

# THE IGNITE EXPERIENCE IN THE ROCKET CITY

powered by the Alabama Bankers Association

## September 26-27

The Westin in Huntsville



## 2023 IGNITE SPONSORS

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# ONE CONFERENCE

## 4 TRACKS

**WEAR LOTS OF HATS? MIX & MATCH!**  
**PRIMARY JOB FOCUS? STAY ON TRACK!**

15 SPEAKERS • 20 BREAKOUT OPTIONS



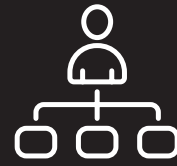
INFORMATION  
TECHNOLOGY



HUMAN  
RESOURCES



MARKETING  
& PUBLIC  
RELATIONS



BRANCH  
MANAGEMENT



## TRADE SHOW ROCKET ROUNDS

Join us on Tuesday during Ignite 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 designer sunglasses (a \$200 value)!**





# KEYNOTE SPEAKERS

**Tuesday, Sept. 26**

## Thriving in the Corporate World Through Understanding the Power of Trust & Teamwork

**MICHAEL HINGSON**



As was the case with many Americans, Michael Hingson's life changed dramatically on Sept. 11, 2001. He and his guide dog "Roselle" were the lucky ones, however, in that they escaped the World Trade Center attack. As a WTC survivor who has been blind since birth, Mike was suddenly thrust into the international limelight. Mike has since become a well-known speaker who uses that experience, along with 40 years in high technology sales, to address the issue of building a team based on trust. He captivates his audiences with stories and lessons about how he has created successful and high functioning teams wherever he goes and how they can do the same. Mike's audiences discover first-hand how he lived through the terrorist attacks by forming teams to keep everyone around him focused and to successfully work toward the common goal of escape from Tower One. Mike's thoughtful insights inspire his audiences to change the way they think about the way they work and relate to each other. Listeners learn about skills and methods Mike uses daily to create teams and how trust and teamwork enriches his life as well as the lives of those around him.

**Wednesday, Sept. 27**

## Violence: Is it Coming to Your Office

**CAROL DODGEN**



We've seen the news – violence is up, and homicides in America are at historic levels. We can no longer afford to ignore the possibility that it could strike at our office. What can we do to prepare? Is there any way to prevent becoming the victim of violence in your office? In the last few years, isolation, stress, and fear have grabbed us as never before in recent history. Mental health professionals are overwhelmed, money is tight, and the service industry has been forced to place signs on their doors asking customers to be kind to their employees. We must now exceed required training to give our employees tools to prevent and properly handle the unpredictable situations that will inevitably come through our doors. In this session, we will look at recent cases and discuss best practices for prevention, de-escalation, and critical response, as well as the importance of situational awareness and risk avoidance.

# AGENDA

## SEPTEMBER 26

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.

Rocket Rounds

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.

Rocket Rounds

3:05 - 4 p.m.

Breakout Sessions

4 - 5 p.m.

Reception

## SEPTEMBER 27

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 Westin in Huntsville. Rooms are available for \$169 per night. The room block expires on Aug. 28, 2023.

To make reservations call (256) 428-2000 and reference the Alabama Bankers Association.

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



## INFORMATION TECHNOLOGY

**Tuesday, Sept. 26**

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

### **Business Continuity Management (BCM)**

*1 - 1:50 p.m.*

### **System Security Planning**

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

### **Creating Your Community Bank Core and Ancillary Systems Strategy**

**Wednesday, Sept. 27**

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

### **What's Happening with Cyber Insurance and its Impact on Security Programs**

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

### **State of the Threat**



**BROOKS ASKEW**



**MIKE NEALE**



**SCOTT MCCRADY**

## INFORMATION TECHNOLOGY

### **Business Continuity Management (BCM)**

**BROOKS ASKEW**

Business Continuity Management (BCM) is the process for management to oversee and implement resilience, continuity, and response capabilities to safeguard employees, customers, and products and services. Disruptions such as cyber events, natural disasters, or man-made events can interrupt an entity's operations and can have a broader impact on the financial sector. Please join Brooks as he discusses BCM capabilities that all financial organizations should have and how to structure them to the benefit of your organization.

### **System Security Planning**

**BROOKS ASKEW**

A System Security Plan (SSP) is a formal document that provides an overview of the security requirements for an information system and describes the security controls in place or planned for meeting those requirements. It is important for any organization to formalize a security plan to understand what capabilities need to exist, develop a budget, manage continuous improvement, and continuity of operations. Brooks will discuss an SSP approach, challenges, and opportunities.

### **Creating Your Community Bank Core and Ancillary Systems Strategy**

**MIKE NEALE**

Banks have long grappled with the question, "What core should we be on?" As digital channels continue their ascendancy, that question is just as frequently applied as, "Which digital partner should I choose?" And you might as well throw in EFT and other ancillaries, too! For all major system decisions, how do you determine the best answer for your bank? In this session, we'll go through some of the decision points to help solve this riddle so that your bank can make the best decision.

