



the  
**IGNITE**  
CONFERENCE

powered by the Alabama Bankers Association

**september 18-19**

**The Westin in Huntsville**

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# ONE CONFERENCE

## 4 TRACKS

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

14 SPEAKERS • 20 BREAKOUT OPTIONS



INFORMATION  
TECHNOLOGY



HUMAN  
RESOURCES



MARKETING  
& PUBLIC  
RELATIONS



BRANCH  
MANAGEMENT



# TRADE SHOW ROCKET ROUNDS

Join us on Wednesday 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. **As a thank you for participating in both sessions, each banker who comes will receive a free pair of Maui Jim sunglasses (a \$200 value)!**



# KEYNOTE SPEAKERS

**Wednesday, Sept. 18**

## Strategic Thinking and Decision-Making *GEORGE WRIGHT*



This session will highlight the role of strategic thinking in navigating complex challenges and introduce frameworks for analyzing situations, making informed decisions, and managing risks that align with organizational goals. You will learn the importance of expanding your knowledge footprint and learning broadly how to develop effective strategic thinking.

**Thursday, Sept. 19**  
**Winning the BATTLE**  
*DONNY INGRAM*



This presentation has three elements – human design, communication and attitude. People need to know how to use what already exists to achieve their goals. This information will help you identify, understand and use the methods and techniques that will assure success personally and professionally. This session will also help assist in building and maintaining a positive attitude. You will gain greater insight about the human behavior element and why attitude is so important in today's organizations. Before any goal can be achieved in any human relations business you must be able to exhibit the behaviors that will influence the results that are desired. The methods can be put to use immediately. Leaders today want to know how to succeed and when the process is explained many are surprised because it seems so simple. By becoming aware and identifying how to use the tools you already have makes achieving success simple and real. Communication is a key to activating those tools and we want to introduce the power you have when communicating properly.

# AGENDA

## SEPTEMBER 18

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 -10:40 a.m.	Breakout Sessions
10:40 a.m. - 12 p.m.	Rocket Rounds
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 19

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 \$189 per night at The Westin or The Element. Both blocks expire on September 2, 2024.

To make reservations at **The Westin** call (256) 428-2000 and reference the Alabama Bankers Association. [Click here to make your reservation online.](#)

To make reservations at **The Element** call (256) 327-9000 and reference the Alabama Bankers Association. [Click here to make your reservation online.](#)





## INFORMATION TECHNOLOGY

**Wednesday, Sept. 18**

*9:40 - 10:40 a.m.*

### **Cloud Security**

*1 - 1:50 p.m.*

### **Cyber Hot Topics**

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

### **Helping Employees Recognize Social Engineering Threats – Best Practices for Staff Training and Testing**

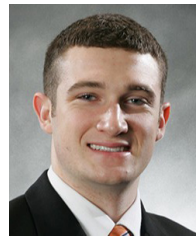
**Thursday, Sept. 19**

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

### **Business Intelligence**

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

### **Cybersecurity Threats, Trends, and Strategies for Financial Institutions**



**BEN LECLAIRE**



**MARK SCHOLL**



**BRIAN JACKSON**

## INFORMATION TECHNOLOGY

### **Cloud Security**

#### **BEN LECLAIRE**

In this presentation, Ben LeClaire, cybersecurity principal at Plante Moran, will discuss the importance of cloud security in the banking sector. The session will cover key challenges banks face with cloud computing, such as data breaches and insider threats, and the latest in cloud threats like ransomware. Attendees will learn about the essentials of building a secure cloud infrastructure, including the use of access controls and the importance of security assessments.

### **Cyber Hot Topics**

#### **BEN LECLAIRE**

Cyber Hot Topics is a forward-looking presentation designed to navigate the ever-evolving landscape of cybersecurity challenges and innovations. This session will dive into the most pressing issues in the cyber world today, including emerging threats, regulatory changes, and cutting-edge cybersecurity technologies.

### **Helping Employees Recognize Social Engineering Threats – Best Practices for Staff Training and Testing**

#### **MARK SCHOLL**

Email phishing, telephone scams, and even physical access attacks have become increasingly prevalent and sophisticated threats in today's interconnected world. Human hacking is your weakest link. This session will discuss how to improve your employee

cybersecurity awareness training to mitigate the risk of social engineering attacks. Attendees will learn strategies to improve your cybersecurity awareness program.

### **Business Intelligence**

#### **BRIAN JACKSON**

Join us for a riveting presentation on the cutting edge of Business Intelligence, a field that merges data analytics, artificial intelligence, machine learning, and the Internet of Things to redefine how businesses operate and thrive in today's fast-paced world. This comprehensive exploration begins with a foundational introduction to BI and its critical components, setting the stage for a deeper dive into the real-world challenges businesses face and how BI serves as a pivotal solution.

