

# LEADERSHIP CONFERENCE LIVE

VIRTUAL HALF-DAY EVENT

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OCTOBER 9  
9 A.M. - 1 P.M.  
VIA ZOOM



REGISTER NOW

[WWW.VABANKERS.ORG/LEADERSHIP-CONFERENCE](http://WWW.VABANKERS.ORG/LEADERSHIP-CONFERENCE)

VIRGINIA BANKERS  
ASSOCIATION

  
VBA EMERGING BANK LEADERS

# LEADERSHIP CONFERENCE LIVE



## ABOUT THE EVENT

This conference is for bank professionals looking to gain new skills and interested in growing and progressing within their careers in the banking industry. It is designed for members of the VBA Emerging Bank Leaders group; however, you do not need to be a member to attend.

Due to the pandemic, the 2020 Leadership Conference previously scheduled to be held in Harrisonburg is now Leadership Conference LIVE, a virtual event on October 9th from 9:00 a.m. - 1:00 p.m. We hope you will plan to join us for a morning of conversation with leadership speakers and networking opportunities with bankers from around the Commonwealth.

### DATE

**OCTOBER 9**

Mark your calendar  
and register now!

### TIME

**9 A.M. - 1 P.M.**

Virtual Mix & Mingle:  
Coffee Talk (optional)  
will be held from  
8:30 a.m. - 9 a.m.

### PLACE

**ZOOM**

You will receive an  
access link  
approximately one week  
in advance of the event.

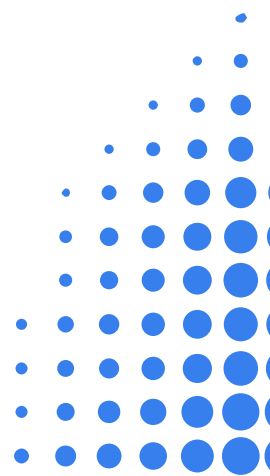
## \$175 PER ATTENDEE

Register at: [www.vabankers.org/leadership-conference](http://www.vabankers.org/leadership-conference)

### VBA EVENT CANCELLATION POLICY

All cancellations will be charged a \$25.00 administrative fee. Cancellations received less than 72 business hours before the program will be charged a \$75.00 administrative fee plus any additional fees associated with the training. Substitutions are allowed.

## Registration Information



## ABOUT THE VBA

The Virginia Bankers Association has served as the organized voice for the Commonwealth's banking industry since 1893 providing solutions to aid in resolving differences, unifying efforts, and accomplishing objectives otherwise not achievable.

[www.vabankers.org](http://www.vabankers.org)

## ABOUT THE EBL

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.

<https://www.vabankers.org/merging-bank-leaders>



## CONTACT INFORMATION

Chandler Owdom  
VP, Communications &  
Strategy  
cowdom@vabankers.org  
804-819-4707

## SCHEDULE AT A GLANCE

8:30 A.M. - 9:00 A.M.

### Virtual Mix & Mingle: Coffee Talk (Optional)

Start your day by connecting with your peers around the state via a series of breakout groups with facilitated discussion topics on challenges and opportunities we all share in the current environment.

9:00 A.M. - 1:00 P.M.

### Leadership Conference LIVE

The Leadership Conference LIVE agenda will consist of a mix of longer keynote sessions as well as 10-15 minute mini sessions throughout the day. Registered attendees will receive information on fun activities, such as photo contests and scavenger hunts.

#### Topics and sessions to include\*:

- Building Resilience in Uncertain Times
- Leading and Learning: An Economic Update and Perspectives from the Richmond Fed's Renee Haltom
- Change is Good: How to Pivot with Your Digital Banking Vendor During the Pandemic
- Using Data to Your Advantage in Uncertain Times
- Advocacy Update
- CEO/Senior Leadership Panel

## SPONSORS

Thank you to our sponsors for making this virtual event possible!

**Banzai!**

**Q2**

*\*Topic sessions and titles subject to change.*

## KEYNOTE SPEAKER SPOTLIGHT

**PRESIDENT &  
OWNER, KAREN  
CONRAD AND  
ASSOCIATES, LLC****KAREN CONRAD**

Karen Conrad is the president and owner of Karen Conrad and Associates, LLC and serves as an executive coach and leadership and sales management consultant to banks, healthcare organizations, law firms, and the Federal Executive Institute in Charlottesville, among other organizations. Karen also teaches for the Federal Executive Institute. Karen is a former senior vice president with Wachovia, now Wells Fargo, where she designed and delivered enterprise-wide leadership and management development programs, sales and sales management programs, and organizational development interventions. She served as an executive coach in the Executive Leadership Institute at UNC Chapel Hill.

