



2022 Annual Convention Agenda

SUNDAY, JUNE 19, 2022		
3:00PM – 6:00PM	Registration & Refreshments	Seaside Registration and Prefunction
6:00PM – 7:00PM	Welcome Reception	Island Lawn, West Lawn and Ocean Lawn <i>Weather Backup: Seaside Ballroom</i>

MONDAY, JUNE 20, 2022		
7:30AM – 8:00AM	Registration & Breakfast	Seaside Registration and Prefunction
8:00AM – 12:15PM	General Session	Seaside Ballroom
	8:00am – 8:02am <i>Welcome</i> Leton Harding President & CEO Powell Valley National Bank 2021-2022 VBA Chairman	
	8:02am – 8:45am <i>Core Technology Market Update</i> David Saylor Founder & President Genesys Technology Group, LLC	
	<i>As community bankers, we have spent the last two decades reacting to market</i>	



	<p><i>conditions that dictated the need for cost compression, vendor consolidation, and outsourcing. The pandemic and market disruptors are re-shaping the bank technology landscape at break-neck speeds. In this session, David Saylor (Founder of Genesys Technology Group) will provide an update on the core vendor market while taking a closer look at the disruptors that are forcing community banks to rethink decades of strategic moves.</i></p> <p>8:45am – 8:50am <i>Past ABA Chairs Panel Introduction</i> Leton Harding President & CEO Powell Valley National Bank 2021-2022 VBA Chairman</p> <p>8:50am – 9:50am <i>Past ABA Chairs Panel</i> Featuring:</p> <ul style="list-style-type: none"> • Betsy Duke Former Member, Federal Reserve Board of Governors Past American Bankers Association and Virginia Bankers Association Chair • Jim Edwards CEO, United Bank Griffin, GA Past American Bankers Association Chair • Jeff Szyperski Chairman, President and CEO, Chesapeake Bank Past American Bankers Association and Virginia Bankers Association Chair 	
--	--	--



	<ul style="list-style-type: none"> • Bruce Whitehurst President & CEO, Virginia Bankers Association <p><i>These three past American Bankers Association chairs were also chairs of their respective state bankers association, with Betsy Duke leading the VBA from 1999-2000, Jeff Szyperski as the VBA chair from 2012-2013 and Jim Edwards as the past chair of the Georgia Bankers Association in 2013. Panelists will offer their perspectives on top banking industry challenges and opportunities.</i></p> <p>9:50am – 10:05am <i>VBA Elections & Installation of Officers</i> Leton Harding President & CEO Powell Valley National Bank 2021-2022 VBA Chairman</p> <p>10:05am – 10:15am <i>Break</i></p> <p>10:15am – 11:15am <i>The Fed's Battle to Achieve a Soft-Landing in 2022 – What Are the Chances?</i> Dr. Ed Seifried Professor Emeritus of Economics and Business Lafayette College Executive Consultant Sheshunoff CEO Affiliation Programs Chief Economist SB Value Partners</p> <p><i>We are into the third year of the Covid Pandemic, and it is now clear the fiscal and monetary stimuli applied to defeat the economic downturn caused by the virus</i></p>	
--	---	--



	<p><i>was way too strong. In late 2021, the Fed announced a major policy pivot away from fighting the high unemployment caused by the Covid recession to combating the highest inflation this nation has experienced in decades. In addition, the current Russian invasion of Ukraine has caused additional inflationary pressures to erupt in the energy and commodity sectors, with certain commodities reaching historic record highs. The most important issue at this moment is how the Federal Reserve will respond to the current inflationary spiral. Can the Fed combat current inflation without weakening the economy so much as to cause another recession, the so-called soft landing? Dr Ed will discuss all the monetary policy weapons that the Fed will deploy to fight this inflation monster. Higher policy rates and changes in the Fed's balance sheet will work to slow inflation but will also create new forces that may impact the economy in unforeseen ways.</i></p> <p>11:15am – 12:15pm <i>Political Update</i> Margaret Talev Managing Editor Axios Analyst CNN</p> <p><i>During this session, Margaret will discuss the 2022 midterms — from what VA's governor's race told us, to what this year's primaries so far tell us (OH, PA, GA and more), to what to expect in November, including:</i></p> <ul style="list-style-type: none"> <i>• Trump v Biden in 2024, or if not, then who?</i> 	
--	--	--



