

VBA Update

Matt Bruning

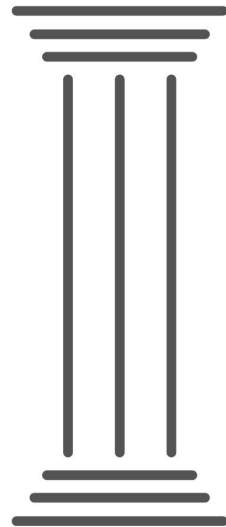
VBA EVP, Government & Member Relations



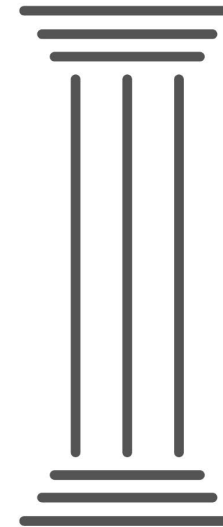
MBA/VBA Strategic Plan

Purpose: To be the unified voice of banking and an essential partner for our member banks.

Elevate

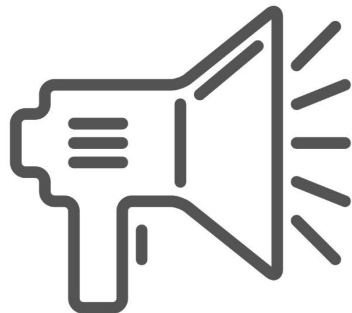
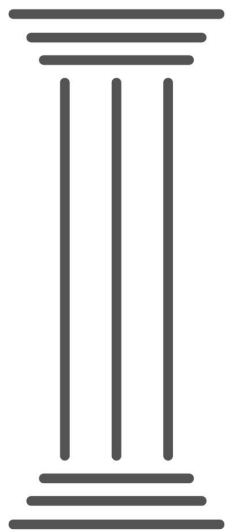


Evolve



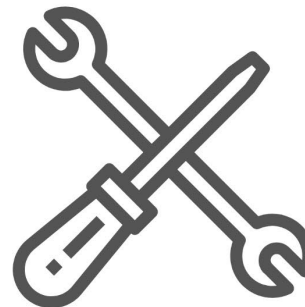
MBA/VBA Strategic Plan

Elevate



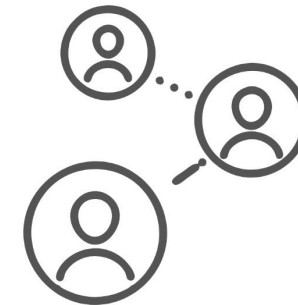
Amplify

Amplify advocacy influence and support for policies that benefit our members and the broader banking community.



Equip

Prepare and equip members for ongoing change.



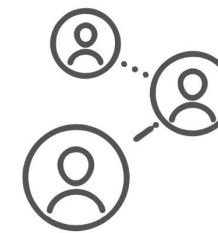
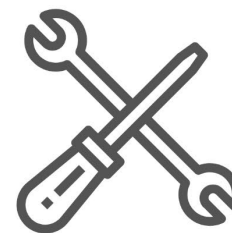
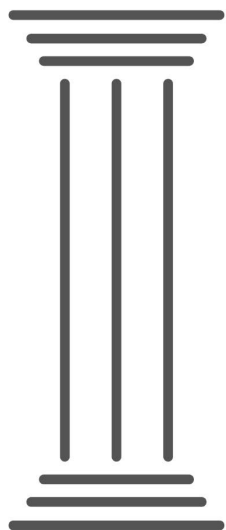
Connect

Build deeper connections across all levels of member banks.



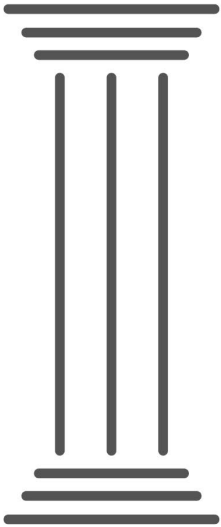
2025-2027 MBA/VBA Strategic Plan

Elevate



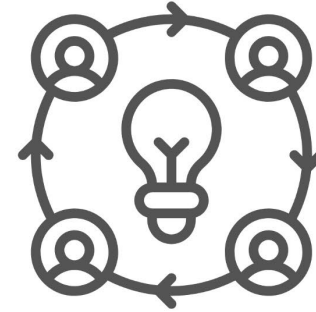
MBA/VBA Strategic Plan

Evolve



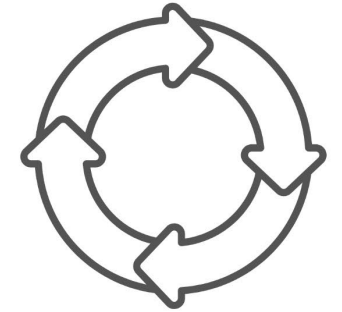
Organization

Enhance organizational strength, agility and efficiency.



Collaboration

Position MBA/VBA as leaders in state bankers associations' collaboration efforts, optimizing resources and influence.



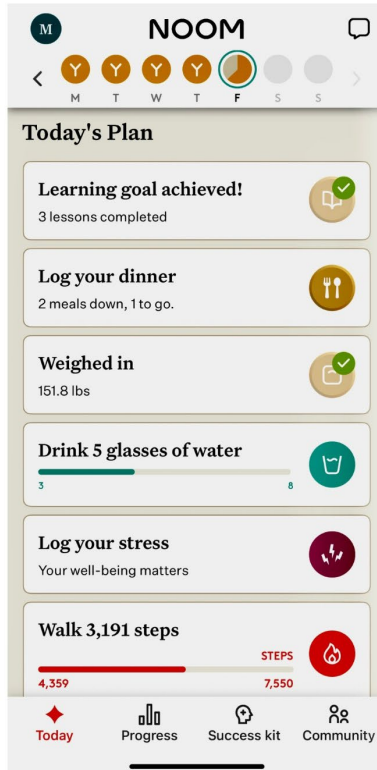
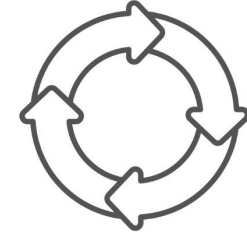
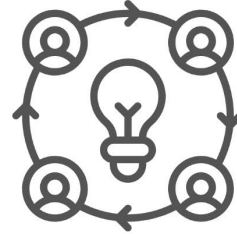
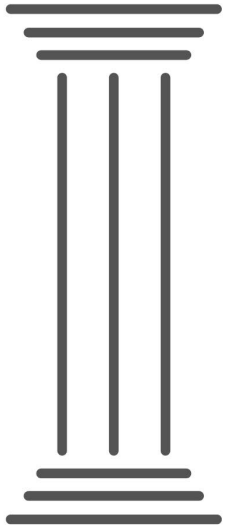
Continuity

Ensure leadership continuity and knowledge transfer.



2025–2027 MBA/VBA Strategic Plan

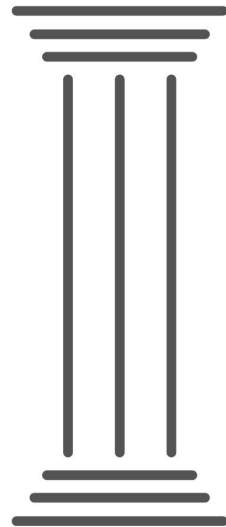
Evolve



MBA/VBA Strategic Plan

Purpose: To be the unified voice of banking and an essential partner for our member banks.

Elevate



Evolve

