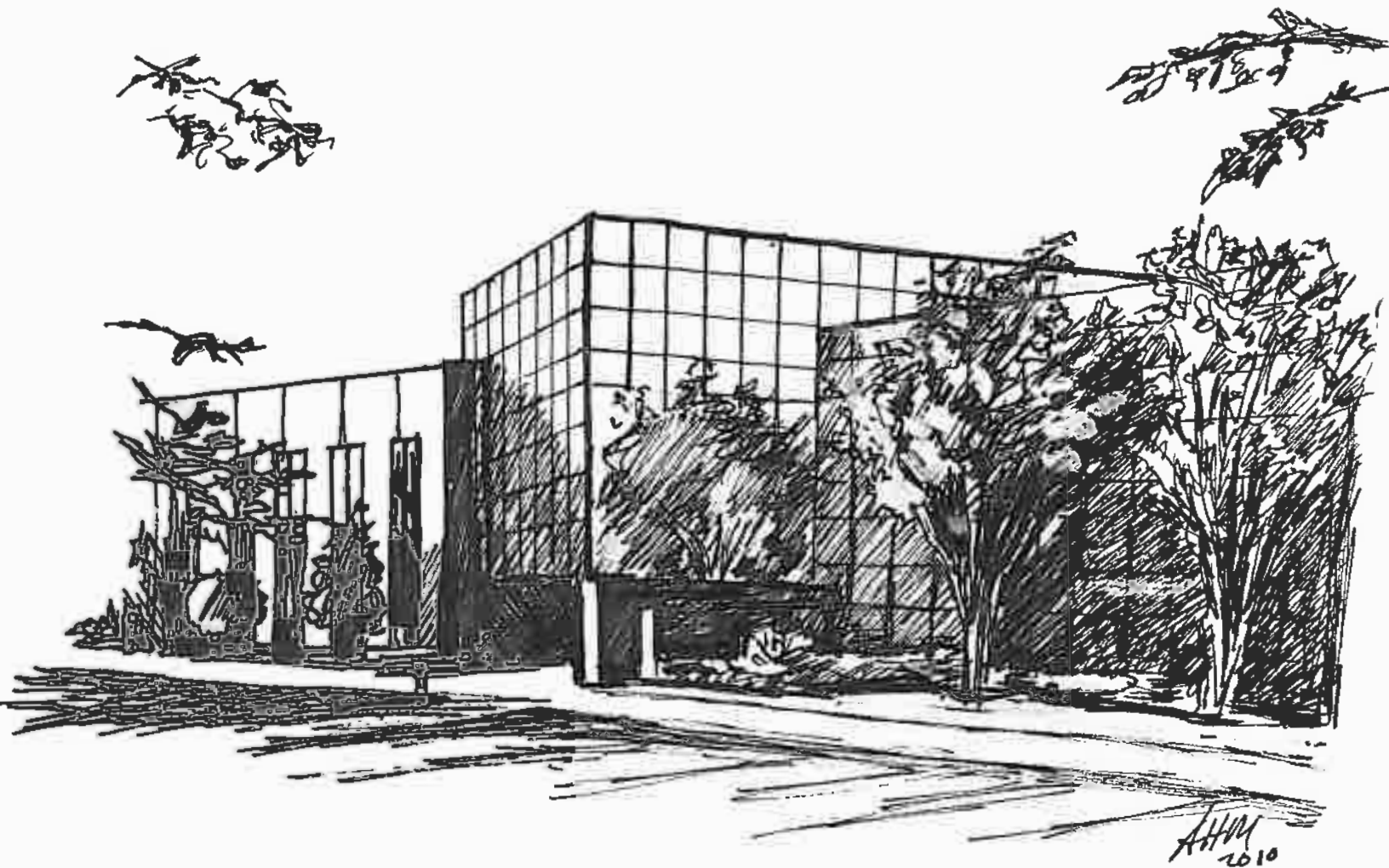


VBA Committee Handbook 2021



VIRGINIA BANKERS ASSOCIATION

Getting Involved

Committees are one of the most productive tools for the VBA. Whether you are chairing a committee or are a committee member, you have the opportunity to get involved in the work the committee was formed to accomplish.

