

Virginia Bankers Association

Marketing Committee

2020-2021

Helen Person, CFMP

Helen

Chairman

VP, Director of Marketing and Public Relations
Benchmark Community Bank
PO Box 569
Kenbridge, VA 23944-0569
Work Phone: (434) 676-5112
Email: helen.person@bcbonline.com
Class of 12/31/2021

Laura Wright

Laura

Vice-Chairman

VP, Marketing Director
Old Point National Bank
101 E Queen St
Hampton, VA 23669
Work Phone: (757) 728-1743
Email: lwright@oldpoint.com
Class of 12/31/2021

Kaylee Alger

Kaylee

Committee Member

Blue Ridge Bank, N.A.
Email: kalger@mybrb.com
Class of 12/31/2021

Josh Arbogast

Josh

Committee Member

Marketing Specialist
Farmers & Merchants Bank
2040 Deyerle Ave Ste 207
Harrisonburg, VA 22801
Work Phone: (540) 208-1843
Email: jarbogast@fmhome.com
Class of 12/31/2021

Cindy T. Bailey

Cindy

Committee Member

Marketing Director
The Bank of Fincastle
PO Box 107
Fincastle, VA 24090-0107
Work Phone: (540) 966-0248
Email: cindy.bailey@bankoffincastle.com
Class of 12/31/2021

Valenda Campbell

Valenda

Committee Member

VP, Director of Marketing
Village Bank
13319 Midlothian Tpke
Midlothian, VA 23113-4271
Work Phone: (804) 419-1232
Email: vcampbell@villagebank.com
Class of 12/31/2021

Amy Copeland

Amy

Committee Member

AVP, Marketing Mgr/Project Coordinator
Farmers Bank
PO Box 285
Windsor, VA 23487
Work Phone: (757) 647-1913
Email: amy.copeland@farmersbankva.com
Class of 12/31/2021

James T. Davis, III

Jimmy

Committee Member

VP & Marketing Director
Bank of the James
615 Church St
Lynchburg, VA 24504-1326
Work Phone: (434) 455-7619
Email: jdavis@bankofthejames.com
Class of 12/31/2021

Kelsey Wakeman Dean

Kelsey

Committee Member

AVP, Marketing Director
Pendleton Community Bank
57 S Main St
Harrisonburg, VA 22801
Work Phone: (540) 214-2070
Email: kdean@yourbank.com
Class of 12/31/2021

Joshua Hall

Joshua

Committee Member

Marketing Officer
First National Bank
3401 Odd Fellows Rd
Lynchburg, VA 24501-5015
Work Phone: (434) 369-3081
Email: joshhall@1stnatbk.com
Class of 12/31/2021

Virginia Bankers Association

Marketing Committee

2020-2021

Kathleen H. Johnson
Committee Member
SVP & Marketing Director
Freedom Bank of Virginia
10555 Main St Ste 600
Fairfax, VA 22030
Work Phone: (703) 667-4133
Email: kjohnson@freedom.bank
Class of 12/31/2021

Kathleen

Carolyn Kiser
Committee Member
SVP, Director of Marketing & Community Affairs
American National Bank & Trust Company
202 S Jefferson St
Roanoke, VA 24011-1702
Work Phone: (540) 278-1703
Email: kisercc@amnb.com
Class of 12/31/2021

Carolyn

Jennifer W. Knighting
Committee Member
SVP/Director of Sales & Marketing
Oak View National Bank
450 James Madison Hwy
Culpeper, VA 22701-2322
Work Phone: (540) 812-2201
Email: jknighting@oakviewbank.com
Class of 12/31/2021

Jennifer

Alecia Kuhfahl
Committee Member
VP, Director of Marketing Communications
Atlantic Union Bank
1051 E Cary St Ste 1200
Richmond, VA 23219
Work Phone: (804) 335-6282
Email: alecia.kuhfahl@atlanticunionbank.com
Class of 12/31/2021

Alecia

Bernard Longo
Committee Member
AVP, Marketing Officer
Touchstone Bank
PO Box 2230
Prince George, VA 23875
Work Phone: (804) 324-7407
Email: bud.longo@touchstone.bank
Class of 12/31/2021

Bud

Maureen B. Medlin
Committee Member
1st VP Marketing
C&F Bank
PO Box 391
West Point, VA 23181-0391
Work Phone: (757) 741-2229
Email: mmedlin@cffc.com
Class of 12/31/2021

Maureen

Jacob Mowry
Committee Member
Director of Marketing
Blue Ridge Bank, N.A.
17 W Main St
Luray, VA 22835
Work Phone: (540) 843-5214
Email: jmowry@mybrb.com
Class of 12/31/2021

