



# WOMEN IN BANKING *conference*

**December 8, 2021**

**Birmingham Marriott • 8 a.m. to 3 p.m.**

The Alabama Bankers Association presents its 8th Annual Women in Banking Conference. Designed to inspire and empower, this event highlights remarkable women from Alabama and beyond to share the stories of how they achieved success in the banking industry. Broaden your awareness and knowledge of key industry issues all while learning to develop leadership and team building skills.

# tentative agenda

8 a.m.	<b>Registration</b>
8:30 a.m.	<b>Business Session</b>
	<b>Be Fearless</b> <i>Linda Duessel</i>
10 - 10:15 a.m.	<b>BREAK</b>
10:15 - 11:30 a.m.	<b>Ladies of Leadership</b> <i>Banker panel discussion</i>
11:30 - 11:40 a.m.	<b>BREAK</b>
11:40 a.m. - 12:30 p.m.	<b>Networking Lunch and Round Table Discussions</b> <i>Engage and share in discussions of common challenges and solutions with other attendees during this interactive luncheon.</i>
12:25 - 1:30	<b>Building a CARING Bank Team</b> Dianne Barton, PSI
1:30 - 1:45	<b>BREAK</b>
1:45 - 2:45	<b>Developing Your Leadership/Personal Brand</b> Dianne Barton, PSI
2:45 - 3:00	<b>Wrap Up and Door Prize Drawing</b>

## hotel

### information

Rooms are available at the Birmingham Marriott at a rate of \$129 per night. Room reservations must be made by Nov. 19. The code for a king room is ALBALBK. The code for a double room is ALBALBA. Call (205) 968-3775 to make a reservation.

The hotel is located at 3590 Grandview Parkway in Birmingham.

# conference sessions

## Be Fearless

featuring **Linda Duessel**

Linda will share her journey from childhood in a modest house of a working-class family to one of the senior-most women at an S&P 500 firm in a male-dominated industry. She will share vivid memories (sometimes funny) and lessons learned along the way, in an effort to inspire women on their own path to success.

- If you set your mind on your goal, it doesn't matter where you start
- Women are great!
- Dive in, make mistakes, ask the "stupid" questions
- When your bosses discuss who is their hardest working employee, make sure it's you
- Don't complain, offer solutions
- If it doesn't kill you, it will make you stronger
- Find somebody to love
- If you love what you do, you will excel
- It's not about women vs. men

## Ladies of Leadership

featuring a panel discussion

Women in banking have opportunities and challenges that differ greatly from their male counterparts. Join us to learn from our panel of bankers of experienced women bankers from varying communities and sizes of banks. They will share their story of leadership from a woman's perspective including recommendations for career development, and best practices for managing career challenges.



**Fannie Davis**  
AmeriFirst Bank



**Ann Dora Garner**  
The Commercial Bank of Ozark



**Patricia Fowler**  
Bank of Evergreen



**Jennifer Snellgrove**  
HNB First Bank

# Building a CARING Bank Team

featuring Dianne Barton

Now more than ever, the saying: “People Don’t Care How Much You Know, Until They Know How Much You Care” is critical to every banker and every bank. During this interactive session, we will:

- Explore how to develop a C.A.R.E.S. philosophy and vision
- Complete a self-assessment survey of individual strengths and areas of improvement
- Learn key communication language of caring
- Meet proactively the needs of customers and team members

# Developing Your Leadership / Personal Brand

featuring Dianne Barton

What is a leadership or personal brand? A leadership brand is your personal strengths and talents plus your behaviors equal your value to other and your bank. In effect, your brand is your reputation. The focus of this final segment will include:

- Assessing your current leadership attributes
- Answering five key leadership questions
- Determining your current strengths and areas to grow
- Selecting the key priorities for ongoing development

## speaker bios



**LINDA DUESSEL** • As senior equity strategist, Linda Duessel is part of the team responsible for formulating Federated Hermes’ views about various equity market conditions and the firm’s positioning strategies. She is also responsible for articulating the strategy, process, positioning and performance of Federated Hermes’ equity portfolios. Linda has been a regular contributor to CNBC’s “Closing Bell” and other programs. In addition, she has appeared on Fox News “Your World With Neil Cavuto” and Bloomberg Television. Linda has also been extensively quoted by Associated Press, The Wall Street Journal and Barron’s and has been featured in the annual roundtables for USA Today and Smart Money Magazine. L She has more than 35 years of investment experience Linda earned her master’s degree from Carnegie Mellon University and bachelor’s degree from Wharton School of the University of Pennsylvania. Linda is a CFA® charterholder, CPA and a CFP® professional.



**DIANNE BARTON** is president of Performance Solutions, inc. (PSi), training and consulting company that specializes in providing solutions to the key challenges facing banks today in attracting and building relationships with their customers. PSi’s training programs are designed to “close the gap” between the banks’ needs and employees’ skills. Her trademark “real world” scenarios give attendees insight into the practical application of new skills and knowledge. Before starting Performance Solutions in 1983, she held senior positions with Bank South Corporation, the Internal Revenue Service, and the John H. Harland Company, Dianne is a graduate of Georgia State University and is on the faculty of several national and state banking schools.



ALABAMA BANKERS ASSOCIATION

445 Dexter Ave., Suite 10025  
Montgomery, AL 36014

## REGISTRATION WOMEN IN BANKING CONFERENCE

Please return the form and payment to: ABA, 445 Dexter Ave., Suite 10025, Montgomery, AL 36104-3775; fax: (334) 244-9382; email [dpharr@alabama.bank](mailto:dpharr@alabama.bank). **QUESTIONS?** Call us at (334) 244-9456.

MEMBER RATE is \$395 / NON MEMBER RATE is \$595

Name	Bank	Title	Department
Address	City, State & Zip	Phone	Email
Additional Attendees:	Name	Title	Email
	Name	Title	Email

**PAYMENT METHOD** Total fees due: \$\_\_\_\_\_

- Please send me an invoice.
- Check enclosed.
- Please bill my credit card

Visa     MasterCard     Discover     Amex

Credit Card No. \_\_\_\_\_ Exp. date \_\_\_\_\_

**CANCELLATION POLICY:** A processing fee of \$100 applies to all cancellations. We will gladly refund 100 percent of your registration fee (minus the \$100 processing fee) if notice is given by 12 noon 10 business days prior to the seminar date. During the 10 business days preceding the seminar, no money can be refunded, credited or transferred, although substitution of a participant is welcomed. Unless otherwise stated in writing, attendance at this event is governed by the Alabama Bankers Association’s “Standard Event Waiver and Indemnity Policy” available at <https://www.alabamabankers.com/abaimis/alabamabankers/waiver>.