Your contribution and your participation on the committee will determine its success or failure. If you participate, get involved and encourage others on the committee to do so, the committee will be successful. Enthusiasm is contagious! The contributions of a committee can have a direct impact on the decisions made by the VBA, as well as those made during our strategic planning process.

This booklet presents guidelines that should make your term on the committee more productive. Thank you for getting involved in committee work and for all you do for your association.

“Solutions Through Unified Effort”

**VIRGINIA BANKERS
ASSOCIATION**

2021 VBA Committees/Mission Statements

CFO Committee

Mission Statement: *Provide a venue for collaboration and sharing of ideas for senior finance managers of VBA member banks to facilitate professional growth.*

Compliance Committee

Mission Statement: *Dedicated to providing a valuable service to the VBA's member banks on matters of regulatory compliance risk, issues, and best practices in a timely manner. The committee will recommend and coordinate affordable, yet quality, compliance education through the use of schools, seminars and networking.*

Emerging Bank Leaders Steering Committee

Mission Statement: *To ensure a continuum of leadership for the future of Virginia banking.*

Government Relations Committee

Mission Statement: *To protect and defend the interests of Virginia's banking industry through active support of the VBA's political and legislative efforts.*

Human Resources Committee

Mission Statement: *To enhance Virginia bankers' ability to succeed by providing human resources leadership that inspires individual growth and commitment. The committee serves as a valuable resource on human resource initiatives and to promote professional development.*

Legal Affairs Committee

Mission Statement: *To enhance the ability of the association and its member banks to respond to legal challenges affecting banking in Virginia. To this end, the committee shall identify and review legal issues of concern; assist in developing legislative, regulatory, and judicial initiatives; and otherwise serve as a forum for the dissemination of information concerning legal developments impacting banks in Virginia.*

Legislative Executives Committee

Mission Statement: *To organize legislative representation for larger financial institutions.*

Lending Executives Committee

Mission Statement: *Offers a learning environment for senior level lending officers within the Virginia banking community and provides input and feedback to the VBA on key legislative issues and lending opportunities that impact Virginia banks.*

Marketing Committee

Mission Statement: *Provides a venue for idea sharing, collaboration and problem solving on bank marketing and public relations issues.*

Operations & Technology Committee

Mission Statement: *Provide a venue for peer networking and discussion on best practices for operations and technology professionals within the VBA member banks.*

Retail Executives Committee

Mission Statement: *Fostering a robust retail banking environment in the Commonwealth of Virginia whereby customers prosper by way of enhanced products, services and delivery options; senior retail executives grow professionally through peer exchange and education; banks profit from enhanced retail strategies; and the VBA promotes and safeguards retail banking against threats within the financial system with the support of state legislative officials.*

Security & Enterprise Risk Management Committee

Mission Statement: *Promote the sharing of security and enterprise risk management best practices within the Virginia Banking community. Provide peer networking opportunities, industry insights and expertise to assist members in remaining at the forefront of security and enterprise risk management advancements.*

Training Committee

Mission Statement: *To provide a forum for peer networking and discussion on best practices and innovation in bank training.*

Trust & Wealth Management Committee

Mission Statement: *To provide a venue for collaboration and sharing of ideas to foster a robust trust and wealth management environment in the Commonwealth of Virginia so that clients benefit by way of expanded competitive services and delivery options; trust and wealth management executives grow professionally through peer exchange and education; banks benefit from developing ways to offer trust and wealth management services as part of comprehensive relationships with clients; and the VBA promotes, represents and enhances the bank trust and wealth management industry with the support of state legislative and regulatory officials.*

Committee Purpose & Operational Guidelines

Purpose

The VBA has numerous standing committees which represent many areas of banking. The general sharing of time and talent by bankers contributes to a stronger banking community in the Commonwealth. Specifically, committees are asked to:

- Provide input to the VBA on matters affecting the banking industry and the committee's functional area of banking
- Identify possible legislative and/or regulatory issues
- Provide input on education and training needs
- Provide a forum for the exchange of ideas and for networking that will benefit each committee member and his/her bank

