



# Summer

## LEADERSHIP CONFERENCE

JULY 13-15, 2023 | THE HENDERSON BEACH RESORT | DESTIN, FLORIDA

### Leadership Workshop

featuring **Brad Lomenick**

### *The Catalyst Leader*

*Your legacy, regardless of where you are in your leadership journey, starts now. Leading well now means finishing well later.*



We need great leaders. More than ever we need authentic, collaborative, inspiring men and women of integrity at the helm of society- and too often our leaders fall short. Some focus on personal success, alienating those they lead. Others shift their principles when it is convenient.

There is a better way. You can energize and inspire the people around you. You can be a catalyst leader.

Brad Lomenick describes the skills and principles that define a true change maker. This workshop offers eight key essentials by which a leader can influence others and make a difference, laying out the path to the keys for becoming an effective leader.

Lomenick shares wisdom, practical knowledge, and stories of success and failure from his own journey of running Catalyst, one of America's most influential leadership movements. Leading can be a difficult road, and many choose to follow. You can take a better path. Good leadership inspires and innovates, while poor leadership leaves us hopeless, frustrated and regretful. Begin your journey to becoming a Great Leader- a true catalyst leader.

Lomenick is a leadership consultant, speaker, founder of BLINC, and author of *The Catalyst Leader* and *H3 Leadership*. He writes about leadership, the next generation, creativity, innovation, social media, teamwork, and personal growth.

### THURSDAY, JULY 13

- 12:30-1 p.m. Registration
- 1 - 5 p.m. **GENERAL BUSINESS SESSION**
- Leadership Panel
- Crafting your Social Media & Digital Marketing to Work for You, *Makenzie Miley*
- Building Resiliency & Choosing a Positive Life Perspective, *Ashlee Leppert*
- Mad Minutes

### FRIDAY, JULY 14

- 7:30-9 a.m. Breakfast Buffet
- 8 - 11:45 a.m. **LEADERSHIP WORKSHOP:**  
*The Catalyst Leader*  
*Brad Lomenick*
- 10 - 11 a.m. Family Bingo

11:45 a.m. - 1 p.m. Burgers & Brews

### SATURDAY, JULY 15

- 7:30 - 8:30 a.m. Breakfast Buffet
- 8 - 11:45 a.m. **GENERAL BUSINESS SESSION**
- Economic Affairs and Governmental Update
- Breaking Through Ceilings, *Adam Stephens*
- Human Potential: A State of Mind, *Ed Hubbard*
- 10 - 11 a.m. Family Bingo
- 7 - 9:30 p.m. Pool Party, Drinks & Dinner

# General Business Sessions

## Bank Executive Leadership Certification Program Panel

Learn what your peers have to say about participating in the Bank Executive Leadership Certification Program and how it is impacting them professionally and personally!

## Crafting Your Social Media and Digital Marketing to Work for You

*featuring Makenzie Miley*

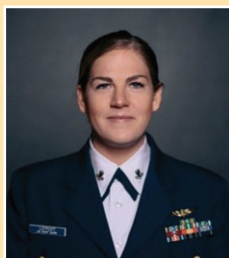
Learn how to embrace your current audience, reach your target audience, and improve your results in the ever-changing digital world. Makenzie Miley is the senior marketing manager for AgoraEversole Agency, where she serves as a client liaison and team leader in the development and execution of digital and traditional advertising, strategic planning, and overall marketing campaigns. She aims to help enhance clients' marketing efforts while increasing engagement with existing and potential customers.



## Building Resiliency & Choosing a Positive Life Perspective

*featuring Ashlee Leppert*

A veteran with 14 years of active duty service in the U.S. Coast Guard, Ashlee Leppert has flown over 100 rescue missions throughout her career and



served her country with honor, respect and devotion to duty. Leppert has endured many challenges in both her career and her personal life. She will share character-building hurricanes she has faced and how reframing her thinking instilled her with an overcomer attitude. She will inspire us to have a hero mentality by choosing the positive perspective, identifying the problem, and being part of the solution.

## Mad Minutes

Meet the vendors! Mad Minutes gives you an opportunity through our fun speed dating process to meet the outside partners that help your bank. Our sponsors are going crazy mad to let you know how their company can benefit your bank. You will visit each table in small groups for three minutes to learn about their new product or service. Make sure you get your Mad Minute card signed by each vendor to be entered for some great door prizes throughout the conference!