### **What's Happening with Cyber Insurance and its Impact on Security Programs**

**SCOTT MCCRADY**

In this session we'll talk about the current state of cyber insurance. What's been happening in the past year and what do we expect to see over the next 12 months? Scott will share how this changing landscape is impacting organizations cybersecurity programs.

### **State of the Threat**

**SCOTT MCCRADY**

As always the threat landscape continues to evolve. What are we seeing, what are the targets, and most importantly what are current solutions to help defend against the threat and mitigate risks.



JOY WINCHESTER



KIMBERLY  
PRUITT



TIM O'ROURKE

## HUMAN RESOURCES

### The Neuroscience of a Successful Workforce

JOY WINCHESTER

As a leader, you play an incredibly important role in your business and community. The members of your team look to you for direction, and they trust in you to be forthright, fair, and honest. The goal is to explain all of the elements of leaders and leadership to share its importance all while understanding why we lead the way we lead. Be prepared for "real talk" as Joy explains how we can have the biggest impact in the leadership role we have been given.

### Moving From Diversity to Inclusion

MICHAEL HINGSON

Companies and organizations are jumping on the bandwagon to become more diverse. Some have even developed whole departments to roll out and implement diversity plans. Unfortunately, these plans do not necessarily include everyone. How many times, for example, have we seen or experienced discussions of diversity which include naming minority groups with little or no discussion of including persons with disabilities? In this talk, Michael Hingson, who is blind, is a subject matter expert on inclusion and assistive technology for persons who are blind. Mike will show us that diversity is not enough by illustrating why it is time to move from just talking about diversity to real inclusion on the job and in our lives. He will discuss how easy it can be to make jobs more accessible to all simply by changing our mindset and incorporating a few simple rules.

### HR Hot Topics

KIMBERLY PRUITT

This breakout session will cover current concerns for all levels of management. The topics will include employee

selection, talent shortages, benefits and compensation and workplace burnout. 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 issues from your organization and have them addressed as well.

### What Your Bank's Future Workforce Will Look Like

TIM O'ROURKE

This review of the future workforce will help you think about your bank's future staffing needs and how to recruit and keep a productive, happy slice of that force. Understand the trends so you can educate management about the challenges and help strategize the solutions. What you learn here will confirm things you may have imagined, challenge assumptions, and urge you to adjust where HR needs to go.

### Violence: What you Don't Know Can Hurt You

CAROL DODGEN

How many people are currently contemplating committing an act of violence in your workplace? As a human resources professional, you must seriously consider this question. Do you have appropriate prevention protocol in place? Are your employees trained to recognize red flags, and do they understand how to report concerns? In this important and timely session, we will discuss key prevention actions, and methods for fostering a safe work environment. Do you have policies and procedures in place that reflect industry best practices? Discover prudent methods for handling disciplinary actions and conducting terminations, and fundamental elements that should be included in your employee training programs. Additionally, we will discuss recent case studies and lessons learned from survivors, along with warning signs and behaviors of concern that shouldn't be overlooked.



HUMAN  
RESOURCES

**Tuesday, Sept. 26**

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

**The Neuroscience of a Successful Workforce**

*1 - 1:50 p.m.*

**Moving From Diversity to Inclusion**

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

**HR Hot Topics**

**Wednesday, Sept. 27**

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

**What Your Bank's Future Workforce Will Look Like**

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

**Violence: What you Don't Know Can Hurt You**



## MARKETING & PUBLIC RELATIONS

**Tuesday, Sept. 26**

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

### **Bankreative - Part 1**

*1 - 1:50 p.m.*

### **Bankreative - Part 2**

*3:05 – 4:00 p.m.*

### **Marketing Applications of Artificial Intelligence Revolutionizing the Banking Industry Today**

**Wednesday, Sept. 27**

*9:45 – 10:45 a.m.*

### **How to Successfully Use Artificial Intelligence (AI) With Social Media & Digital Marketing, Brand Development, and Assessing Marketing Trends**

*10:50 – 11:50 a.m.*

### **Marketing in Challenging Environments**



**CLARK HOOK**



**BILL EDELSTEIN**



**EMILY MAYS**



**RACHEL MCPHILLIPS**

#### **MARKETING/PUBLIC RELATIONS**

### **Bankreative - Part 1**

#### **CLARK HOOK**

Bankreative is an engaging session where participants will leave with tools for developing more creative, engaging, and effective work and building better bank brands. We'll do hands-on exercises, group exercises, lectures, and discussions to help participants think more creatively, leverage design, and get better results from their work, whether they're doing the work themselves, using an in-house team, or working with freelancers or an agency. The ability to be creative in the context of your brand is a powerful tool for building value and this workshop helps participants do just that.

