best Practices in Retail Financial Services Symposium** will take place on March 9-11, 2008 at the Sawgrass Marriott Resort & Spa, the home of **THE PLAYERS** Championship.

On November 30, 2006, *American Banker* honored Luz Lopez Urrutia, President and Chief Operating Officer of Banuestra with an *American Banker* 2006 Community Banker of the Year Award for Advocacy, at its prestigious annual Banker of the Year Awards Ceremony.



Luz Lopez Urrutia
President and Chief Operating Officer
Banuestra

"El Banco's (*now Banuestra*) success is based on a powerful combination of advocacy and business values," said David Longobardi, editor in chief of *American Banker*. "The company starts with the assumption that business as usual is not enough to win customers in a traditionally underserved segment."

In her position as *President and Chief Operating Officer*, Luz has direct responsibility for the P&L of the branches, operations, compliance, sales and marketing, customer service, product development, training and community outreach.

Make your plans today to hear from Luz Lopez Urrutia at the 2008 **13th Annual Best Practices in Retail Financial Services Symposium**, March 9-11, 2008 at the Sawgrass JW Marriott Resort & Spa, Ponte Vedra, FL. Learn from Urrutia and our other leading retail banking experts how to drive profitable growth in a world of change.

[Register by January 25 and SAVE an EXTRA \\$100 off](#) of our BEST ATTENDEE RATES! Enter Promo Code: **Bonus100**

Act Now. Space fills up extremely fast for this very popular retail banking event!

**SourceMedia cancellation policies apply. Offer Expires January 25, 2007. Offer valid to NEW registrants ONLY. Please call our Customer Service department at 800-803-3424 or 212-803-6093 if you have any questions.*

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One State Street Plaza, 27th Floor

New York, NY 10004

Phone: (800) 221-1809

Email: custserv@sourcemedia.com