

THE **IGNITE** Experience IN THE ROCKET CITY!

powered by the Alabama Bankers Association

SEPTEMBER 27-28, 2022

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4 TRACKS

WEAR LOTS OF HATS? MIX & MATCH!
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14 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

Tuesday, Sept. 27

A Crash Course in Cryptocurrency – What You Need to Know

BROOKE YBARRA



Brooke Ybarra, vice president of Innovative Services at the American Bankers Association, will offer a crash-course in crypto currencies so you can not only stay ahead of the curve but lead the pack in the digital realm. In this session she will provide a framework for understanding different types of digital assets, including traditional cryptocurrency, stablecoin, and central bank digital currency. She will also discuss how banks are engaging in the cryptocurrency ecosystem, and review key policy and regulatory developments.

Wednesday, Sept. 28

Thriving in a Multigenerational Organization

DR. MELISSA FURMAN



For the first time in American history, there are five generations present in the workplace and the banking industry is serving customers from six generations. As a result, banking employees are faced with challenges due to differing mindsets, work styles, and communication styles. This session is tailored towards the needs of banking employees and will provide knowledge, skills, and strategies to maximize successful interactions across generations.

Dr. Furman served as the assistant dean and currently serves as a faculty member at the James M. Hull College of Business at Augusta University in Augusta, Georgia. She also serves as an affiliate faculty member for the Professional Education division at GA Tech and the Kenan-Flagler Executive Education division at UNC-Chapel Hill. Dr. Furman has previously served in a variety of roles at other universities such as Emory University, The University of Georgia, and Johns Hopkins University.

AGENDA

SEPTEMBER 27

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

SEPTEMBER 28

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 Huntsville Marriott Space & Rocket Center. Rooms are available for \$149 per night. The room block expires on Aug. 23, 2022.

To make reservations call (800) 228-9290 and reference the Alabama Bankers Association.

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



INFORMATION TECHNOLOGY

Tuesday, Sept. 27

11 a.m. - 12 p.m.

Regulation E: What Does it Mean to Me?

1 - 1:50 p.m.

Top 10 Exception Handling Issues

3:05 - 4:00 p.m.

Cybersecurity Tips & Tricks

Wednesday, Sept. 28

9:45 - 10:45 a.m.

A Hacker's Notes from the Field

10:50 - 11:50 a.m.

Technology Landscape in Retail Banking



MICHELE BARLOW



BEN HAYDEN



ELIZABETH OELTJENBRUNS

INFORMATION TECHNOLOGY

Regulation E: What Does it Mean to Me?

MICHELE BARLOW

Regulation E compliance is one of the biggest topics in payments for 2022. The CFPB released frequently asked questions to help clarify a financial institution's role in Regulation E error resolution. This session will define and explain the types of transactions covered by Regulation E and the requirements pertaining to error resolution for your financial institution. Attendees will learn the definition of an error according to the regulation along with the timing requirements for investigation and resolution of unauthorized transactions by the financial institution. The speaker will also discuss what you must do to minimize your financial institution losses. Other topics include busting common Regulation E myths, answering the most common Regulation E dispute questions, and discussing P2P payment apps. Come prepared for a fast-paced and interactive discussion!

Top 10 Exception Handling Issues

MICHELE BARLOW

It's not late night, but do we have a Top 10 list for you! Join your host Michele Barlow to count down the top 10 payments exception handling questions that keep you up at night. This list will include dealing with sticky situations across many payment channels including check, card, ACH and faster payments. Bring your questions, your common issues, and your solutions to this interactive session.

Cybersecurity Tips & Tricks

BEN HAYDEN

In this presentation, learn about current cybersecurity trends, the different types of social engineering attacks and how to spot them, and best-practices for protecting yourself and your organization. We'll use videos and the actual tools the bad guys are using to explain how to protect yourself.

A HACKER'S NOTES FROM THE FIELD

BEN HAYDEN

This presentation walks through a day in the life of an ethical hacker. We'll cover penetration testing and vulnerability analysis, tying both back to effective IT risk management. Lastly, we'll look at how to be efficient with your security dollars in remediating common vulnerabilities.