### **Cybersecurity Threats, Trends, and Strategies for Financial Institutions**

#### **MARK SCHOLL**

Technology has changed how we run our businesses and service our customers. As a result, many organizations face new threats against data breaches and extortion. You can't protect your digital information unless you know what you are up against. Cybercrime has evolved to more targeted attacks leading to account takeover, financial scams, system interruption, and even extortion. You will learn to recognize the most common cyber threats facing the financial services sector, the threat actors behind them, and how to prevent becoming a victim.



JEFF FAIRCHILD



GEORGE WRIGHT



KIMBERLY PRUITT



DONNY INGRAM

## HUMAN RESOURCES

### Non-Executive Compensation and Best Practices

#### JEFF FAIRCHILD

What questions should your bank ask about compensation below the CEO and top executives? This session will address pay equity regulations, benchmarking positions using industry surveys, using this market research to establish and set salary grades, and linking salary increases and performance to positioning in a salary grade. Typical plan design parameters are explored along with common goals and range of payouts that are utilized. We will also briefly discuss such items as FLSA job classifications, performance evaluations, and job descriptions. Our focus in this session is helping HR professionals sort through the compensation-related challenges they may encounter.

### The Psychology of High Performance

#### GEORGE WRIGHT

Using the business athlete model, this program explores what it takes for human resource managers to help sustain high performance in employees. This session explores various topics, including effective time utilization, stress management, and the nine mental habits of high performance.

### Performance-Based Incentives

#### JEFF FAIRCHILD

This presentation focuses on performance based compensation approaches that community and regional banks should consider to motivate, attract, and retain quality officers. We examine the current compensation environment surrounding performance-based incentives. This session discusses the keys to creating effective and

motivating cash incentive plans and will also explore the various alternatives for equity based/mid-term incentives. We will review plan design parameters, provide market data on competitive incentive payout levels, review common performance goals, and provide examples of goal sheets for incentive plans. A high-level summary of applicable regulatory guidelines surrounding incentive-based pay programs will also be provided. We will also incorporate specific case studies surrounding the mid-term incentive alternatives.

### HR Hot Topics

#### KIMBERLY PRUITT

Organizations and HR professionals must comply with and stay abreast of ever changing human resources laws and regulations. Organizations must quickly adapt to current issues and the altering landscape around generative AI, compensation, employer/employee relationships, learning and development, the employee experience, workplace flexibility and more. This session will address HR hot topics, emerging risk and HR trends for the future.

### The Power of Influence: Understanding Purpose and Working with Passion

#### DONNY INGRAM

This breakout session is designed to help managers understand more of how their purpose is key to staying focused and headed in the direction of their goals. From your purpose will come passion which is the fuel needed to continue down the path to achieving success. If you want to live and work with more power and influence, then you must recognize your purpose and your passion will be infectious in igniting others to excel in every area of life.



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## MARKETING & PUBLIC RELATIONS

Wednesday, Sept. 18

9:40 - 10:40 a.m.

### **Content with Character: Using AI to Humanize (and Streamline!)**

1 - 1:50 p.m.

### **The Power of Bridging Sales, Marketing & Community Outreach and How to Do It**

3:05 – 4:00 p.m.

### **Who Are You?**

Thursday, Sept. 19

9:45 – 10:45 a.m.

### **Storytelling for Banks**

10:50 – 11:50 a.m.

### **Making the Most out of Marketing**



**BEN PANKONIN**



**CLARK HOOK**



**EMILY MAYS**



**MICHELLE SMART**

#### MARKETING/PUBLIC RELATIONS

### **Content with Character: Using AI to Humanize (and Streamline!)**

#### **BEN PANKONIN**

Content is everywhere, but is it actually working? Does it convey the lengths your teams go to for your customers? Does it speak to the depth of your relationships and the way you show up to serve your communities in good times and bad? Does it humanize your brand? Truly effective content is uniquely human. It's personal. It builds trust and relationships. And – especially in a world of ChatGPT and generative AI – your content has to connect in a more human way than ever before! This session helps you harness the power of AI in a way that actually makes your content more authentic – not less! We'll talk about compelling storytelling, using visuals to engage and connect, and highlighting uniquely human stories behind the work you do and the impact it makes.

### **The Power of Bridging Sales, Marketing & Community Outreach and How to Do It**

#### **BEN PANKONIN**

The challenge of reaching, engaging, and converting requires a unified effort. That means sales, marketing, and community outreach teams must work together, aligning forces to effectively create, distribute, and cross-utilize different types of marketing and communications. When all three work together... well, that's when the magic really happens! Employees become advocates. Customer stories create social proof that community members can't stop talking about. Give-back initiatives and partnerships build incredibly powerful goodwill and brand recognition. And, the buzz around all of it draws customers and prospects in. Collectively, these efforts translate into tangible results: deposits,

account opens, loan originations, referrals, and new business. This session takes a practical approach, discussing the power of pulling teams and strategies together with realistic insights on how, exactly, to do it.