## Breaking Through Ceilings

*featuring Adam Stephens*

All organizations (and people for that matter) hit proverbial ceilings from time to time. Here are the leadership principles STS used to break through ours. These principles can be applied by any organization to achieve goals and move to the next level. We will wrap up with a

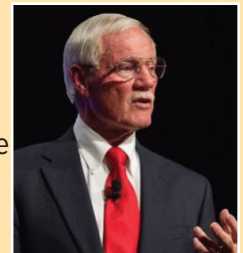


Q&A session to talk through current challenges and how to meet them. Adam Stephens has a diverse background in sales and marketing in several different industries, as well as a technical background from his days working as a nuclear power operator on submarines for the U.S. Navy. Stephens serves as the vice president of sales and marketing at STS Group.

## Human Potential: A State of Mind

*featuring Ed Hubbard*

During this presentation, Edward Hubbard relates the valuable lessons learned in captivity to the real world where we must live and work every day. Through examples of what he was able to achieve physically and mentally, with no resources, under the harshest conditions, he intends to provide greater understanding of the true, untapped, human potential and create a new attitude where people become passionately committed to the revitalization of America. Edward L. Hubbard, author, artist, and internationally known speaker, is dedicated to helping others overcome any obstacle, handle any ordeal, and reach any goal by developing the correct state of mind. Building upon his adverse experiences during more than six and a half years of captivity in North Vietnam, Hubbard conveys a positive message for personal growth.





# Accommodations

The Henderson Beach Resort features 170 spacious guest rooms and suites. Each guest room boasts a gracious view of either the Gulf of Mexico and the pristine nature preserve, our lovely pools with the Gulf beyond, a scenic view overlooking quaint Crystal Beach cottages to the Gulf beyond, or the pretty piazza filled with lushly landscaped gardens. Rooms are available starting at a rate of \$359 plus applicable taxes and fees. All rooms include private beach access, beach bikes, water sports, daily family pass to Henderson State Park as well as complimentary beach chairs and umbrellas (based upon availability). The room block deadline is June 9 provided it does not fill up prior to this date. To make reservations, you may either call the hotel at (855) 741-2777 or <https://www.bit.ly/40ejggi>. The Henderson is located at 200 Henderson Resort Way, Destin, FL 32541.



## 2023 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 pool party, dinner and drinks 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). **PHOTO USE** — By registering for our convention, you give your permission to be photographed during convention events and for those photographs to be used by the association.

FEES	Early Bird Member by 5/12	Regular Member after 5/12	Non-Member Rate
Banker/ Associate Member	\$695	\$745	\$875
Spouse or Guest	\$295	\$325	\$425
Child (2-17)	\$125	\$150	\$250

To qualify for the **EARLY BIRD RATE**, all registration fees must be paid in full and received in our office by May 12, 2023. ABA will bill you for additional registration fees if received by our office after this date. A child is considered anyone 17 years of age or younger. If you are registering your adult children who are older than 17, they are considered an adult guest and must pay the fee for that category. All registration fees are per person.

**CANCELLATION POLICY** — Due to very strict cancellation policies and prepayment policies imposed on ABA by third party providers, the following cancellation policy is necessary and will apply. ABA will process a \$150 per person administrative fee for all cancellations, regardless of when they are received. Cancellations received in writing by June 1, 2023 are eligible to receive a refund (minus the \$150 per person administrative fee). No refunds can be offered after 5 p.m. on June 1, 2023 although substitutions are welcome.

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 \_\_\_\_\_

**Questions?** Please contact **Ashley Thomas** at [athomas@alabama.bank](mailto:athomas@alabama.bank).



**BANKERS 2 LEADERS**

ALABAMA BANKERS  
ASSOCIATION, INC

445 Dexter Ave., Suite 10025  
Montgomery, AL 36104



# LEADERSHIP CONFERENCE

**JULY 13-15, 2023 | THE HENDERSON BEACH RESORT | DESTIN, FLORIDA**

**2023**  
*Conference  
Sponsors*

### *Event Sponsors*

Alabama Banking Services • Bankers Healthcare Group • BANKPAK Security  
Bradley • Bryant Bank • Independent Community Bankers of America  
Loomis Armored • QSI • SHAZAM • SouthState Bank

### *Deluxe Sponsors*

Kristopher James Company • Mauldin & Jenkins • Phelps Dunbar, LLP  
STS Group • The Baker Group • Wipfli

### *General Sponsors*

FHLBank of Atlanta • First National Bankers Bank