Operational Guidelines

- The VBA Chairman appoints all committee chairmen.
- Committee members serve a one-year term from January 1 – December 31 and may be able to serve future terms.
- Committee members serve by virtue of being employed by VBA member banks and having the support of their banks.
- If, for any reason, a committee member is unable to fulfill their one-year service commitment, they may resign by notifying the committee liaison and chairman. Their position on the committee will generally stay unfilled until the next program year.
- Meeting dates are established for the entire program year and are generally once a quarter. The meeting venue, if in-person, is usually at the VBA office in Glen Allen, VA. If the meeting continues through lunch, lunch is provided by VBA.
- There is no reimbursement of expenses incurred by any committee member for attending committee meetings or programs.
- Committee members should avoid all conflicts of interest and must maintain confidentiality of all discussions relating to services, products, projects and planning of the VBA.
- The assigned VBA staff liaison or substitute will attend all committee meetings and events.
- All committee members are expected to refrain from discussions or activities that may violate antitrust laws.
- Committee chairmen and members are not empowered to represent the association with the media unless cleared with the VBA president & CEO.

Expectations of Committee Chairmen

The role of the [chairman](#) is to facilitate meetings and assure the committee achieves its goals. General responsibilities include:

- Makes contact with the VBA staff liaison to prepare for the next meeting
- Gives input as to appropriate agenda items for meetings
- Assures the meeting starts and stops on time
- Remains impartial
- Makes sure everyone has a voice and no one person dominates the proceedings
- Controls staying the course of the agenda
- Receives motions; calls for seconds, discussion and vote, if needed
- Summarizes discussions/decisions coming out of the meeting
- Assigns tasks as necessary
- In conjunction with the VBA staff liaison, sets the meeting schedule
- Maintains contact with committee members on any issues requiring attention
- Gives VBA staff liaison input on future meetings and direction of the committee

Most committees may appoint a member to serve as [vice-chairman](#) during the current year whose role is to:

- Assist the chair in his/her role as needed
- Facilitate meetings in the absence of the chairman

Expectations of Committee Members

The role of each [committee member](#) is vital to the total success of the committee. Active input and participation is key in obtaining committee objectives and keeping to its mission. Members are expected to:

- With the approval and support of your CEO, commit to serving and actively participating in the work of the committee for the full term
- Be prepared to lead and participate in discussions throughout the year
- Review any relevant material prior to committee meetings in preparation for contributing and voicing opinions concerning committee issues
- Attend meetings and committee sponsored events/symposiums where appropriate
- Carry out any committee assignments made by the committee chairman
- Share any market information and experiences which will help the committee make informed decisions
- If, for any reason, a committee member is unable to fulfill their one-year service commitment, they may resign by notifying the committee liaison and committee chairman. Their position on the committee will generally stay unfilled until the next program year.

Expectations of VBA Staff Liaisons

Acting as a link between the VBA and committee members, the designated [staff liaison](#) is expected to:

- With the chairman, prepare a schedule of dates for the meetings
- Send out meeting notifications
- In concert with the chairman and others, prepare and distribute an agenda prior to the meeting
- With the chair, decide on meeting venue and dress code
- Make arrangements for food as appropriate
- Be prepared to report on any VBA initiatives affecting the committee
- Ask for input in formulating VBA programs/events/education
- Keep committee members apprised of any pertinent issues
- Prepare brief minutes to summarize meetings
- Maintain committee profile (members' contact information)
- Distribute materials, articles and reports germane to the committee members' bank function when appropriate
- Handle logistics for any scheduled speaker for meetings
- Together with the VBA Education & Training department, coordinate the planning of committee sponsored events, when appropriate

Guidelines for Committee Events

A significant ingredient in the professional development efforts at the VBA are the many events sponsored annually by our committees. It is important to maximize the coordination of efforts among the VBA Education & Training department, committee staff liaison and committee members to assure the success of each event. To that end, the following guidelines should be followed for event planning:

Committee

- Discuss and recommend topics (the event should be an agenda item for all meetings)
- Suggest speakers and sponsors, subject to VBA approval
- As appropriate, make initial contact with prospective speakers
- Attend the event and help market the event among bankers' peers and within their own banks
- Chairman should emcee the event

Staff Liaison

- Participate in discussion and monitor topic relevance
- Work closely with the VBA Education & Training and Member Relations departments in securing sponsors, when necessary
- Attend the event and actively host those attending

Education & Training Department

- Attend committee meetings as necessary to participate in event planning
- Suggest/secure speakers and update the committee on progress
- Select and secure venue, including lodging for attendees and necessary food service
- Market the program on a timely basis through available media (VBA website, e-mails, social media and direct mailings)
- Secure vendor sponsors, when necessary, in a team approach with the appropriate VBA staff members
- Assemble and prepare materials to be used in presentations
- Provide necessary on-site management for the entire event

- Provide effective communication during the event between VBA staff and venue management and among vendors, sponsors, VBA staff and committee members/attendees
- Review event results with committee members after the event

While the planning process may vary slightly depending on the event, it is important to start the process as early as possible for optimum success.

