

# Leadership Conference

November 14-15, 2019  
Craddock Terry Hotel | Lynchburg



www.vabankers.org

VIRGINIA BANKERS  
ASSOCIATION

All events are in Granite Hall unless otherwise noted.

Thursday, November 14, 2019

**9:00 – 9:30 am**

**Registration & Continental Breakfast**

*Granite Hall Lobby; Breakfast Available in the Riverside Foyer*

**9:30 – 9:45 am**

**Welcome and EBL Update**

**Tom Rasey, SVP/Operations Officer**

**The Farmers Bank of Appomattox**

**2019 EBL Steering Committee Chair**

**9:45 – 10:45 am**

**Experience Matters: How is Your Organization Crafting It?**

**Dr. Sean Payant, Chief Consulting Officer**

**Haberfeld Associates**

Competitors can copy your products and services. They can match your interest rates, marketing and locations. But, they cannot match your people when they are executing on a well-focused and disciplined strategy. In our increasingly complex industry, your greatest return on investment comes from the customer and member experience you create. During this session, you will assess what you are doing to drive consumers in the door and what your people are doing (or can be doing) to keep them. Ask yourself, "Are we delivering a transaction or creating an experience?"

**10:45 – 11:00 am**

**Networking Break**

*Riverside Foyer*

**11:00 am – 12:15 pm**

**Bank CEO/Executives Panel**

This esteemed group of bankers will share perspectives and insight on leadership and their banks' role in the community.

Featured Panelists:

- **Aubrey "Todd" H. Hall, III, President & CEO, First National Bank**
- **J. Michael Thomas, Chief Executive Officer, Select Bank**
- **Dawn S. Tolley, Executive Vice President and Chief Financial Officer, The Farmers Bank of Appomattox**
- **Moderated by Tom Rasey, SVP/Operations Officer, The Farmers Bank of Appomattox**

**12:15 – 1:15 pm**

**Lunch**

*Riverside Foyer*

**1:15 – 2:00 pm**

**Icebreaker/Speed Networking Activity**

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**2:00 – 3:15 pm**

### Entrepreneur Panel

- Ben Ellington, Vice President and Regional Loan Officer, Chesapeake Bank
- Scott Griffin, VP, Floyd Area Executive, Skyline National Bank
- John Paul Houston, Co-owner, Tendergrass Farms
- Tina Williams, Co-Founder and CEO, Tripbound
- Moderated by Matt Bruning, SVP, Government & Member Relations, Virginia Bankers Association

**3:15 – 3:30 pm**

### Break

*Riverside Foyer*

**3:30 – 4:45 pm**

### Keynote Speaker: Miracles and Fate on 78

#### Ari Schonbrun

On September 11th, 2001, Ari Schonbrun went to his office at Cantor Fitzgerald – the Wall Street firm that occupied the top five floors of Tower One – and he happened to be on the 78th floor changing elevators when the first plane hit. In the midst of the smoke and chaos, Ari found a fellow employee who was terribly burned and who needed his help to walk her down 78 flights of stairs. Of the 662 Cantor employees on the upper floors in the World Trade Center that day, only four survived. Everyone else was killed. Why did they survive? Was it simply luck? Or was it something more?

**4:45 – 5:00 pm**

### Announcements and Adjourn for the Day

**6:00 – 7:00 pm**

### Reception – Sponsored by Troutman Sanders LLP

*Riverside Foyer*

**7:00 – 8:30 pm**

### Dinner – Sponsored by Troutman Sanders LLP

*Granite Hall*

Friday, November 15, 2019

**7:30 – 8:45 am**

### Breakfast

*Riverside Foyer*

**8:45 – 9:20 am**

### VBA & Industry Update

- Bruce Whitehurst, President & CEO, Virginia Bankers Association
- Dorothy Welch, SVP, Strategic Engagement, Blue Ridge Bank

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**9:20 – 9:30 am**

**Awards and Recognitions**  
**Bruce Whitehurst, President & CEO**  
**Virginia Bankers Association**

**9:30 – 10:45 am**

**Storytelling and How Leaders Can Leverage It Effectively for Growth**

**Jen Dalton, Founder**  
**BrandMirror**

In this keynote presentation, Jen will help attendees gain clarity on how they can leverage storytelling and craft outlines of stories that can be leveraged in various situations from connecting with prospects, to clients, to employees. She will discuss:

- Storytelling - what it is and why it matters professionally
- How to craft stories that are meaningful for your audience
- Share the best practices for storytelling and provide opportunities to create stories for different scenarios

**10:45 – 11:00 am**

**Networking Break**

**11:00 am – 12:00 pm**

**Closing Keynote: Political Update**

**The Honorable Robert Hurt, Executive Director**  
**Center for Law & Government, Liberty University**

Former U.S. Congressman Robert Hurt (Virginia's 5th District) serves as Executive Director of the Center for Law & Government at Liberty University. Prior to joining Congress, Hurt was a state senator and delegate, councilman, and an attorney. He will discuss his role at Liberty University, his perspective on the current political environment, and the importance of emerging leaders being involved in the political process.

**12:00 pm**

**Adjourn**