

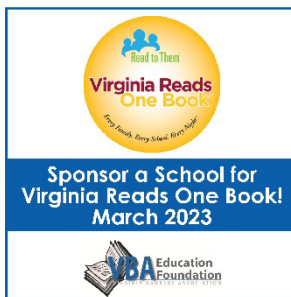
# VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

**Virginia Bankers Association  
Marketing Committee Meeting**  
August 30, 2022 | 10am-1pm with Lunch  
VBA Office | 4490 Cox Road, Glen Allen, VA 23060

## AGENDA

- I. Welcome – Helen Person**
- II. Icebreaker/Networking Activity – Chandler Owdom**
- III. VBA Connect | Protect 2023 Discussion (March 13-15) – Kristen Reid**
- IV. VBA Member Relations Update – Matt Bruning**
- V. Roundtable Discussion – Helen Person**
  - a. Printing is presenting a new set of challenges today. Some customers want to walk out with paper in hand. They are looking for your traditional printed publications. How are you managing what to print and what to send digital?
  - b. As we are better managing COVID as a society, how is your bank managing emerging virus concerns in your branches and back office? With customers?
  - c. We always have projects in marketing. What do you have in play or on the horizon?
  - d. From the VBA: How are you distributing your press releases? Do you have a separate email address you send them from and do you attach the file or put the text in the body of the email? Are you seeing much pickup and do you feel like the media is receiving them or the releases are getting caught in spam filters?
- VI. Adjourn & Lunch**



## VBA MARKETING COMMITTEE

VBA LIAISON: CHANDLER OWDOM



## VBA UPCOMING EVENTS & ENGAGEMENT OPPORTUNITIES

**Mid-Atlantic Bank Executives Forum** - September 11-13 | Lansdowne Resort, Leesburg

**ABA/VBA/MBA Virtual Diversity, Equity and Inclusion Summit** - September 15 | Virtual

**Lending & Credit Conference** - October 24-25 | Charlottesville

**Leadership Conference** - October 27-28 | Richmond

**Women in Banking Conference** - December 1 | Richmond

**Women's Mentorship Program** - New Cohort Launches November 30, 2022

**SAVE THE DATE! 2023 VBA Connect|Protect Experience** - March 13-15, 2023 | Williamsburg



## VBA PRODUCTS & SERVICES

### ENDORSED PROVIDER OFFERINGS

ABA Insurance Services

Abrigo

Bankers Insurance

BankTalentHQ

Banzai

Compliance Alliance

CRA Partners

DDI Technology

Discover Debit

Genesys

Global Payments

HealthEquity

Infinex

IntraFi Network

KlariVis

NXG Strategies

PWCampbell

S&P Global

ServisFirst Bank

Shred-it

TBL Networks

TCA

VCDC

Vericast (formerly Harland Clarke)

Visit [www.vabankers.org/endorsed-providers](http://www.vabankers.org/endorsed-providers) to learn more about VBA Endorsed Providers.



### VBA BENEFITS CORP OFFERINGS

VBA Benefits Corporation is pleased to offer several enhancements to our employee benefit programs:

- Medical:
  - Hinge Health – a digital musculoskeletal (physical therapy) program at \$0.00 cost to members
  - Lark – prediabetic weight loss program with incentives at \$0.00 cost to members
  - New virtual care options including a “text the doctor” option through Anthem Sydney App
- Retirement:
  - Sage411 – speak with a CFP and receive personal, targeted, fiduciary advice on retirement planning at \$0.00 cost to members
  - Access to institutional share class mutual funds based on VBA Benefits Corporation’s aggregate asset size

Visit [www.vabankers.org/explore-employee-benefits](http://www.vabankers.org/explore-employee-benefits) to learn more about VBA Benefits Corp.



## VBA STATE LEGISLATIVE MEETINGS & EBL NETWORKING EVENTS

Richmond - September 16 | The Westin Richmond

Abingdon - September 27 | The Martha Washington Inn

Roanoke - September 27 | The Shenandoah Club

Harrisonburg - September 28 | Hotel Madison & Shenandoah Valley Conference Center

Virginia Beach - October 11 | The Westin Virginia Beach Town Center

Danville - October 19 | Institute for Advanced Learning and Research

Northern VA - October 21 | Capital One Hall

VBA Emerging Bank Leaders - join us for happy hour networking events the evenings prior to the **Abingdon**, **Harrisonburg** and **Tysons** State Legislative Meetings in September and October. Click [here](#) to learn more about these meetings and to register.



