



# PATHWAYS TO

**VBA** **CONNECT**  
AND  
**VBA** **TECT**



## GUIDEBOOK SUPPLEMENT

**VIRGINIA BANKERS  
ASSOCIATION**

SEPTEMBER 9-10, 2021

 GREATER RICHMOND CONVENTION CENTER

**BLOCK**

**PARTY**

# BLOCK PARTY AGENDA



DAVE DEFazio



RENEE HALTOM



GRANT MILLSAPS



LEE WETHERINGTON



JESSICA HAWTHORNE



JOE MICALLEF

## THURSDAY, SEPTEMBER 9, 2021

12:00-12:30 pm **BROWN BAG LUNCH WITH SPONSORS**

12:30-1:40 **KING OF THE HILL - MOBILE APP EDITION**

*Dave DeFazio, StrategyCorps*

Join StrategyCorps partner Dave DeFazio for a live look at the tools fintech disruptors have created to help tech-savvy consumers reimagine their everyday banking tasks while enticing them with new places to save their cash – instead of in checking accounts at your financial institution. Nearly 50% of millennials - consumers between 21 and 38 years old - now consider their primary bank to be a Megabank (Chase, Wells Fargo, Citibank, Bank of America), driven by rewards programs and mobile banking tools that the largest banks employ.

Then there are digital-only banks, like Ally and Capital One, which use new mobile banking tools to drive tremendous growth in deposits (\$95 Billion in 2019 alone), stealing market share from traditional banks.

Additionally, billions of deposit dollars are being siphoned away from traditional checking accounts by non-traditional competitors, such as retailer mobile apps (Starbucks), P2P payments (Zelle), robo-advisor tools (Acorns), and challenger banks (Chime).

1:40-2:00 **SPONSOR SHARK TANK\***

2:00-2:10 Stretch Break

2:10-3:10 **ECONOMIC UPDATE**

*Renee Haltom, Federal Reserve Bank of Richmond*

3:10-3:30 **SPONSOR SHARK TANK\***

3:30-3:40 Stretch Break

3:40-4:40 **THE FUTURE OF WORK**

*Grant Millsaps, Frontier Project*

The pandemic created drastic changes in what the workplace “looks like” and what employees want has shifted as well. Join Grant Millsaps as he unpacks what the workplace of the future!

4:40 **ADJOURN**

## FRIDAY, SEPTEMBER 10, 2021

8:00-8:30 am **COFFEE/BREAKFAST WITH SPONSORS**

8:30-9:30 **EMBEDDED BANKING OR EMBEDDED FINTECH? WINNING IN THE OPEN BANKING ERA**

*Lee Wetherington, Jack Henry*

Many banks misunderstand “open banking”—the ability for consumers and businesses to share their financial data with service providers of choice. Some assume open banking is a European regulation. Others mistake it for Banking-as-a-Service. Still others fear it paves the way for customer attrition and defection. These misunderstandings create significant strategic blind spots and massive downside risks. What to do? Join Jack Henry’s Senior Director of Strategy, Lee Wetherington, for a candid level set on open banking and the best strategies to win in the open era.

9:30-9:50 **SPONSOR SHARK TANK\***

9:50-10:00 Stretch Break

10:00-11:00 **INSPIRING LEADERS THROUGH EMPATHY**

*Jessica Hawthorne, Center for Inclusive Leadership*

Empathy is defined as the ability to understand and share the feelings of another person. Empathetic leaders are crucial to creating great workplace cultures, retaining top talent, and growing additional capable leaders within their ranks. In this session, participants will consider empathy as key to connecting with and developing leaders. Participants will also explore empathetic actions that groups of inclusive leaders should consider at all levels of an organization.

# BLOCK PARTY AGENDA

FRIDAY, SEPTEMBER 10, 2021, CONTINUED

11:00-11:15	Stretch Break
11:15-12:15 pm	<b>LEARNING FOR SUCCESS</b> <i>Joe Micallef, Grow UP Sales</i>
12:15	Closing Remarks and Adjourn

## \*ABOUT THE SPONSOR SHARK TANK

Join us for our Sponsor Shark Tank and hear from the Pathways sponsors on the solutions their companies can provide you and your bank!

During each Shark Tank, you will hear from our sponsors and, by participating (with your camera on) you will be entered to win a \$50 Amazon Gift Card per Shark Tank!

## TOP 5 TIPS FOR SUCCESS





## **KING OF THE HILL - MOBILE APP EDITION**

DAVE DEFAZIO, STRATEGYCORPS



## **ECONOMIC UPDATE**

RENEE HALTOM, FEDERAL RESERVE BANK OF RICHMOND





## **THE FUTURE OF WORK**

GRANT MILLSAPS, THE FRONTIER PROJECT



## **EMBEDDED BANKING OR EMBEDDED FINTECH? WINNING IN THE OPENING BANKING ERA**

LEE WETHERINGTON, JACK HENRY & ASSOCIATES



## **INSPIRING LEADERS THROUGH EMPATHY**

JESSICA HAWTHORNE, CENTER FOR INCLUSIVE LEADERSHIP



## **LEARNING FOR SUCCESS**

JOE MICALLEF, GROW UP SALES

# THANK YOU TO OUR PATHWAYS TO CONNECT & PROTECT 2021 SPONSORS!



uptime is everything.



Platinum Level:



Gold Level:



Silver Level:

