



# SUMMER LEADERSHIP CONFERENCE

JULY 14 - 16 • THE LODGE AT THE GULF STATE PARK • GULF SHORES

## LEADERSHIP WORKSHOP

featuring *Traci Brown*

### Liar, Liar Pants on Fire!



“Two Truths and a Lie” is a fun game unless you don’t know you’re playing. You haven’t realized it, but in business you are playing every day. Discover how to WIN the game with clients, your boss, team, and prospects. Protect your hard-earned profits and catch would-be fraudsters before they take away everything you’ve worked for. In this fast-paced workshop, you’ll discover how to use Traci’s 9-Point Fraud Spotting System to separate the lies from the truth, so you don’t innocently step into a business, life or reputation-destroying event. You’ll quit second-guessing your instincts and immediately tell fact from fiction when you discover:

- Nine telltale signs that a person is lying
- How to quickly uncover the truth
- How to keep nefarious people from making you a victim.

### ABOUT THE SPEAKER

NBC, CBS and Fox have asked Traci Brown to reveal secrets hidden in plain sight. And she can help you reveal the secrets your clients are keeping from you that are impacting your bottom line. She’s trained in the body language of deception detection right alongside our country’s top law enforcement. In her fast paced programs, Traci teaches the skills she’s used to find the truth in billion dollar business deals, crimes and politics. Traci is a former member of the U.S. Cycling Team and the author of *How to Detect Lies, Fraud and Identity Theft.*

## THURSDAY, JULY 14

- 12:30-1 p.m. Registration
- 1 - 3:30 p.m. **BUSINESS SESSION**
  - Welcome & Chairman’s Update**  
*Elizabeth Bailey*
  - Economic Outlook**  
*Dr. James Swofford*
  - Governmental Affairs Update**  
*Josh Blades*
- 3:30 - 4:30 p.m. **Mad Minutes**

## FRIDAY, JULY 15

- 7:30-8:30 a.m. **Breakfast Buffet**
- 8:30 a.m. - 12 p.m. **LEADERSHIP WORKSHOP:**
  - Liar Liar Pants on Fire**
  - Fraud Detection**  
*Traci Brown*
- 9 - 10 a.m. **Family Bingo**
- 12 - 1:30 p.m. **Beachfront BBQ**

## SATURDAY, JULY 16

- 7:30 - 8:30 a.m. **Breakfast Buffet**
- 8:30 a.m. - 12:15 p.m. **Polish Your Professional Presence**  
*Stayce Wagner*
- The Great Resignation**  
*Jeff Rendel*
- Courageous Leadership: Living the Life of Influence**  
*Dan Meers*
- 9 - 10 a.m. **Family Bingo**
- 7 - 9:30 p.m. **Sweet Home Alabama Dinner & Family Fun**

# BUSINESS SESSION SPEAKERS

## Inflation and the Economy and Banking

featuring *Dr. James Swofford*

Dr. Swofford shares his expertise on the current state of the economy, inflation and what bankers need to be watching as economic predictors in 2022. James L. Swofford is a Professor of Economics at the University of South Alabama and holds a Ph.D. in economics from the University of Florida.



## Governmental Affairs Update

featuring *Josh Blades*

Josh Blades will share with members the latest regulatory and policy developments impacting the



industry, as well as provide insights into national and local state of government affairs. As a senior advisor in Bradley's Governmental Affairs and Economic Development practice group, Josh Blades represents the Alabama Bankers Association before the executive and legislative branches of government in Montgomery, Alabama and Washington, D.C. Prior to joining Bradley, Josh held senior positions in both the legislative and executive branches of Alabama state government.

## Polish Your Professional Presence

featuring *Stacey Wagner*

Did you know that it takes only one-tenth of a second for someone to form a good or not-so-good impression of you? Whether you're working on-site, virtually, or somewhere in-between, a polished professional presence is essential for career success. During this 75-minute interactive workshop, attendees will learn simple techniques that can help you feel confident, make a good impression, and build positive business relationships.



### Key Topics

- Making powerful introductions
- Dressing to impress in a business casual world
- Working the room with confidence
- Succeeding at small talk
- Avoiding social media "don'ts"

## The Future Workplace Experience: Beyond the Great Resignation

featuring *Jeff Rendel*

The process of recruiting, retaining, and engaging top employees is a strategic initiative that will drive your



bank to long-term success. Discover how to build an employee experience that incorporates: a consumer mindset toward the workplace; agile and responsive leadership at all levels; and, a commitment to becoming a "learning organization." Learn to enable your bank to meet the future now, and compete for years to come.