Committee Sponsored Events

Virtual Banker Day
CFO/Lending & Credit Conference
Compliance School
VBAConnect and VBAProtect (Pathways to Connect & Protect in 2021)
VBA/ABA Washington Summit
Leadership Conference
Compliance Peer Group Meetings
Accounting Peer Exchanges
Virginia Bankers School of Bank Management

For a complete list of events, please go to www.vabankers.org and click on Education & Training.

Preparing for a Committee Meeting

Preparation is key to success. Committee meetings are no exception. Good communication about meeting expectations between the chairman and staff liaison prior to meetings and events lays the groundwork for a successful meeting. With input from the chairman and other committee members when necessary, the staff liaison prepares the agenda, which should include all topics to be discussed, as well as any supporting materials. The agenda should be prepared with sufficient lead time to distribute to all committee members for their review prior to the meeting, whether by conference call or in-person. Meeting starting and ending times, as well as date and venue, should be communicated well in advance to optimize attendance and participation.

Meeting Structure

A typical meeting would include:

- A call to order and welcome by the chairman
- Roll call or acknowledgement of who is in attendance by the chairman
- Introduction of any guests
- Discussion and resolution of agenda items, led by the chairman
- Report by the staff liaison on any VBA related issues or initiatives
- Offer of any new business or discussion items from committee members
- Assignments, if any, distributed to committee members
- Review of next meeting date
- Adjournment



Virginia Bankers Association

Solutions Through Unified Effort

About the VBA

The Virginia Bankers Association has served as the organized voice for the Commonwealth's banking industry since 1893. Membership covers all state and commercial savings banks, from the smallest to the largest. Through this joint effort, banks resolve differences, unify efforts, and accomplish objectives otherwise not achievable.

Mission

The mission of the Virginia Bankers Association is to enhance banks' ability to serve their customers and communities.

Founded

1893

Headquartered

Glen Allen, VA

Staff

Professional Staff of 25 People

Members

101 Member Banks | 172 Associate Members | 18 Financial Services Members

Benefits of Membership

To accomplish its mission, the VBA provides a broad range of services in these key areas:

- Government Relations
- Communications
- Education & Training
- Products & Services
- VBA Benefits Corp.

Key VBA Staff Contacts

Bruce Whitehurst	President & CEO	bruce@vabankers.org	804-819-4701
Cindy Beazley	Executive Assistant/Project Manager to Bruce Whitehurst, Matt Bruning & DeMarion Johnston	cbeazley@vabankers.org	804-819-4705
Stacy Puckett, CPA, CGMA	Chief Financial Officer	spuckett@vabankers.org	804-819-4727
Laurie Milligan	COO - VBA Benefits Corporation	lmilligan@vabankers.org	804-819-4721
Courtney Fleming	SVP, Education & Training/Communications	cfleming@vabankers.org	804-819-4748
Matthew Bruning	SVP, Government & Member Relations	mbruning@vabankers.org	804-819-4704
DeMarion Johnston	General Counsel	djohnston@vabankers.org	804-819-4714
Tracy Ottinger	SVP, MSI Committee Relationship Manager	tottinger@vabankers.org	804-819-4702
Chandler Owdom	Vice President, Communications & Strategy	cowdom@vabankers.org	804-819-4707

4490 Cox Road
Glen Allen, VA 23060

**VIRGINIA BANKERS
ASSOCIATION**

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VIRGINIA BANKERS ASSOCIATION

COMMUNICATIONS

VBA Publications Sign Up Sheet

Recognizing that the very foundation of the VBA's mission and program is built upon information flow, we strive to provide members with streamlined and up-to-date information relating to the VBA and the banking industry. We hope you will explore our resources and sign-up to receive our publications. Publications are available to any employee of a VBA member bank; the For Your Benefit newsletter is available to bank employees whose banks participate in VBA Benefits Corporation benefits plans. Please visit www.vabankers.org/enewsletters to complete this form online and contact [Monica McDearmon](#) for more information.

