



Summer

LEADERSHIP CONFERENCE

JULY 11-13, 2024 | THE HENDERSON BEACH RESORT | DESTIN, FLORIDA

LEADERSHIP WORKSHOP

featuring Kristin Scroggin

Leadership for Every Generation

Every generation has preferences on how they like to lead and be lead. The problem is that we tend to only lead based on our own personal preference and ignore that different generations might have preferences that need to be considered. For leaders to be more effective, they need to have information on:

- How each generation prefers to be trained
- How each generation prefers to receive and give feedback
- Communication medium preferences for each generation
- Communication style preferences for each generation
- The value of leadership programs over mentorships
- Retention strategies for the next greatest generation

In 2017, Kristin launched her company, genWHY Communications and has been a Keynote Speaker at more than 100 conferences and 250+ organizations across the United States ranging from Fortune 500 companies to tiny non-profits. Her research has been published in magazines, and she's been a guest on multiple podcasts. Kristin consults on attracting, developing, and retaining rockstar millennial and GenZ talent.



THURSDAY, JULY 11

12:30 - 1 p.m.

Registration

1 - 5 p.m.

GENERAL BUSINESS SESSIONS

Governmental Affairs Update,
Josh Blades

Economic Outlook

Banking is a Marathon, *Matt Jones*

Mad Minutes

FRIDAY, JULY 12

7:30 - 9 a.m.

Breakfast

8:30 a.m. - 12 p.m.

LEADERSHIP WORKSHOP:
Leadership for All Generations
Kristin Scroggin

10 - 11 a.m.

Family Bingo

12 - 1:30 p.m.

Tacos and Tequila

SATURDAY, JULY 13

7:30 - 9 a.m.

Breakfast

8:30 a.m. - 12 p.m.

GENERAL BUSINESS SESSIONS

The Perfect Storm, Mike Burke

Trending Ethical Issues for Bankers,
Chris Couch and
Danielle Mashburn-Myrick

Navigating the AI Revolution,
Brian Jackson

10 - 11 a.m.

Family Bingo

6:30 - 9 p.m.

Party Around the USA

Join us for a night of music, food and fun
at our family friendly grand finale event!

GENERAL BUSINESS SESSIONS

Banking is a Marathon

featuring Matt Jones

Imagine conquering cancer not once but three times and then going on to complete a marathon on every continent. Now, apply those resilient principles to the world of banking.



Get ready for a motivational talk that will reshape your perspective on challenges and endurance in the financial industry. Our speaker, Matt Jones, a three-time cancer conqueror, has faced life's most formidable opponent and emerged victorious. Drawing parallels between overcoming personal battles and navigating the marathon of banking, this talk brings a unique and inspiring perspective to the daily struggles faced by bankers, both personally and professionally. Matt's talk will encourage you to turn every obstacle into a milestone on your path to success. Remember, in the marathon of banking, the finish line is reached one step at a time.

Mad Minutes

Meet our partners! Mad Minutes gives you an opportunity through our fun speed dating process to meet the outside vendors that help make your bank run! 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.

The Perfect Storm

featuring Mike Burke

The pandemic initiated the perfect storm for fraudsters. Criminal activity affecting financial institutions has flourished. These activities range from business email compromises, social engineering, check fraud, elder and student fraud and crimes targeting ATMs. Mike will identify trending criminal activities and considerations to help you become storm spotters.



Trending Ethical Issues in Banking

featuring Chris Couch and Danielle Mashburn-Myrick

Ethics can be defined as a set of moral principles or rules of conduct that guide our behavior when it affects others. Widely acknowledged fundamental ethical principles include honesty, fairness, diligence, care, and respect for others. Embracing principled practices aids in building confidence between money establishments and their patrons, resulting in long-term customer relationships that guarantees a steady cash flow for the bank. An all-encompassing code of ethical behavior, encompassing regions such as liability, clarity, and fair competition, can provide a framework for how financial institutions do business. Chris is a partner in Phelps' Birmingham office and works with banks on strategic business decisions, helping them think through how pulling one lever affects the operation of the whole machine. His experience working in the banking industry and ability to think



in multiple directions allows him to help clients minimize commercial loss and regulatory risk.

Danielle frequently represents community banks and global financial institutions in commercial loan workouts, commercial foreclosures, in and out of court collection activities, Uniform Commercial Code sales, in exercise of other Article 9 remedies, and obtain payment of sizeable debts and obligations, including through bankruptcy reorganizations and liquidations.



Navigating the AI Revolution

featuring Brian Jackson

In this presentation, we will explore the transformative power of artificial intelligence and its impact on leadership and organizational strategy in the digital era. Attendees will gain insights into how AI is reshaping industries, the implications for future leadership roles, and practical strategies to harness AI's potential for innovation and competitive advantage. Brian serves on the BMSS leadership team and was named a BBJ Top CEO in 2022. Brian began his career in technology by implementing accounting systems, business intelligence solutions and developing system integrations and now uses that experience to help clients implement and support business applications, computer hardware, network infrastructure, cloud solutions, and cybersecurity processes.



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, the 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 \$369 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 4 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://bit.ly/3wo5QnW>. The Henderson is located at 200 Henderson Resort Way, Destin, FL 32541.



2024 SUMMER LEADERSHIP CONFERENCE 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 USA 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 colton@alabama.bank. **PHOTO USE** — By registering for our conference, 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 4/12	Regular Member after 4/12	Non- Member Rate
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Banker/ Associate Member	\$695	\$745	\$875
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Spouse or Guest	\$295	\$325	\$425
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Child (2-17)	\$125	\$150	\$250
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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.

To qualify for the **EARLY BIRD RATE**, all registration fees must be paid in full and received in our office by April 12, 2024. 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 May 31, 2024 are eligible to receive a refund (minus the \$150 per person administrative fee). No refunds can be offered after 5 p.m. on May 31, 2024 although substitutions are welcome.



BANKERS 2 LEADERS

ALABAMA BANKERS
ASSOCIATION, INC

445 Dexter Ave., STE 10025
Montgomery, AL 36104



2024 CONFERENCE SPONSORS

PREMIER

Bryant Bank Correspondent Division
Phelps Dunbar

EVENT

Bradley
Independent Community Bankers of America
SHAZAM
SouthState Bank
STS Group

DELUXE

Alabama Multifamily Loan Consortium
Federal Home Loan Bank of Atlanta
Kristopher James
Mauldin & Jenkins
The Baker Group
Wipfli

GENERAL

First National Bankers Bank

as of 2/26/2024