**BUILDING RESILIENCE IN UNCERTAIN TIMES**

*"It is not the strongest of the species that survives, not the most intelligent. It is the one that is the most adaptable to change." -Charles Darwin*

Today's climate is described as VUCA – Volatile, Uncertain, Complex, and Ambiguous. Our ability to manage challenging situations or setbacks is vital to success. The goal of this session is to assist attendees in not just recovering and learning from these situations, but to also thrive through understanding and creating personal resilience. This program explores the current research on resiliency and the three characteristics that define it.

After this session, you will be able to:

1. Clearly define resiliency and its impact on you and the workplace
2. Work with the three key characteristics of resilience
3. Apply strategies to boost resilience
4. Experiment with a variety of approaches and tools to increase your abilities for stronger resilience

## SPEAKER SPOTLIGHT

**VICE PRESIDENT AND  
REGIONAL EXECUTIVE,  
FEDERAL RESERVE  
BANK OF RICHMOND****RENEE HALTOM**

Renee Haltom's work involves engaging business, banking and community leaders on local economic conditions to inform the monetary policymaking process, as well as sharing information about the Federal Reserve System. Haltom is based at the Richmond office and has responsibility for public outreach and engagement in Virginia, as well as for the Community Depository Institutions Advisory Council. Haltom joined the Richmond Fed in 2009 as an economic writer in the Research department, often with a focus on monetary policy, macroeconomics, and the Federal Reserve. She most recently served as editorial content manager for the Research Publications team, and was editor of Econ Focus magazine from 2015 to 2018. Haltom has a bachelor's degree in economics from Michigan State University and a master's degree in economics from the University of San Francisco.

**LEADING AND LEARNING: AN ECONOMIC UPDATE AND  
PERSPECTIVES FROM THE RICHMOND FED'S RENEE HALTOM**

Renee Haltom will provide an economic update and share what she's learning personally about leadership during COVID-19. In her position, she is constantly communicating with businesses around Virginia to provide more insight around economic issues, while also balancing her roles as a parent, wife, employee and leader in uncharted territory.

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EVENT INFO

CEO/SENIOR LEADERSHIP PANELISTS



## JOHN ASBURY

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PRESIDENT & CEO  
ATLANTIC UNION BANKSHARES CORP.



## MICHELLE GAYDICA

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DIRECTOR OF BANKING SERVICES  
AMERICAN NATIONAL BANK



## JOE THOMAS

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PRESIDENT AND CEO  
FREEDOM BANK OF VIRGINIA



## BRUCE WHITEHURST

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PRESIDENT & CEO  
VIRGINIA BANKERS ASSOCIATION

## EVENT INFO

### MINI SESSION TOPICS AND SPEAKERS



#### MATT BRUNING

SVP, GOVERNMENT & MEMBER RELATIONS  
VIRGINIA BANKERS ASSOCIATION

*Advocacy* - Matt will provide a high-level General Assembly update on the Special Session and a preview of the upcoming 2021 Regular Session. He will present information on the federal landscape and share key take-aways from the ABA Virtual Washington Fly-In, which included important meetings with all the regulatory agencies.



#### DAVE WALLER

REGIONAL SALES MANAGER  
Q2

*Change is Good: How to Pivot with Your Digital Banking Vendor during the Pandemic* - Like all companies, Q2 had to shift quite a bit due to the global pandemic. The changes they made for their employees were as big as for their customers. Dave will tell you how Q2 pivoted to support their customers and share some trends they are now seeing in the "new normal". You'll leave this session with ideas your bank can consider and how you should challenge your digital banking vendor.



#### SETH WINTER

PARTNER  
TROUTMAN PEPPER

*Using Data to Your Advantage in Uncertain Times* - Seth will provide high level trend information about what he and Troutman Pepper have seen changing and accelerating as a result of the pandemic, especially in terms of data trends and regulator expectations. From a legal and regulatory perspective, the pandemic is making it even more necessary for banks to use the data they have - in the right ways. With all the uncertainty bankers and regulators alike are feeling, regulators are asking even more questions - and bankers need to be ready to provide answers via good forecasting and good risk management models.