



VBA EMERGING BANK LEADERS

Agenda

VBA Emerging Bank Leaders Steering Committee Meeting
September 26th, 2023 | 10 am – 1:00 pm with Lunch
VBA Office

- I. **Welcome and Committee News** – Darren Tully
 - o Welcome New Members: Ashley Mizelle, TowneBank and Henry Watkins, Virginia Bankers Association
- II. **Icebreaker Activity** – Megan Darmanin
- III. **Education & Training Update** – Kristen Reid
- IV. **Government Relations Update** – Henry Watkins
 - o State Legislative Meetings
 - o Banker Day 2024
- V. **Financial Literacy Update** – Monica McDearmon
 - o Virginia Reads One Book
 - o Lights, Camera, Save!
 - o Get Smart About Credit
 - o VBA Education Foundation
- VI. **Leadership Conference 2023 Update** – Chandler Owdom
- VII. **Leadership Conference 2024 Discussion** – Megan Darmanin/Chandler Owdom
- VIII. **Peer Sharing/Roundtable** – Darren Tully

Next Meeting – Tuesday, December 5th via Zoom 10:00 am – 11:30 am

Problem viewing this email? [Click here](#) for our online version.



VBA Regional State Legislative Meetings Have Begun: Last Call to Register for Monday's Meeting in Danville!

[Register Now](#)

Thank you to all the bankers who attended our first two meetings in Virginia Beach and Richmond. Our meetings continue Monday in Danville.

The Big Picture: In advance of this November's state legislative elections, the VBA is offering opportunities for bankers across the Commonwealth to interact with your state elected officials.

Why You Should Attend: These meetings provide a platform for you to discuss important industry issues with your representatives, hear their updates and ask them your questions.

There is a \$45 registration fee for each meeting that includes either breakfast or lunch with your local representatives.

Click on the link below to register for the meeting in your area.

[Danville](#) - Monday, September 25

- Lunch; Noon-1:30 p.m.
- Institute for Advanced Learning and Research - 150 Slayton Ave.

[Abingdon](#) - Wednesday, October 4

- Breakfast; 8:00-9:30 a.m.
- The Martha Washington Inn - 150 W Main St.

[Harrisonburg](#) - Thursday, October 5

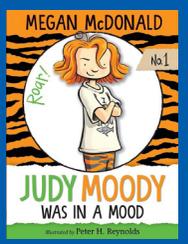
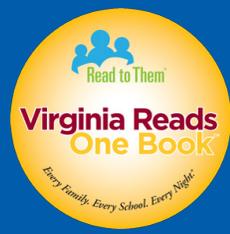
- Breakfast; 8:00-9:30 a.m.
- Hotel Madison & Shenandoah Valley Conference Center - 710 S. Main St.

[Northern Virginia \(McLean\)](#) - Friday, October 13

- Breakfast; 8:00-9:30 a.m.
- Capital One Tower - 1600 Capital One Dr.

Questions? [Henry Watkins](#) can help.

Financial Literacy & Community Engagement Opportunity: Virginia Reads One Book



How Can Your Bank Get Involved?

The VBA Education Foundation is looking for Virginia banks interested in sponsoring Title 1 schools for the 2024 statewide Virginia Reads One Book program (VAROB). Through this program, students and families across Virginia participate in a statewide family reading event and celebrate both family and financial literacy. This is your bank's opportunity to participate in this impactful program and put a book in the hands of each student at a local school. The VBA will be contacting banks this fall with opportunities to sponsor interested schools in your area. VAROB will take place in March 2024.

Interested In Learning More?

Complete a bank interest form here: <https://www.formpl.us/form/4963391121260544>. View the recording of the informational meeting and learn more about the 2024 program by visiting www.vabankers.org/post/Virginia-Reads-One-Book.

2024 Statewide Sponsors Include:



2024 Program Details:

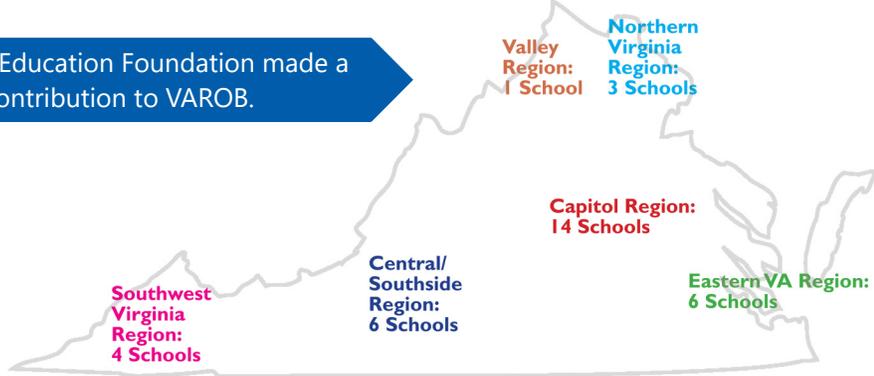
Banks can sponsor schools for \$5.95* per student. Sponsored schools will receive a book for every student and complimentary staff copies, both family literacy and financial literacy activities, school assembly suggestions, teacher resources, family and community engagement tools, and more!

