

# THE 2021 ignite EXPERIENCE

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**aUGUST 25-26**

**HYATT REGENCY BIRMINGHAM - THE WYNFREY**



# ONE CONFERENCE 4 tracks

wear Lots of hats? mix & match!  
primary job focus? stay on track!

15 speakers • 20 breakout options



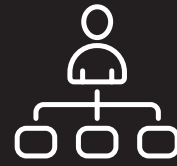
INFORMATION  
TECHNOLOGY



HUMAN  
RESOURCES



MARKETING  
& PUBLIC  
RELATIONS



BRANCH  
MANAGEMENT



## trade SHOW SPEED DATING Showcase

Join us on Wednesday during the summit to spend some time meeting with a limited number of trade show vendors who chose to participate in this event. This is a great way to hear a two to three minute presentation from each vendor while you enjoy refreshments in a relaxed setting. **As a thank you for participating in this event, each banker who comes will receive a free pair of Maui Jim sunglasses (a \$200 value)!**



# keynote speakers

**WEDNESDAY, AUG. 25**

## Become a Person of Influence

**ED KROW**



The power to change your life and the lives of others depends on the degree of your influence. Without influence success is impossible. However, one need not be famous or be in a high-profile position to be a person of influence. Each person, whether they intend it or not is an influencer. Do you recall when your parents would tell you to stay away from certain people because they were a bad influence, or not to go to certain places in order to avoid potential problems? The places we go, the things we do, and the people in our lives influence who we are, what we do and the results we get. Things happen daily that have some level of influence on us. Now, along with actions and words influencing us, each one of us possesses the same power to influence others through our actions and words. John Maxwell says, "Leadership is influence, nothing more, nothing less. Becoming a person of influence is not an instantaneous process. It takes time, effort, and the practice of certain behaviors. In this interactive session attendees will learn simple, insightful ways to interact more positively with others, and then watch their personal and organizational success go off the charts! With influence you can achieve success at work, at home, and in every area of life.

**THURSDAY, AUG. 26**

## Choose to be Remarkable

**DR. RANDY ROSS**



The usual. It's conventional, operating within the established norms. It's predictable, delivering the expected. It's comfortable, maintaining the status quo. It's...safe! But, the usual will never be Remarkable! Remarkable means notably or conspicuously UN-usual. It is living life and doing business in such an extraordinary way that people "remark" about it. And when you inspire others to the point that they are telling your story, then you indeed have become Remarkable. Don't ever settle again for living life or doing business as usual. Learn three questions that, when answered in the affirmative, will ensure that you are well on your way to becoming Remarkable!

# agenda

## AUGUST 25

7:30 - 8:30 a.m.

Registration  
& Continental Breakfast

8:30 - 9:30 a.m.

General Session

9:30 - 9:40 a.m.

Break

9:40 - 10:50 a.m.

Trade Show Speed

Dating Showcase

11 a.m. - 12 p.m.

Breakout Sessions

12 - 1 p.m.

Lunch in Trade Show Area

1 - 1:50 p.m.

Breakout Sessions

1:50 - 3 p.m.

Trade Show Speed

Dating Showcase

3:05 - 4 p.m.

Breakout Sessions

4 - 5 p.m.

RECONNECT Reception

## AUGUST 26

8 - 8:30 a.m.

Continental Breakfast

8:30 - 9:30 a.m.

General Session

9:30 - 9:45 a.m.

Break

9:45 - 10:45 a.m.

Breakout Sessions

10:50 - 11:50 a.m.

Breakout Sessions

11:50 - 1 p.m.

Lunch in Trade Show Area

1 p.m.

Sunglasses Fitting

## hotel information

This event will be held at The Hyatt Regency Birmingham - The Wynfrey Hotel. Rooms are available for \$146 per night. The room block expires on July 30, 2021.

To make reservations call  
(402) 593-5098 and use code 4ALB.

[Click here to access the hotel's  
online reservation system.](#)



## INFORMATION TECHNOLOGY

wednesday, aug. 25

11 a.m. - 12 p.m.

### Three Teams and the SIEM

1 - 1:50 p.m.

### The Magnificent Seven

3:05 - 4:00 p.m.

### Faster Payments: Opportunities, Challenges, and the Conversations You Should be Having Right Now

thursday, aug. 26

9:45 - 10:45 a.m.