Jake

Susan B. Parris
Committee Member
VP & Marketing Officer
TruPoint Bank
PO Box 1010
Grundy, VA 24614-1010
Work Phone: (276) 935-8161 x559
Email: susan.parris@TruPointBank.com
Class of 12/31/2021

Susan

Eric W. Pesola
Committee Member
Digital Marketing Manager
Chesapeake Bank
6619 Richmond Rd
Williamsburg, VA 23188
Work Phone: (757) 941-1303
Email: epesola@chesbank.com
Class of 12/31/2021

Eric

Jane Petty
Committee Member
VP/Director, Branch Mktg & Community Relations
Burke & Herbert Bank
120 S Fairfax St
Alexandria, VA 22314
Work Phone: (703) 684-1655 x2169
Email: jpetty@burkeandherbertbank.com
Class of 12/31/2021

Jane

Virginia Bankers Association

Marketing Committee

2020-2021

Robin P. Robertson
Committee Member
SVP, Retail Banking & Marketing Director
National Capital Bank of Washington
316 Pennsylvania Ave SE
Washington, DC 20003
Work Phone: (202) 878-6242
Email: rrobertson@ncbwash.com
Class of 12/31/2021

Robin

Brody Michael Rotzoll
Committee Member
Brand Manager
The Bank of Southside Virginia
764 E Ellerslie Ave
Colonial Heights, VA 23834
Work Phone: (434) 886-0967
Email: brody.rotzoll@bsvnet.com
Class of 12/31/2021

Brody

Sherri A. Sackett
Committee Member
EVP, COO
Select Bank
PO Box 4620
Lynchburg, VA 24502-0620
Work Phone: (434) 401-5456
Email: sherri@myselectbank.com
Class of 12/31/2021

Sherri

Michelle Hastings Simon
Committee Member
Chief Marketing Officer
Primis Bank
PO Box 6030
Glen Allen, VA 23058
Work Phone: (804) 528-4759
Email: michelle.simon@sonabank.com
Class of 12/31/2021

Michelle

Kristie Svehla
Committee Member
Marketing Manager
First Bank, Virginia
112 W King St
Strasburg, VA 22657
Work Phone: (540) 465-6120
Email: ksvehla@fbvirginia.com
Class of 12/31/2021

Kristie

Kaitlyn Pruitt Widner
Committee Member
Marketing Officer
First Bank & Trust Company
9671 Sliding Hill Rd Ste 100
Ashland, VA 23005
Work Phone: (804) 550-5700 x3706
Email: kpruitt@firstbank.com
Class of 12/31/2021

Kaitlyn

Katarina V. Wilcox
Committee Member
Marketing Retail Analyst
The Fauquier Bank
87 W Lee Hwy
Warrenton, VA 20186-2149
Work Phone: (540) 349-0202
Email: katie.wilcox@tfb.bank
Class of 12/31/2021

Katie

Allie Wittkamp
Committee Member
VP, Director of Market Engagement
TowneBank
6005 Harbour View Blvd
Suffolk, VA 23435-2767
Work Phone: (757) 686-7088
Email: allie.wittkamp@townebank.net
Class of 12/31/2021

Allie

Courtney M. Fleming
VBA Staff Contact
SVP, Education & Training/Communications
Virginia Bankers Association
4490 Cox Rd
Glen Allen, VA 23060-3325
Work Phone: (804) 819-4748
Email: cfleming@vabankers.org
Class of 12/31/2021

Courtney

Amy P. Binns
Additional Staff
Senior Manager, Industry Partnerships
Virginia Bankers Association
4490 Cox Rd
Glen Allen, VA 23060-3325
Work Phone: (804) 819-4726
Email: abinns@vabankers.org
Class of 12/31/2021

Amy

Virginia Bankers Association

Marketing Committee

2020-2021

Monica McDearmon

Monica

Additional Staff

Manager, Communications & Financial Education

Virginia Bankers Association

4490 Cox Rd

Glen Allen, VA 23060-3325

Work Phone: (804) 819-4743

Email: mmdearmon@vabankers.org

Class of 12/31/2021

Chandler D. Owdom

Chandler

Additional Staff

VP, Communications & Strategy

Virginia Bankers Association

4490 Cox Rd

Glen Allen, VA 23060-3325

Work Phone: (804) 819-4707

Email: cowdom@vabankers.org

Class of 12/31/2021

Kristen Reid, CMP

Kristen

Additional Staff

Manager, Education & Training

Virginia Bankers Association

4490 Cox Rd

Glen Allen, VA 23060-3325

Work Phone: (804) 819-4731

Email: kreid@vabankers.org

Class of 12/31/2021

Total Records 33