### **Bankreative - Part 2**

#### **CLARK HOOK**

Join us for part two of Clark's session designed to send you back to your bank full of creativity and ideas to implement in your daily work life!

### **Marketing Applications of Artificial Intelligence Revolutionizing the Banking Industry Today**

#### **BILL EDELSTEIN**

Artificial Intelligence (AI) has revolutionized the way the banking industry conducts their marketing operations, and its impact will only expand exponentially in the years to come. From improving predictive analytics to enabling personalized customer service, AI has the potential to transform almost every aspect of a bank's operations. However, it may be challenging to determine how to maximize its application to improve the marketing capabilities of your organization and your bottom line. In this talk, you will be provided with the most impactful AI applications for marketing/sales use and navigation.

### **How to Successfully Use Artificial Intelligence (AI) With Social Media & Digital Marketing, Brand Development, and Assessing Marketing Trends**

#### **BILL EDELSTEIN**

Artificial Intelligence (AI) has the power to transform the impact of marketing and sales within the banking sector. In this session, you will be provided with key AI applications for successfully augmenting your social media and digital marketing, brand development, and assessing key marketing trends. Highlights will include:

- Social Media and Digital Marketing: Use AI tools to sift through the social media behavior of your followers to pinpoint what type of content they are looking for. By navigating customer data, AI can offer predictive analytics to suggest products that customers are most likely to need or want.
- Brand Development: Generate creatives while supporting idea generation and content creations such as logos, text, videos, and customized art images.
- Marketing Trends: AI can be used to analyze data and provide insights into market trends, consumer behavior, targeted marketing and industry developments.

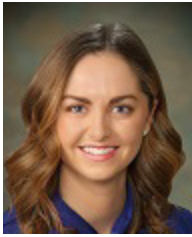
### **Marketing in Challenging Environments**

A panel discussion of the different marketing roles and dynamics. How 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; **Rachel McPhillips** – Director of Public Relations, First Community Bank of Cullman; **Chris King** – Director of Marketing, Bank Independent; **Hallie Mauldin** - Community Engagement Leader - Bank Independent.





CHRIS KING



HALLIE MAULDIN



KAREN BUTCHER

## BRANCH MANAGEMENT

### Building Stronger Teams

KAREN BUTCHER

You've probably been on your share of teams, yet no one really tells us how to be a good teammate. Based on Patrick Lencioni's best-selling book *The Five Dysfunctions of a Team*, Karen will share a simple and powerful model that helps develop the skills to become a better teammate and start building stronger teams. In this session, you will engage in an overview of the five principles of good teamwork and how they come together to create a framework for building cohesive teams.

### The Gift of Giving and Receiving Feedback

KAREN BUTCHER

Feedback can help individuals understand what they are doing well and where they need to improve, allowing them to focus on specific areas and make progress. In this session you will learn a framework for giving feedback, tips to help your feedback make a positive impact, and participate in constructive feedback exercises.

### Why Aren't They Accountable?

KAREN BUTCHER

"I just want them to take responsibility for their performance and help the team reach our goals." Does this sound familiar? Supervisors want employees who are consistent in doing the right thing in all aspects of their job. In this workshop, you will learn proven ways to engage and re-engage your employees.

### Tough Conversations

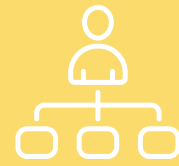
KAREN BUTCHER

Does the stress and anxiety that comes from simply thinking about a potential conflict drive you into avoidance mode? When you avoid tough conversations the situation doesn't improve, performance suffers, and team morale plummets. In this session you will learn the art of converting confrontation into conversation.

### Workplace Well-being

KAREN BUTCHER

Expectations around well-being at work continue to increase especially among younger generations, while perceptions of who is responsible for creating happiness in the workplace are shifting. In this session you will learn the six areas of well-being and how supervisors can impact well-being in the workplace.



## BRANCH MANAGEMENT

**Tuesday, Sept. 26**

11 a.m. - 12 p.m.

**Building Stronger Teams**

1 - 1:50 p.m.

**The Gift of Giving and Receiving Feedback**

3:05 - 4:00 p.m.

**Why Aren't They Accountable?**

**Wednesday, Sept. 27**

9:45 - 10:45 a.m.

**Tough Conversations**

10:50 - 11:50 a.m.

**Workplace Well-being**



ALABAMA BANKERS ASSOCIATION

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



## REGISTRATION 2023 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 ROCKET ROUNDS** participants will receive a free pair of sunglasses.

**EARLY BIRD MEMBER RATE** (by Aug. 17, 2023) 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

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:** 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, 2023 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, 2023 although substitutions are always welcome.