### Ransomware 2020 Rewind: Department of Treasury Throws its Hat in the Ring

10:50 - 11:50 a.m.

### Everything You Want to Know about Cryptocurrency: Ask Me Anything



MICHAEL HARTKE



PATRICK DIX



PAMELA CLEGG

## INFORMATION TECHNOLOGY

### Three Teams and the SIEM

#### MICHAEL HARTKE

When you hear “SIEM” you think of a system that includes a database, sensors on the network, agents on critical assets and lots of threat intelligence. A SIEM is a process executed by a collaboration of three teams. If not fully understood, will lead to poor incident responses. This session explains why the interaction of the three teams is essential to both incident response and incident prevention.

### The Magnificent Seven

#### MICHAEL HARTKE

How can “mean hombres” be stopped from attacking and bullying the bank, while keeping the community modern and prosperous? That is the question Yule Brenner and his team had to answer in The Magnificent Seven; and it is the same question technology, security, fraud and cybersecurity managers have to answer as a part of their day-to-day job. The answer: teaching the town to protect itself, while encouraging it to be modern, will keep it prosperous. What seven technology trends should be considered in 2021 and beyond?

### Faster Payments: Opportunities, Challenges, & Conversations to Have Now

#### PATRICK DIX

For the last few years, the term “faster payments” has been talked about as the industry tried to define a new set of payment rails. Now the challenge falls to your institution. How will you implement faster payments? When will your cardholders and merchants become senders and receivers? This session will outline progress on the development

of the faster payments, challenges in defining how “faster” will impact your bottom line, and key decisions your bank will have to make to ensure it is up to speed.

### Ransomware 2020 Rewind: Department of Treasury Throws its Hat in the Ring

#### PAMELA CLEGG

The severity and sophistication of ransomware attacks continue to rise across various sectors around the world. In an effort to combat ransomware scams and attacks, being able to detect, investigate and report ransomware payments are a vital part of ransomware prevention. In 2020, FinCEN and OFAC warned of potential sanctions violations for allowing customers to pay ransomware.

### Everything You Want to Know about Cryptocurrency: Ask Me Anything

#### PAMELA CLEGG

This session will cover the nuts and bolts of blockchain and cryptocurrencies. In 2019, FinCEN released an Advisory requiring all financial institutions—including banks—to monitor virtual currency-related transactions of their customers and file SARs for suspicious transfers that may involve virtual currency related payments. Then, in July 2020, the OCC published an interpretive letter stating banks can now hold cryptocurrency assets for their customers. These regulatory changes make it vital that banks understand this financial technology. Attendees will learn about the rise of bitcoin and other tokens based on blockchain and explore the ways that cryptocurrencies are used (and sometimes abused) by their adopters.



**ED KROW**



**MIKE BLANCHARD**



**KIMBERLY PRUITT**



**ELIZABETH  
OELTJENBRUNS**

## HUMAN RESOURCES

### Driving Bottom Line Results Through Your People

**ED KROW**

Successful HR can be boiled down to developing an HR strategic plan that supports the company's strategic plan and boosts the organizational culture. Based on that HR strategic plan, develop your plans for learning and development, compensation and benefits, performance management, and work-life fit. Getting those items right will lead to the attraction of quality talent and the retention and motivation of the talent we already have. This, in turn, leads to engaged, productive employees who will drive business results.

### Non-Executive Compensation Concerns

**MIKE BLANCHARD**

What questions should your bank ask about compensation below the CEO and top executives? This session will address staff related compensation issues. We'll explore such topics as salary grade structures, market benchmarking processes, salary increase methodologies, and incentive plan designs and best practices. As part of this session we will provide information on conducting market research using industry surveys, using market research to establish and set salary grades, and linking salary increases and performance to positioning in a salary grade.

### Hot HR Topics

This breakout session will cover current concerns for all levels of management when dealing with the effects and aftermath of COVID-19. The topics will range from employee

selection, to employee retention, harassment, and benefits and compensation. Not only will concerns be addressed but solutions will also be provided to address these concerns.

