

Lead From Where You Are

VBA Leadership Conference 2021

October 21-22, 2021
Harrisonburg, VA - Hotel Madison
www.vbankers.org/leadership-conference

VIRGINIA BANKERS
ASSOCIATION

Thursday, October 21, 2021

9:00 – 9:30 am

Registration & Continental Breakfast

9:30 – 9:45 am

Welcome and Announcements

9:45 – 10:45 am

How to Reengage with Your Team In a Pandemic

Rachelle Humiston, Executive Consultant, Director, Cultivate™ at Haberfeld

Throughout 2020 and 2021, teams have been in a state of flux with the weekly, and sometimes daily, challenges from the pandemic. Many branches opened with skeleton crews while their counterparts worked from home. As branches return to full capacity and employees once again work side-by-side with their peers in this “new” normal, we will examine employees’ new mindsets and learn what steps you can take in order to create a healthier work environment, whether you are on the front line in the branch or managing a robust team. Growth is incumbent upon both the manager and those being managed, and this session will discuss best practices for employee engagement and what those being managing can do to contribute to the success of the team.

10:45 – 11:00 am

Networking Break

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. Additionally this year, the panelists will discuss key themes that we will be addressing throughout the Leadership Conference this year and why they are important.

Featured Panelists:

- **Michelle Austin, Executive Vice President COO & CFO, Bank of Botetourt**
- **Leton Harding, VBA Chairman and President & CEO, Powell Valley National Bank**
- **Brian Plum, CEO, Blue Ridge Bank**

12:15 – 1:15 pm

Lunch

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1:15 – 2:00 pm

Icebreaker/Speed Networking Activity

2:00 – 3:15 pm

Cryptocurrency: Session Details to Be Announced

3:15 – 3:30 pm

Break

3:30 – 4:45 pm

PPP Loan Participants Panel
Featuring Community Businesses and Their Bankers

4:45 – 5:00 pm

Announcements and Adjourn for the Day

6:00 – 7:00 pm

Reception

7:00 – 8:30 pm

Dinner

Friday, October 22, 2021

7:30 – 8:45 am

Breakfast

8:45 – 9:20 am

VBA & Industry Update

9:20 – 10:30 am

Diversity, Equity and Inclusion: Going Beyond the Basics
Jasmine Cooper, Vice President, Diversity Equity and Inclusion,
American Bankers Association
This session will cover how to evolve your interest and passion for DEI to advocacy for organizational change. As an emerging leader, learn how to connect with your organization's stakeholders to impact change.

10:30 – 10:45 am

Networking Break

10:45 am – 12:00 pm

Downhills Don't Come Free
Jerry Holl, Award Winning Author of "Downhills Don't Come Free," Jerry Holl, LLC
From this moment forward, what's the story of the rest of your life? Will it be a story worth telling? How will you ever know your very best if you don't stretch for growth and change? Through 100% authentic, vivid, and poignant storytelling - from Jerry's solo and unsupported bicycle journey from Alaska to Mexico as

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a 57 year old inexperienced and untrained distance cyclist -
Jerry's keynote will inspire the audience to take mindful risks that
will awaken their dormant or hidden talents and achieve
extraordinary personal and team performance.

12:00 pm

Adjourn