

VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

Agenda

VBA Trust & Wealth Management Committee Meeting
Friday, September 15, 2023
10:30 a.m. to 12:00 p.m.

Virtual Only Meeting

- I. **Welcome – Jeff Hassler, Chairman**
- II. **Legislation for 2024 Virginia General Assembly Session – DeMarion Johnston**
- III. **Roundtable Discussion until 11:00 a.m.**
- IV. **Presentation: Nicholas “Nick” Lane, Russell “Russ” Morse and Jennifer “Jen” Wagner from Cornerstone Advisors will discuss:** trust core vendor landscape; internal operations vs outsourcing operations; push for combined fiduciary and brokerage solutions; making the case to the bank to grow trust revenue to increase noninterest income; impact/opportunity during the great wealth transfer; and executing a roadmap to improve efficiencies and technology to better compete.
 - [Nick Lane](#), Senior Director, Cornerstone Advisors. Nick leads Cornerstone’s Trust and Wealth Management consulting practice where he assists clients with a variety of engagements including strategy, vendor selections, and contract negotiations.
 - [Russ Morse](#), Consultant, Cornerstone Advisors. Russ has 30 years of experience in trust operations. He has served as the Operations Director and Partner of the Burke Group Benefits Consulting Group and Director of Frost Bank’s Wealth Advisor Group. He possesses a strong understanding of Wealth Advisor Institutions and how to build, implement, and maintain platforms to service customers.
 - [Jen Wagner](#), Director, Cornerstone Advisors. Jen is a client relationship director and lead of the Preferred Vendor Program for Cornerstone.
- V. **Roundtable Discussion, continued if desired**
- VI. **Adjourn**

Zoom Link to Meeting:

<https://us02web.zoom.us/j/82971164699?pwd=d3dSbVRHTVh6cFdGem5pSE54eDdVQT09>

Meeting ID: 829 7116 4699
Passcode: 551834

Upcoming Meeting Dates

December 1st (in person)

Trust & Wealth Management Committee Mission Statement

To provide a venue for collaboration and sharing of ideas to foster a robust Trust and Wealth Management environment in the Commonwealth of Virginia so that Clients benefit by way of expanded competitive services and delivery options; Trust and Wealth Management Executives grow professionally through peer exchange and education; Banks benefit from developing ways to offer Trust and Wealth Management services as part of comprehensive relationships with clients; and the VBA promotes, represents and enhances the bank Trust and Wealth Management industry with the support of state legislative and regulatory officials.