### Workplace Stress: Management Tips for Reducing Employee Burnout

**ELIZABETH OELTJENBRUNS**

Constant availability, increased responsibilities, and lack of recognition are all contributing to a rise in employee stress. Disengaged employees not only stop contributing to an organization, but they can negatively contribute. In this session, we examine national research to identify weaknesses in engagement and to develop strategies and tactics for limiting burnout while boosting productivity. Our interactive, training format includes skill practices, and small group activities.

### Taking the Job Description to the Next Level, Behavioral Job Descriptions to Support Business Needs

**ELIZABETH OELTJENBRUNS**

Human resources professionals are accustomed to using job descriptions to describe the general tasks, functions, and responsibilities of a position. The traditional job description is useful in determining whether the candidate has the knowledge and skills necessary for the job. But, these job descriptions only go so far in helping your internal business partners get the "perfect" match for the job. Moreover, the perfect candidate, once hired, must understand what to do on the job to achieve the results expected of the position.



**HUMAN  
RESOURCES**

**wednesday, aug. 25**

*11 a.m. - 12 p.m.*

**Driving Bottom Line Results  
Through Your People**

*1 - 1:50 p.m.*

**Non-Executive  
Compensation Concerns**

*3:05 - 4:00 p.m.*

**HR Hot Topics**

**thursday, aug. 26**

*7:30 - 8:30 a.m.*

**HR Peer Group**

*9:45 - 10:45 a.m.*

**Workplace Stress:  
Management Tips for  
Reducing Employee Burnout**

*10:50 - 11:50 a.m.*

**Taking the Job Description  
to the Next Level, Behavioral  
Job Descriptions to Support  
Business Needs**





## MARKETING & PUBLIC RELATIONS

wednesday, aug. 25

11 a.m. - 12 p.m.

### How Strong Brands Stand the Test of Time

1 - 1:50 p.m.

### Five Tactical Tips to Enhance Your Social Media Efforts

3:05 – 4:00 p.m.

### Storytelling & Content- Driven Marketing

thursday, aug. 26

9:45 – 10:45 a.m.

### Making the Most of Comments, Compliments, Complaints & Customer Service

10:50 – 11:50 a.m.

### Marketing Panel Discussion: Marketing on the Front Lines



AMBER FARLEY



KRISTIN SUNDIN  
BRANDT



EMILY MAYS



GAIL MOORE

#### MARKETING/PUBLIC RELATIONS

### How Strong Brands Stand the Test of Time

#### AMBER FARLEY

Whether you know it or not, your bank has a brand. And that brand is either because of you ... or in spite of you. As bankers, you spend a lot of time managing the communications, products, events, marketing, technology, customer experience, and delivery channels for the organization. While all of those are incredibly important, they are only elements, vehicles, or platforms for something even greater. The long-term value of the bank will depend upon the value of the brand. Therefore, the ultimate goal should be to establish a unique brand for the organization, and to advance the brand through every internal and external effort of the entire organization. In this session, we will focus on what it means to manage the brand of your organization and why you should be passionate about doing so.

### Five Tactical Tips to Enhance Your Social Media Efforts

#### AMBER FARLEY

In this session, we discuss the fast-changing world of social media marketing. COVID-19 had changed the way consumers bank, communicate, shop, socialize and more. Consequently, social networks are constantly stepping up their game to keep users informed, engaged and entertained. Your organization's social strategy should be doing the same. Whether you're focused on becoming a trusted resource, communicating differently, humanizing the bank, highlighting community involvement, promoting bank products, developing business opportunities, or extending your customer service

offerings, this session will equip you to enhance your social media efforts over the next 12 months by being prepared for what's ahead.

### Storytelling & Content-Driven Marketing

#### KRISTIN SUNDIN BRANDT

Content marketing and storytelling are important pieces of any marketing department's portfolio. During this session, we will look at how these stories differ from other types of content, how to best tell a story, how to repurpose a story for different platforms, and ways you can measure your success. Using specific examples, including stories told through the COVID-19 pandemic, this session will help provide suggestions for how your bank can take your stories to a new level, and avoid some of the pitfalls.

### Making the Most of Comments, Compliments, Complaints & Customer Service

#### KRISTIN SUNDIN BRANDT

With "81% of consumers believing social media has increased accountability for brands" and "90% of social media users have already used social media as a way to communicate with a brand or business" (Source SmartInsights.com) financial institutions and other businesses are receiving a growing number of messages through popular sites such as Facebook, Twitter, Yelp and Instagram. During this session, we will cover the four c's of Social Media – Comments, Compliments, Complaints, and Customer Service – with the goals of helping organizations not just manage the risk, but also make the most of these interactions to increase customer satisfaction, retention, and advocacy.