## VBA KEY ASSOCIATION AREAS

- **Government Relations**: Serving as the direct voice for legislation, regulation and advocacy efforts
- **Communications**: Providing information on VBA and the banking industry along with turn-key tools
- **Education & Training**: Designing programs to educate and engage bankers
- **Emerging Bank Leaders**: Connecting and engaging young bankers in the future of the banking industry
- **Financial Literacy**: Supporting financial literacy initiatives across the Commonwealth
- **Products & Services**: Bringing new income and cost savings opportunities to Virginia bankers
- **VBA Benefits Corp.**: Offering quality benefit options to Virginia banks



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Virginia Bankers Association

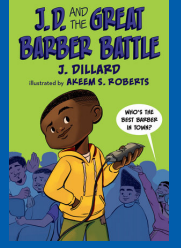
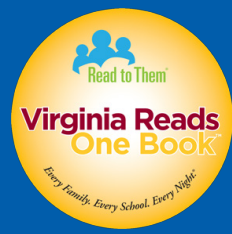


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Virginia Bankers Association

# 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 2023 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 2023.

## Interested In Learning More?

Complete a bank interest form here: <https://www.formpl.us/form/6659208330215424>. Plan to join us for an informational Zoom meeting on September 20th at 9:00 a.m. Visit [www.vabankers.org/Virginia-Reads-One-Book](http://www.vabankers.org/Virginia-Reads-One-Book) to register for the Zoom meeting and for more information about this year's program.

## 2023 Statewide Sponsors Include:



## 2023 Program Details:

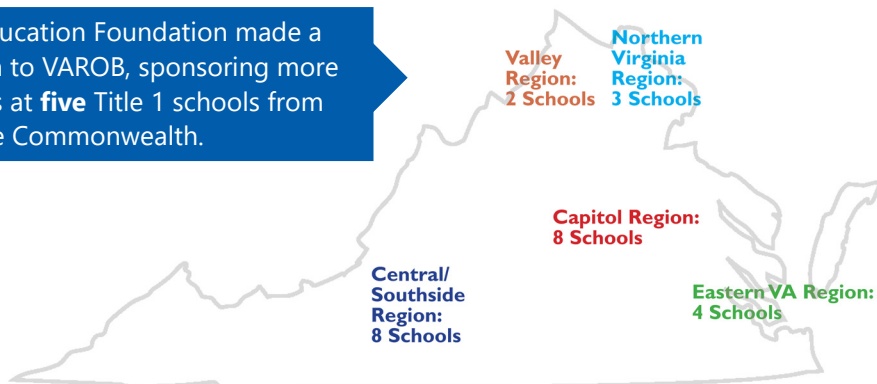
Banks can sponsor schools for \$5.95\* per student. Sponsored schools will receive a book for every student and complimentary staff copies, both family literacy and financial literacy activities, school assembly suggestions, teacher resources, family and community engagement tools, and more!

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

## 2022 Program Impact:



In 2022, the VBA Education Foundation made a \$10,000 contribution to VAROB, sponsoring more than 2,300 students at five Title 1 schools from across the Commonwealth.



Sixteen additional Virginia bank sponsors made nearly \$50,000 in contributions! These contributions supported the participation of more than 10,000 students and staff!

"We enjoyed this program so much and felt our partnership helped provide helpful information to the students. We loved reading along with the book and incorporated key points in our lesson. What a great way to get banks involved with the schools. We are looking forward to working with our school again next year. Thank you to the VBA and Read to Them for supporting this wonderful program." - 2022 Bank Sponsor

"Our bank sponsor was amazing. I appreciated the preplanning meetings, the follow ups, the presentation, and the goodie bags." - 2022 Bank Sponsored School



**More than half of the total number of students who participated in the 2022 program were financially sponsored by the Virginia banking industry!**

**Does your bank already have a relationship with a local school? Contact Monica McDearmon at [mmcdearmon@vabankers.org](mailto:mmcdearmon@vabankers.org) to find out more about schools that have participated from 2018-2022.**