



**VBA Marketing Committee Meeting: October 27, 2025
10am-1pm**

Join Zoom Meeting

<https://us02web.zoom.us/j/89595310781?pwd=OnmPUplA2SVZnKEbzhZAqvwOh3f7sv.1>

Meeting ID: 895 9531 0781 | Passcode: 607746

AGENDA

- I. Welcome – Laura Wright**
- II. Opening Discussion – Chandler Owdom**
 - a. How do you or your bank plan to celebrate Veteran's Day? Share your plans to potentially be featured in *Virginia Banking Monthly*!
- III. 2026 VBA Connect | Protect Experience (March 25-27) – Kristen Reid**
 - a. Marketing Track Planning Session: Zoom Meeting is Tomorrow! Register [here](#).
- IV. Financial Literacy Updates – Monica McDearmon**
 - a. [Virginia Reads One Book](#)
 - b. Get Smart About Credit Day Recap
 - c. [VBA Bank Day Scholarship Program](#)
- V. Communications Updates – Chandler Owdom**
 - a. [Government Shutdown Webpage](#)
 - b. [Penny Resources](#)
 - c. [Banks Never Ask That and Practice Safe Checks](#)
- VI. Roundtable Discussion – Laura Wright**
 - a. What does the group think is the ideal client age and how that will impact marketers in the future?
 - b. How many banks have a clear AI policy that has been shared with all employees? What do we think is the future of marketing given the changes coming (and already here) with AI tools and how will that impact marketers?
 - c. Is anyone hearing any discussion in the branches about the changes with the penny? What is your bank doing about the issue?
 - d. Is anyone getting a lot of engagement from customers (or seeing other challenges) regarding the government shutdown?
 - e. Tips on managing communications, employee engagement, and customer trust through mergers/acquisitions?
 - f. Are you partnering with any third parties to help support/facilitate financial literacy?
 - g. What metrics does your team report to executives?
 - h. What's one tool that has made your life easier this year?
 - i. Recent Wins?

j. Current Campaigns/Focus?

VII. Adjourn to Lunch