**KATIYA MCKINNEY KAREN BUTCHER**

## Marketing Panel Discussion: Marketing on the Front Lines

This peer-lead session will be an open discussion into the real-life applications of bank marketing. Discussing how our communications are changing and what tools are we are using to make our jobs easier. Providing practical strategies for everyday use, that marketers “on the front lines” can take back to the bank! Panelists include: **Emily Mays** – Vice President, Senior Marketing Director – Community Spirit Bank; **Gail Moore** – Vice President Marketing – First Southern State Bank; **Katiya McKinney** – Vice President, Sales and Marketing Director – Progress Bank.

## BRANCH MANAGEMENT

### Why Can't We All Just Get Along?

**KAREN BUTCHER**

Exemplary leaders are keenly aware of the impact their words and behaviors have on others. Are you more inclined to get results, influence people, analyze the process or support the team? First, you will identify your behaviors and evaluate the impact you have on your peers, direct reports, and the organization. Next, you will explore “people reading” and how to work well with others. Finally, you will complete an action plan that will solidify your learning and challenge old habits.

### Turn New Hires into Lasting Employees

**KAREN BUTCHER**

Many potential issues can be resolved from the onset by setting up new hires to succeed. The manager's role is to ensure that the new employee learns the relevant skills for the job and builds trust

in the organization during the onboarding process. How can you make the first day memorable? Become diligent in your onboarding process to increase employee productivity and improve retention.

### Leading, Managing & Coaching KAREN BUTCHER

Do you ever feel that your role as a branch manager is fraught with more responsibility than you can handle or often overwhelming at best? This session is rich with discussion and resources for “getting it done” through your people, using feedback as a development tool, and developing true coaching skills. To top it off you will learn how to turn difficult conversations into courageous conversations.

### Are You Worth It?

**KAREN BUTCHER**

Your true value as an employee is not just about your technical skills or your performance. It's based on the value that you bring to your organization, the market value of your work and the return on investment that you deliver, both economically and emotionally, now and in the future. We will use the New Value Equation to help you get clear about the value you are truly bringing to the organization.

### Professional Maturity on the Front Line

**KAREN BUTCHER**

Frontline staff are often viewed as the experts by your customers. Do you invest as much time on professional maturity training as you do on balancing teller drawers, counting cash, and performing transactions? Teach your staff how professional maturity is exemplified through appearance, communication skills, attitude and work habits.



## BRANCH MANAGEMENT

**wednesday, aug. 25**

*11 a.m. - 12 p.m.*

### Why Can't We All Just Get Along? Understanding Yourself and Others

*1 - 1:50 p.m.*

### Turn New Hires into Lasting Employees

*3:05 – 4:00 p.m.*

### Leading, Managing & Coaching

**thursday, aug. 26**

*9:45 – 10:45 a.m.*

### Are You Worth It?

*10:50 – 11:50 a.m.*

### Professional Maturity on the Front Line



ALABAMA BANKERS ASSOCIATION

445 Dexter Ave., Suite 10025  
Montgomery, AL 36104-3775

## REGISTRATION 2021 IGNITE EXPERIENCE

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

**REGISTER NOW & SAVE!** Conference registration includes: two continental breakfasts, two lunches, breaks during the business sessions, reception and seminar materials. **TRADE SHOW SPEED DATING** participants will receive a free pair of sunglasses.

**EARLY BIRD MEMBER RATE** (by July 15, 2021) is \$395 for the first attendee, \$275 for additional attendees

**MEMBER RATE** is \$445 for the first attendee, \$305 for additional attendees

**NON MEMBER RATE** is \$645 for the first attendee, \$475 for additional attendees

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

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

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**CANCELLATION POLICY:** ABA will process a \$100 per person administrative fee for all cancellations, regardless of when they are received. Cancellations received in writing by Aug. 5, 2021 are eligible to receive a refund (minus the \$100 per person administrative fee). No refunds can be offered after 5 p.m. on Aug. 5, 2021 although substitutions are always welcome.