Technology Landscape in Retail Banking

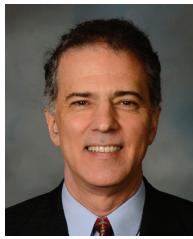
ELIZABETH OELTJENBRUNS

In this session, participants will explore:

- The current technology landscape in retail banking – the Universal Banker model, account opening platform solutions and lead generation tools – that enable a fast and seamless customer experience;
- The importance of training front-line staff to effectively use technology without losing the ability to engage and interact with customers in a way that deepens relationships with them; and
- The need for managers to observe and coach both technical proficiency and the customer experience so that investments in technology and skill development are not wasted.



**ELIZABETH
OELTJENBRUNS**



MIKE LEHR



MATT OGLESBY

HUMAN RESOURCES

Appreciating Diversity in the Workplace

ELIZABETH OELTJENBRUNS

Diversity-Equity-Inclusion is a timely topic for leaders to respond to new federal recommendations aimed at revitalizing culture and community in the workplace and in all customer services. This session is highly interactive and encourages open communication and dialogue. You will gain an understanding of the types of diversity that exist in the workplace, engage in activities that build self-awareness about the need for inclusion of all employees, and explore measures your bank may take in response.

How Prepared are You for an HR Meltdown?

MIKE LEHR

Employment settlements can easily exceed \$200,000. That doesn't even cover the cost to prove you're right. Still, as one attorney advised, "Just because the law is on your side, doesn't mean you will win in court." This session will include a quick and easy, do-it-yourself human resources audit of all your defenses, not just your HR department.

Employee Pay and Benefits: What Do Employees Expect from Their Employer and How Should You Prepare for the Future?

SAM HARRIS

We will discuss what human resource professionals need to know from a compliance perspective, FLSA and

wage and hour issues and how to conduct an exempt/non-exempt test. We will address an overview of the benefits required by the government, and how they should be administered. We will also focus on the impact of Covid on employee benefits; the importance of remote work to so many employees in the country and the effect that has on what employees expect from their employer; and how they might consider readjusting their benefits programs to better compete for talent in the new post-Covid environment.

HR HOT TOPICS

MATT OGLESBY

This breakout session will cover topics ranging from lingering effects of Covid, harassment, benefits and compensation to name a few. Not only will concerns be addressed but solutions will also be provided to address these concerns. You will also have the opportunity to bring current concerns from your organization and have them addressed as well.

Refresh Your Recruiting & Hiring Practices to Successfully Navigate Talent Challenges

DR. MELISSA FURMAN

Employee recruitment and retention continues to be a top challenge for organizational leaders and it's time to refresh the traditional methods and strategies. This session will assess the relevancy of your current practices and present unique and modern strategies to attract and retain a diverse and engaged workforce.



**HUMAN
RESOURCES**

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10:50 - 11:50 a.m.

Refresh Your Recruiting & Hiring Practices to Successfully Navigate Talent Challenges



MARKETING & PUBLIC RELATIONS

Tuesday, Sept. 27

11 a.m. - 12 p.m.

Breaking Down Enthusiasts, Influencers & Ambassadors

1 - 1:50 p.m.

Using Social Media to Connect with Business Owners

3:05 – 4:00 p.m.

Building Trust through Storytelling in a Digital World

Wednesday, Sept. 28

9:45 – 10:45 a.m.

Becoming a Content Creator of One

10:50 – 11:50 a.m.

Marketing Perspectives this Year



KRISTIN SUNDIN
BRANDT



BEN PANKONIN



EMILY MAYS



MARCIA JOHNSON

MARKETING/PUBLIC RELATIONS

Breaking Down Enthusiasts, Influencers & Ambassadors

KRISTIN SUNDIN BRANDT

The financial services industry is catching up to the idea of using brand ambassadors to build brand awareness and connect with customers and prospects – but what is a brand ambassador, and how is it different from an influencer, or someone who is simply enthusiastic about your organization?

During this session Kristin draws on her experience as an influencer, brand ambassador and content creator for organizations including Intel, Real Simple, Chevrolet and Embassy Suites to break down the differences while exploring both the opportunities and the pitfalls.

Using Social Media to Connect with Business Owners

KRISTIN SUNDIN BRANDT

We have seen the power of social media to help banks connect directly with customers and prospects to build awareness, acquire new accounts and increase product adoption. But can the same tools be used to appeal to business owners to do the same?

The short answer is – yes. During this session, we will look at ways to use popular social media channels including Facebook, Instagram, and LinkedIn to connect with business owners – a particularly difficult demographic to reach – while also supporting the social selling efforts of your banks' employees and sales team.

