

# Lead From Where You Are

## VBA Leadership Conference 2021

October 21-22, 2021  
Harrisonburg, VA - Hotel Madison  
[www.vbankers.org/leadership-conference](http://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

**2021 Emerging Bank Leaders Chair  
Nicole Martin, SVP/Deposit Administration  
Benchmark Community Bank**

9:45 – 10:45 am

#### How to Reengage with Your Team In a Pandemic

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

Over the past year plus, 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. We are crossing over to the other side of the pandemic, with branches returning to full capacity and employees once again work side-by-side with their peers. With this return to the “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**

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- **Moderated by 2021 Emerging Bank Leaders Chair Nicole Martin, SVP/Deposit Administration, Benchmark Community Bank**

12:15 – 1:15 pm

1:15 – 2:00 pm

2:00 – 3:15 pm

3:15 – 3:30 pm

3:30 – 4:35 pm

### Lunch

### Icebreaker/Speed Networking Activity

### Cryptocurrency 101

**Barbara Hudgins, AAP, APRP, Director, Payments Education ePayResources**

The popularity of cryptocurrency continues to grow and will likely become part of everyone's future. Barbara will cover common cryptocurrency terms and types of digital currencies, regulations in this space, and what every emerging leader should know about this area.

### Break

### All In: The Story of How All In Started with the NY Giants and What is Happening Today

**Gian Paul Gonzalez, Public Speaker, Educator & Executive Director**

### Hope & Future Youth Center

Gian Paul will discuss what it means to be "All In" and how that helped the New York Giants to their most recent Super Bowl victory. He has been featured on ESPN as well as had notable appearances on Fox News and CNN. His inspirational talks have made him an internationally renowned speaker for NBA, NFL, English Premier League, MLS & Fortune 500 organizations. Since 2016, Gian Paul has been requested to provide over 100 unique and custom Speaking Sessions with the Players and Coaches of the NY Giants in his role with the Team, traveling to all home and away games, working in the Coaches Box during the Games and conducting weekly meetings during the season. Gian Paul Gonzalez was a former NCAA First Team All-American forward from Montclair State University scoring nearly 1,400 points in his 3 year career. He played in the NBA Summer League and was offered professional basketball contracts, yet he turned them down in order to continue his work with at-risk youth.

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4:35 – 4:45 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**

**Bruce Whitehurst, President & CEO  
Virginia Bankers Association**

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 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