

VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

VBA Marketing Committee Meeting August 25, 2025 | 10am-12pm

Join Zoom Meeting

<https://us02web.zoom.us/j/81583556874?pwd=x6CQQ3knCtYobL3PepI1rHgH8pGZ7E.1>

Meeting ID: 815 8355 6874
Passcode: 871599

AGENDA

- I. Welcome – Laura Wright**
- II. 2026 VBA Connect | Protect Experience Discussion (March 25-27) – Kristen Reid**
 - a. Other Education & Training Updates
- III. Financial Literacy Updates – Monica McDearmon**
 - a. [Virginia Reads One Book](#)
 - b. [VBA Education Foundation Annual Fund Campaign](#)
- IV. Bankers Never Ask That – Chandler Owdom**
 - a. [#BanksNeverAskThat](#) and [#PracticeSafeChecks: What's New in 2025 Webinar: August 26, 2025 | 2 - 3 PM ET](#)
- V. Roundtable Discussion – Laura Wright**
 - a. Ongoing Questions
 - i. Are you using a consent management platform on your website?
 - ii. What are your current/upcoming marketing focuses/campaigns?
 - iii. Current challenges?
 - iv. Recent wins?
 - v. New tools or programs?
- VI. Next Meeting & Adjourn**
 - a. October 27 at the VBA office from 10am-1pm with lunch
 - b. Guest speaker ideas?

New ABA
Member
Exchanges

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2025 Virtual Leadership Series

October 10 | November 7 | December 5
Sessions | 9:00am to 10:30am

Bank Licenses Available!



October 10: Trust
November 7: Values Based Conversation
December 5: Conflict as a Catalyst

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★ State ★
LEGISLATIVE
MEETINGS