## Courageous Leadership: Living a Life of Influence

featuring *Dan Meers*

On Nov. 23, 2013, Dan Meers came within inches of losing his life while practicing a bungee jump and zip line



stunt at Arrowhead Stadium home of the Kansas City Chiefs. What Dan anticipated being the thrill of a lifetime ended up being the spill of a lifetime. The stunt went terribly wrong and Dan plummeted 75 feet before crashing into the stadium seats. Miraculously, Dan survived. He spent nine days in the hospital and got some really big scars. Dan smiles when he says, "Scars are just tattoos that come with a cool story." Dan is the author of the book *Wolves Can't Fly* and during his powerful presentation Dan shares his incredible story and the important lessons that he has learned about leadership and about life.



## ACCOMMODATIONS

**Resting on the Gulf Coast, our eco-friendly resort is part of the 6,150-acre Gulf State Park — boasting 28 miles of trails and a freshwater fishing lake. We're adjacent to Gulf State Pier, with central Gulf Shores two miles away. Explore the area with our rental bikes, and enjoy a coast-facing infinity pool and 24-hour fitness center.**

Rooms are available at a starting rate of \$289. The room block deadline is June 10, 2022 provided it does not fill up prior to this date. To make reservations, you may either call the hotel at (800) 618-4350 and reference ABA or make reservations online at <https://bit.ly/3tQGb3v>. The Gulf State Park is located at 21196 East Beach Blvd, Gulf Shores. Extended dates and Gulf room upgrades are based upon availability.

### EXTENDED STAY REQUESTS:

- Edit travel dates at the top of the landing page, then click the UPDATE icon
- If the requested dates are not available at the group rate, proceed with booking a reservation as available via the booking link. Then, forward confirmation number to [jcomstock@lodgegsp.com](mailto:jcomstock@lodgegsp.com) with the request for additional days. Copy [athomas@alabama.bank](mailto:athomas@alabama.bank) on all requests.



## EVENT SPONSORS

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*Sponsors as of March 31, 2022.*



## BANKERS 2 LEADERS

ALABAMA BANKERS  
ASSOCIATION, INC

445 Dexter Ave., Suite 10025  
Montgomery, AL 36104

# 2022 B2L REGISTRATION

**REGISTRATION FEES** are per person and include: all business sessions, breakfast on Friday and Saturday, lunch on Friday, two family bingo sessions, and the Sweet Home Alabama dinner and entertainment on Saturday night. Send completed form & fees by mail to: ABA, 445 Dexter Ave., Suite 10025, Montgomery, AL 36104, by fax to (334) 244-9382, or by email to [athomas@alabama.bank](mailto:athomas@alabama.bank).

Name \_\_\_\_\_

Bank \_\_\_\_\_

Address \_\_\_\_\_ City, State & Zip \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

Spouse/Guest \_\_\_\_\_

Child/Age \_\_\_\_\_ Child/Age \_\_\_\_\_

### PAYMENT METHOD

**TOTAL FEES DUE : \$ \_\_\_\_\_**

- I have enclosed a check for my registration fees.
- Please invoice me for my registration fees.
- Please charge a total of \$ \_\_\_\_\_ to the following credit card:
  - Visa       MasterCard       Discover       Amex
- Credit Card No. \_\_\_\_\_ Exp. \_\_\_\_\_
- Signature \_\_\_\_\_

FEES	Early Bird Member by 5/20	Regular Member after 5/20	Non-Member Rate
Banker/ Associate Member	\$595	\$645	\$745
Spouse or Guest	\$225	\$275	\$375
Child (12-17)	\$95	\$115	\$215
Child (2-11)	\$70	\$90	\$190

**CANCELLATION POLICY:** ABA will process a \$150 per person administrative fee for all cancellations, regardless of when they are received. Cancellations received in writing by June 3, 2022 are eligible to receive a refund minus the \$150 per person administrative fee. No refunds can be offered after 5 p.m. on June 3, 2022 although substitutions are always welcome.

## QUESTIONS?

Please contact **Ashley Thomas** at (334) 386-5736 or [athomas@alabama.bank](mailto:athomas@alabama.bank).