*A Spanish version of this year's book is also available for \$5.95 per student.

2023 Program Impact:



In 2023, the VBA Education Foundation made a **\$7,500** contribution to VAROB.



Eighteen Virginia bank sponsors made more than **\$80,000** in contributions! These contributions supported the participation of nearly **14,000** students and staff from **Title 1 schools across the state!**

"Forming a partnership with a local bank was the most exciting part of the program - aside from all the benefits to the students."
-2023 Bank Sponsored School



"This was a great experience. I got to share my excitement about banking with the students along with reading the book."
- 2023 Bank Sponsor



Nearly 70% of the total number of students who participated in this year's program did so through Virginia banking industry sponsorship.

Does your bank already have a relationship with a local school? Contact Monica McDearmon at mmcdearmon@vabankers.org to find out more about schools that have participated in the past.

2023



Annual Fund Campaign

THANK YOU TO OUR CONTRIBUTORS!

Bank & Industry Partner Contributors:

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- Atlantic Union Bank
- Bank of America
- Bank of Botetourt
- Bank of Clarke
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- Blue Ridge Bank
- C&F Bank
- Chain Bridge Bank
- Chesapeake Bank
- Citizens Bank & Trust Co.
- Community Bankers' Bank, in recognition of retiring directors Billy Beale, Angela Cusack and Tom Rasmussen
- Community Bankers' Bank, in memory of Doug Monroe
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- Touchstone Bank
- TowneBank
- Truist Bank
- Virginia Association of Community Banks
- VBA, VBA Benefits Corporation & VBA Management Services, Inc. in recognition of Charley Majors' years of service on the VBA Education Foundation Board

Individual Contributors:

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- Janet & Doug Tope
- Dorothy Welch
- Genise & Bruce Whitehurst
- Claire & Robert Wood

\$70,000
2023 GOAL

SCAN TO DONATE

\$53,800
RAISED TO DATE
As of September 19, 2023

CONTRIBUTE ONLINE TODAY!
WWW.VABANKERS.ORG/POST/2023-VBA-EDUCATION-FOUNDATION-ANNUAL-FUND-CAMPAIGN

Problem viewing this email? [Click here](#) for our online version.

A promotional banner for the Virginia Bankers Association Leadership Conference. At the top, it says "VIRGINIA BANKERS ASSOCIATION" in a smaller font, followed by "LEADERSHIP CONFERENCE" in a large, bold, blue font. Below the text is a large, colorful illustration of a diverse group of people of various ages and ethnicities, representing the conference attendees. At the bottom of the banner, there is a blue bar with white text: "NOVEMBER 16-17, 2023 | HOTEL 24 SOUTH, STAUNTON". To the right of this bar are the logos for the "VIRGINIA BANKERS ASSOCIATION" and the "EBL" (Virginia Emerging Bank Leaders) group, with the tagline "VBA EMERGING BANK LEADERS" and "GROW. CONNECT. ENGAGE." below it.

Registration is Open for the 2023 Leadership Conference

Why You Should Attend: If you are a bank professional looking to gain new skills and interested in growing and progressing within your banking career, this is the event for you. Every year, attendees hear from leadership speakers and learn ways to engage with the banking industry as they share ideas and network with individuals from all over the Commonwealth.

Who Should Attend? This conference is designed for emerging banking leaders and members of the VBA Emerging Bank Leaders (EBL) group. You do not have to be an EBL member to attend.

Click [here](#) to register online for this event and beat the October 18th price increase!

2023 Conference Topics & Agenda

Below are just a few of the sessions being offered at the 2023 Leadership Conference:

- Bank CEO/Executives Panel, featuring VBA Chairman Litz Van Dyke
- Economic Outlook
- Keynote Speaker Chris Barras - A Leader Worth Following
- Five Bucket Principle: The Science of Work-Life Balance
- ...and more!

Click [here](#) to learn more about the conference and to register. A full agenda will be available soon!

Conference Location & Hotel Reservations

Hotel 24 South
24 South Market Street
Staunton, VA, 24401

The VBA has negotiated a room rate of \$129/night plus applicable taxes and fees. To take advantage of this negotiated rate, reservations must be made **by October 23rd**. Please click [here](#) to make your reservation or call 540-885-4848 and mention the 2023 Leadership Conference. Overnight parking is included in the room rate.

2023 Registration Fees

Your Next Step: Click [here](#) to register online for this event and beat the October 18th price increase!

Registration Fees:

Through October 17th:

Members: \$545

Non-Members: \$1,045

October 18th-November 16th:

Members: \$595

Non-Members: \$1,095

REGISTER NOW >



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