Name: _____

Bank Name: _____

Job Title/Responsibilities: _____

Email Address: _____

I would like to receive the [Executive Brief](#).

The Executive Brief is emailed biweekly on Mondays. It includes information on the headline issues relevant to the banking industry such as progress on regulatory reform legislation, upcoming event information, compliance questions and answers, and VBA Endorsed Provider spotlights.

I would like to receive the [Regulatory Bulletin](#).

This monthly bulletin identifies recent regulatory proposals by federal government agencies that impact the banking industry.

I would like to receive the [Legislative Bulletin](#).

This bulletin is a biweekly communication during the General Assembly Session, sent to members to keep them updated on pending legislation that would impact banking. Special Legislative Bulletins are also distributed throughout the year to keep members up-to-date on other government relations and advocacy events and initiatives.

I would like to receive [Virginia Banking magazine](#).

Virginia Banking is the official, quarterly magazine of the VBA. Each free issue of *Virginia Banking* is devoted to legal, legislative and informational articles related to the state banking industry, technology issues, banker profiles and personnel updates.

Virginia Banking eNewsletter

A monthly supplement to the magazine, *Virginia Banking* subscribers will receive this eNewsletter on the second Tuesday of the month, which contains articles compiled from top industry experts and organizations. These articles will contain industry knowledge via current trends data and insights into topics and challenges that affect banks such as fintech, talent retention and recruitment, risk management, compliance, cybersecurity and more.

I would like to receive the [VBA Virtual](#) email.

The VBA partners with leading webinar providers to address topics important to bankers. This weekly email includes a list of upcoming webinars from our partners. It will also occasionally highlight a training opportunity on a hot industry topic.

I would like to receive [Education & Training](#) emails.

We can also send you training emails based on your functional area within banking. Check this box, and we will send you emails for educational events that you might be interested in.

Sign me up for [The Kit](#), the VBA's financial literacy newsletter.

The VBA uses this monthly publication to communicate news and updates on financial literacy related topics. We will update you on upcoming financial literacy programs, spotlight bankers making a difference in your communities, and showcase different resources available to assist in your financial literacy efforts.

I would like to receive the [For Your Benefit](#) newsletter.

For Your Benefit is a monthly newsletter distributed by the VBA Benefits Corporation, providing tips, articles and information on wellness and the benefits plans the VBA Benefits Corporation offers participants. This newsletter is perfect for HR administrators, CFOs and other individuals who handle VBA employee benefits plans for their bank.

Sign me up for the [Emerging Bank Leaders \(EBL\)](#) and the [EBL Newsletter](#).

The Emerging Bank Leaders (EBL) is a group that connects Virginia's emerging bank leaders to engage them in the future of the banking industry. More than 500 bankers are members of the EBL, which is split into six regions within the state. It is free to join the group, and there are no age or participation requirements. You must be an employee of a VBA member bank to join. Each of the six regions of the EBL holds at least two events per year, which are focused on education or networking with your peers. The EBL newsletter is sent bimonthly and contains EBL event recaps and other upcoming engagement opportunities, details on the annual VBA Leadership Conference and EBL member news.

Choose a region:

- Region 1: Northern Virginia
- Region 2: Capitol (to include Fredericksburg and Northern Neck)
- Region 3: Hampton Roads/Eastern Shore
- Region 4: Central/Southside (to include Roanoke, Lynchburg, Danville)
- Region 5: Valley
- Region 6: Southwest Virginia

I would like to sign up for [Call-To-Action](#) alerts.

Federal and state legislators notice when constituents communicate on policy issues, and they notice more so when large numbers of constituents reach out. The VBA call-to-action alerts (CTAs) are a simple, easy and effective way for bankers to send our message to lawmakers, most times via prewritten emails drafted by the VBA. Signing up for our CTAs enables you to receive our alerts, which connects you to a system that enables you to send your message with a quick click. CTA alerts are sent as needed.

Have a suggestion for additional information the VBA could be sending you or can't find what you're looking for? Tell us about it below:

Our Mission:

Enhance banks' ability to serve their customers and communities

**VIRGINIA BANKERS
ASSOCIATION**

www.vabankers.org