Building Trust Through Storytelling in a Digital World

BEN PANKONIN

Recovering from a pandemic and looming uncertainty has led small businesses and consumers to wonder how to adapt and build trust in what's next. Every role in a bank is designed to build trust, especially in times of uncertainty. Storytelling is a unique opportunity to accelerate trust from your community and within the bank. During this workshop Ben Pankonin will share strategies and methodologies to help build trust through storytelling. He will discuss how the effectiveness of storytelling can be humanized and amplified through digital mediums like TikTok, Reels, and paid ads.

Becoming a Content Creator of One

BEN PANKONIN

Whether you are in marketing, sales or even operations, in this digital age, you are a content creator. With the evolution of social media and the consumption of content, each of us are creating more content than ever before. We now have more of a voice in the trust that our community places in our brand. Our bank's reputation is often defined by the public's perception of the content we create and share. In this session Ben will provide opportunities to plan, personalize and promote your brand through social media content creation. Whether you are looking to optimize your content creation as a team of one, or as a collaborative team, Ben will share some tips and resources to build or reinforce your social media content strategies.

Marketing Panel Discussion: Marketing Perspectives this Year

A panel discussion of the different marketing roles and dynamics. How



ASHLEY PALMER



MICHELLE SMART



KAREN BUTCHER

to work through barriers, provide support and find success for your bank. Panelists include: **Emily Mays** – Vice President, Chief Administrative Officer, Senior Marketing Director of Community Spirit Bank; **Marcia Johnson** – Marketing Director of River Bank & Trust; **Ashley Palmer** – Head of Operations of First National Bank, Hamilton; **Michelle Smart** - Director of Marketing and Communications of Bryant Bank.

BRANCH MANAGEMENT

The Truth about Employee Engagement

KAREN BUTCHER

The best organizations create enviable workplaces that lead to better profitability, higher productivity, increased customer loyalty and more. These organizations create a culture of job satisfaction that results in higher employee engagement and lower unwanted attrition. Studies show, an employee's relationship with their direct manager is the most important determinant to employee satisfaction; more than pay, benefits, perks, and work-life integration.

Teach Your Frontline the Art of Hospitality

KAREN BUTCHER

“Welcome, I’m glad you are here, how can I serve you?” Is that what your customers hear when they enter your bank? To some employees it comes naturally and for others it takes some training and coaching. Model the behaviors you want to see in your frontline. Teach them how to interact with your customers at such a level that the customer would never want to leave your bank to go to the competition.

Develop a Feedback Habit

KAREN BUTCHER

Strike it from your conversations; there is no such thing as constructive criticism. Replace those words with feedback. Supervisors who learn to provide feedback utilize this tool in two ways: for improvement and for recognition for a job well done. Giving feedback is a valuable tool for your leadership toolbox. This session will challenge you to develop a feedback habit.

The Value of Leadership

Assessments

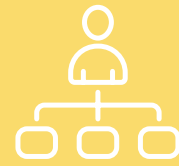
KAREN BUTCHER

Understanding your personal strengths may help you further hone and develop your leadership abilities no matter what stage you are in your career. Assessments give you an objective idea of your behavioral patterns and give you insight into how you manage yourselves and influence those you supervise. Assessments help stimulate and enrich self-awareness and explore how your behaviors impact your organization. You will learn about some popular assessments; for a cost and free.

Building a Cohesive Team

KAREN BUTCHER

Patrick Lencioni identifies five behaviors that, if maximized, help a team operate as efficiently and effectively as possible. The characteristics of a cohesive team are trust, conflict, commitment, accountability, and results. Each behavior in the model builds upon the previous and supports the others. In this session we will explore each of the behaviors and involve you in an exercise to evaluate your team.



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The Value of Leadership Assessments

10:50 – 11:50 a.m.

Building a Cohesive Team



ALABAMA BANKERS ASSOCIATION

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Montgomery, AL 36104-3775

REGISTRATION 2022 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 Aug. 15, 2022) is \$495 for the first attendee, \$345 for second attendee from the same bank

MEMBER RATE is \$545 for the first attendee, \$395 for second attendee from the same bank

NON MEMBER RATE is \$695 for the first attendee, \$495 for additional attendees

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Additional Attendees:	Name	Title	Email
	Name	Title	Email

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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 Sept. 1, 2022 are eligible to receive a refund (minus the \$100 per person administrative fee). No refunds can be offered after 5 p.m. on Sept. 1, 2022 although substitutions are always welcome.