	<ul style="list-style-type: none"> • <i>What a GOP flip of the House (+ Senate?) could mean</i> • <i>Where the Russian invasion of Ukraine is going...</i> <p><i>Biden's stamp on Fed/financial services (Barr nomination; Sen. Elizabeth Warren's impact on admin policies)</i></p>	
12:15PM – 12:45PM	Registration Desk Open	Seaside Registration and Prefunction
12:30PM-2:30PM	Guest Program: An Afternoon with Adriana Trigiani, <i>New York Times</i> Bestselling Author	Goodman
6:30PM – 9:15PM	Reception and Dinner <i>An Evening with the Birthplace of Country Music, Featuring 49 Winchester</i>	Seaside Event Terrace and Ballroom

TUESDAY, JUNE 21, 2022		
7:30AM – 8:00AM	Registration & Breakfast	Seaside Registration and Prefunction
8:00AM – 11:45AM	General Session	Seaside Ballroom
	<p>8:00am – 8:02am <i>Welcome</i> Bruce Whitehurst President & CEO Virginia Bankers Association</p> <p>8:02am – 8:45am <i>Balance Sheet Strategies & Considerations Utilizing the Capital & Merger Markets</i></p> <ul style="list-style-type: none"> • Avi J. Barak Managing Director, Investment Banking/Financial Services Group, Piper Sandler & Co. • Scott Hildenbrand Managing Director, Chief Balance 	



	<p>Sheet Strategist, Head of Piper Sandler Financial Strategies, Piper Sandler & Co.</p> <p><i>Avi and Scott will explore opportunities within the capital and merger markets on current and future bank balance sheets. Given the dynamic operating and interest rate environment, along with unrelenting competitive pressures, Scott and Avi will explore ways that your bank can identify existing and potential pressure points and evaluate strategies to combat them.</i></p> <p>8:45am – 8:50am <i>Announcements</i> Bruce Whitehurst President & CEO Virginia Bankers Association</p> <p>8:50am – 9:15am <i>President's Report, VBA BankPAC Report & VBA Education Foundation Report</i></p> <ul style="list-style-type: none"> • Bruce Whitehurst President & CEO, Virginia Bankers Association • Maria Tedesco President & COO, Atlantic Union Bank VBA Government Relations Committee Chair • Scott Harvard CEO & Director, First Bank, Virginia VBA Education Foundation Chair <p>9:15am – 9:30am <i>Chairman's Remarks</i> Leton Harding President & CEO Powell Valley National Bank</p>	
--	--	--



	<p>2021-2022 VBA Chairman</p> <p>9:30am – 10:30am <i>The Zeitgeist of Banking - Lies, Damned Lies, Trends, Fads and How to Tell the Difference</i> Jimmy Sawyers Chairman & Co-Founder Sawyers & Jacobs LLC</p> <p><i>Infinite opportunities and threats. Finite resources. This is the state of banking today. Knowing the trends and deciding which to pursue can make or break your organization for years to come. Determining which opportunities to seize and which to forgo is the foundation of strategy and can set your bank on a path to success or failure. Picking one's battles has never been more important, especially in the areas of technology and cybersecurity. Learn which technological innovations are worth your time and attention and which are simply fads driven by hyperbole as Jimmy takes you on a journey through the latest tech trends with a humorous yet non-sense look at the business issues that impact us most. Gain strategic insight and valuable takeaways from one of the most informed and independent voices in the industry as your organization prepares for an exciting yet uncertain future.</i></p> <p>10:30am – 10:45am <i>Break</i></p> <p>10:45am – 11:45am <i>Future Trends: Is It Different This Time?</i> Mark Zinder Futurist and Leading Trend Forecaster Mark Zinder and Associates</p>	
--	---	--



	<p><i>While working for Sir John Templeton in the mid-1990s, he once told me that the person who says, “This time is different, when in fact it’s virtually a repeat of an earlier situation, has uttered the four most costly words in the annals of investing.” That was over 25 years ago, and even though many of Mr. Templeton’s sentiments on investing remain true today, is this one of them? In this presentation, I will discuss the Federal Reserve, its history and their “new tools”. I will also discuss why many economists at the Fed believe inflation has peaked and then finally, what happens when the pandemic is over. I will also explore the more current events that are not rooted in any historical context that might have you asking, “Is it different this time?”</i></p>	
11:45AM – 12:15PM	Registration Desk Open	Seaside Registration and Prefunction
6:00PM – 7:00PM	Farewell Reception	The Beach Bar and Grill and Island Lawn <i>Weather Backup: Seaside Ballroom</i>

Wednesday, JUNE 22, 2022		
	Departure	