

VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

VBA Marketing Committee Meeting

February 6, 2023

10am-12pm

Join Zoom Meeting

<https://us02web.zoom.us/j/86195776804?pwd=c1hyL210eEZiRk11TG5BdC9PUDFodz09>

Meeting ID: 861 9577 6804

Passcode: 303855

AGENDA

I. Welcome – Laura Wright

II. VBA Committee Intro and New Members' Welcome – Chandler Owdom

- a. Kasi Clifton, Powell Valley National Bank
- b. Joseph DeLoria, Atlantic Union Bank

III. Icebreaker – Laura Wright

- a. What is one thing you are looking forward to in 2023, whether personally or professionally?

IV. [VBA Connect | Protect Experience](#) – Kristen Reid

- a. Other Education & Training Updates

V. Black History Month Roundtable – Chandler Owdom

- a. Please share with us your bank's plans, if any, to recognize Black History Month.

VI. Financial Literacy Updates – Monica McDearmon

VII. Roundtable Discussion – Laura Wright

- a. We'd like each person to share their departmental structure. How do you have your department staffed and what types of roles are done in house and what is outsourced?
- b. How do you manage your internal communications? What tactics are successful?
- c. Do you have any new marketing initiatives/tools planned for 2023?
- d. How are you addressing the pressure to change overdraft practices?

VIII. Adjourn