### **Who Are You?**

#### **CLARK HOOK**

For many people, particularly those who don't bank with you, a bank is a bank. We all know that's not true, but how do we define and communicate that in a way that matters? As simple as it sounds, many organizations, big and small, struggle to answer the question "Who are you?" in any sort of meaningful way, even within their own walls, let alone when communicating to a customer or potential customer. One of the best ways to clarify and simplify messaging and separate your bank from its competitors is to learn to tell your story in a clear and compelling way. This session / workshop will help attendees learn how to identify, evaluate and tell their bank's story in a way that resonates with employees, customers and those who aren't your customers yet. Attendees will leave with a first draft of a brand story for their bank and it should be a wonderful step toward elevating your brand and telling your story better.

### **Storytelling for Banks**

#### **CLARK HOOK**

It's amazing just how quickly, in nearly any communication or promotion, banks stop telling stories and start trying to describe every product and/or service they might ever offer. While it's a very common method for advertising a bank, that doesn't make it effective. People are moved by stories. People are interested in stories. People remember stories. And while you can't make every communication a story, you can apply many of the principles that make storytelling effective to your bank's communications. In doing so, you're able to build communications to be more interesting, memorable and effective. Participants will leave this session with practical tools for telling more compelling stories to all of their audiences.



**KASEY CULBERT**



**MARCIA JOHNSON**



**KAREN BUTCHER**

## Making the Most out of Marketing

A panel discussion covering content to compliance, this panel will share best practices for finding balance in today's bank marketing environment. Panelists include: **Emily Mays**, Community Spirit Bank; **Michelle Smart**, Bryant Bank; **Kasey Culbert**, Citizens Bank & Trust; **Marcia Johnson**, River Bank & Trust.

## BRANCH MANAGEMENT

### How to Turn New Hires into Lasting Employees: Finding, Hiring, and Onboarding in Your Branch

**KAREN BUTCHER**

The most common phrase in 2020 was "you need to unmute." Now we hear, "how do we find and keep employees?" When people search your website for career information what do they see? Do your job descriptions attract quality candidates or are they ordinary? Would you like some ideas that separate the wheat from the chaff during the interview? How about some better practices for onboarding employees? In this session we will cover all those topics and engage in conversations around who is doing it well.

### Why Can't We All Just Get Along?

**KAREN BUTCHER**

A lot of attention is being paid to the five generations in the workplace and the problems that can create. In particular, the more experienced generations complain about the younger generations, and the younger generations are feeling confused and undervalued. What if we shifted our thinking from "problems to solve" to "talent to leverage?" Whether across branches, receiving feedback or handling conflict, the bottom line is learning to communicate clearly, respectively, and in a way that the

message can be received.

### Confidence Catalyst: Igniting Confidence and Self-Assurance in Your Branch

**KAREN BUTCHER**

Igniting confidence and self-assurance in the workplace involves a blend of personal development and creating a supportive environment. Let's get beyond celebrating success with rewards, pizza parties, or gift cards for a job well done. Get ready to learn strategies to help you cultivate a workplace where confidence and self-assurance thrive, leading to more engaged and productive employees.

### Building Resilience in Times of Change to Help Your Branch Succeed

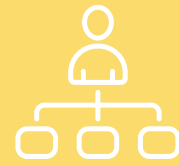
**KAREN BUTCHER**

Whether it's organizational shifts, career transitions, or personal life events, our ability to adapt and thrive during change is critically tested. Thriving involves avoiding burnout and placing value on personal time. Would you be interested to learn strategies that will help you build resilience and turn challenges into opportunities for growth? Maybe you will even realize the importance of taking a dang day off!

### Finding Your Leadership Voice: Strategies for Speaking up and Making an Impact in Your Branch

**KAREN BUTCHER**

Every leader has a unique voice that reflects their values, beliefs, and personality. Finding and honing this voice is crucial for effective leadership and authentic engagement with teams. Building confidence, understanding your audience, and handling rejection positively are some of the key strategies that can help you speak up more effectively and ensure that your contributions are heard and valued in the workplace.



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ALABAMA BANKERS ASSOCIATION

445 Dexter Ave., Suite 10025

Montgomery, AL 36104-3775



## REGISTRATION 2024 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. 16, 2024) is \$545 for the first attendee, \$395 for second attendee from the same bank

**MEMBER RATE** is \$595 for the first attendee, \$445 for second attendee from the same bank

**NON MEMBER RATE** is \$745 for the first attendee, \$545 for additional attendees

Name	Bank	Title	Department
Address	City, State & Zip	Phone	Email
Additional Attendees:	Name	Title	Email
	Name	Title	Email

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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, 2024 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, 2024 although substitutions are always welcome.