

Women in Banking Conference
Feb. 9-10, 2017
The Federal Reserve Bank, Atlanta

Registration Price and How to Register

The conference registration price is \$350 for registrations received through Jan. 20. The price is \$400 for registrations received beginning Jan. 21. Registration includes all conference sessions, Thursday lunch, breaks and reception and Friday continental breakfast. You may register online at gabankers.com or return the form below by mail or email to GBA's Angela Barber at abarber@gabankers.com. Registration fees may be paid by check or you may request that your bank be invoiced.

Cancellation and Refund Policy

No refunds will be given after Feb. 2. However, substitutions are always welcome. With questions, please contact GBA's Susie McGehee at 404.420.2010, smcgehee@gabankers.com, or Kathy Friestad at 404.420.2024, kfriestad@gabankers.com.

Hotel Information

GBA has reserved a block of rooms at the Hyatt Atlanta Midtown at the nightly rate of \$185. The cut-off date for the special rate is **Jan. 2, 2017**. Remember, rooms may sell out before the cut-off date. To reserve a room, please call the hotel at 404.443.1234. Be sure to mention that you are with the Georgia Bankers Association to get the special group rate.

Women in Banking Conference Registration Form

Name: _____ Nickname: _____

Title: _____

Company: _____

Address: _____

City: _____ State: _____

Phone: _____

Email: _____

Payment Preferences

- ☐ \$350/pp (submitted through Jan.20)
- ☐ \$400/pp (submitted Jan. 21 and after)
- ☐ Check enclosed (payable to the Georgia Bankers Association)
- ☐ Send me an invoice.

Is this your first time attending this event? Yes / No

Is this your first time attending a GBA event? Yes / No

Return completed registration form by email to abarber@gabankers.com or mail or fax to:
Georgia Bankers Association | 50 Hurt Plaza, Suite 1050 | Atlanta, Georgia 30303
Ph 404.522.1501 | Fx 404.522.9848



WOMEN IN BANKING
CONFERENCE

February 9-10, 2017
The Federal Reserve Bank of Atlanta
www.gabankers.com



2017 Women in Banking Conference

Dear GBA Member Bankers,

GBA will host its Women in Banking Conference on Feb. 9-10, 2017, at the Federal Reserve Bank, Atlanta. We have planned an agenda packed with information that will be valuable to ALL women in the banking industry. This conference will also provide an excellent opportunity for you to network with your colleagues from throughout the state. Several social events are planned to allow you to meet and share ideas with your fellow bankers.

We'll begin Thursday morning with an economic update by Lindsey Piegza and a legislative update by GBA's Elizabeth Chandler. Other sessions include Tracy Smith providing information about how to create and sustain a successful team and Sharon Cook sharing tips for protecting your bank's reputation after a security breach. The day will conclude with Hala Modellmog sharing her experiences of becoming the first female president and CEO of the Metro-Atlanta Chamber of Commerce and several well-known companies. On Friday, Trudy Kremer will share tips about how to take command of your communication style, and members of a women's executive panel will share their stories and thoughts about women in leadership roles today. We'll close with Susan Nethero sharing her insights about how to uplift your spirit.

The conference will be exciting and informative. As you review this brochure, I'm sure you will see that it is a great opportunity get some valuable information and connect with your colleagues in the banking industry. We look forward to seeing you in February.

Sincerely,

GBA Women in Banking Committee

2017 GBA Women in Banking Committee

Sharon Cook	Federal Home Loan Bank, Atlanta
Debra S. Davidoff	Signature Bank of Georgia, Sandy Springs
Dawn B. Griffin	Liberty First Bank, Monroe
Rita Gunter	United Community Bank, Blairsville
Susan Keigans	Planters & Citizens Bank, Camilla
Stacey Kleeberg	First Landmark Bank, Atlanta
Cindi H. Lewis	Ameris Bank, Moultrie
Lori Tucker	United Bank, Zebulon
Rhonda C. Massengill	Century Bank of Georgia, Cartersville
Candice Nanney	BrandBank, Lawrenceville
Wanda R. Nesbit	Citizens Trust Bank, Atlanta
Sybil B. Smith	The Citizens Bank of Americus
Ashlee Torpy	Morris Bank, Dublin



The Women in Banking Committee plans the 2017 conference.



Rita Gunter and Candice Nanney network at the 2016 conference.



Cindi Lewis introduces a speaker at the 2016 conference.

Thursday, Feb. 9, 2017

10 a.m.	Conference Registration
10:30 a.m.	Welcome and Opening Remarks Joe Brannen , President and CEO Georgia Bankers Association
10:45 a.m.	Economic Update Lindsey Piegza , Chief Economist Stifel Investment Services, Chicago, IL <i>Lindsey will examine the pace of our economic recovery and what it means for overall growth, interest rates and monetary policy. She will cover macro-economic trends in consumer behaviors and the manufacturing sector as well as potential effects of new Federal Reserve policy initiatives. She will also discuss our country's economic growth in a changing political landscape and its effects on interest rates.</i>
11:45 a.m.	Legislative Update Elizabeth Chandler , Senior Vice President, Government Relations, Georgia Bankers Association <i>The timing of this conference comes on the heels of this year's elections and just as the Georgia General Assembly is hitting its stride during its 2017 session. Elizabeth will discuss the current state and federal legislative environment as well as the issues that are key for the banking industry.</i>
12:15 p.m.	Lunch
1:15 p.m.	There Really is an "I" in Team Tracy Smith , Vice President Partner and Client Services, The Pacific Institute, Ft. Lauderdale, FL <i>Before you can lead others, it is imperative to maximize your own performance. Tracy will uncover the limiting beliefs that may be holding you back from being the best version of yourself and help you create a liberating mindset to propel you and your team toward reaching your goals.</i>
2:45 p.m.	Cybersecurity Breach: Crisis Communication Planning and Management Sharon Cook , Chief Marketing Officer Federal Home Loan Bank, Atlanta <i>Bank leaders must anticipate all kinds of risk, including reputational risk. This means being ready to execute a response plan to protect your institution's reputation if a data breach occurs. Sharon will share best practices to use before, during and after a cybersecurity breach, plus how to maintain customer confidence after an attack.</i>
4 p.m.	Afternoon Break

4:15 p.m.	Closing Speaker Hala Modellmog , President and CEO Metro Atlanta Chamber of Commerce <i>Before becoming the first female president and CEO of the Metro Atlanta Chamber in January 2014, Hala spent 20 years running companies such as Arby's and Church's Chicken as well as Susan G. Komen for the Cure, the world's largest grassroots organization working to eradicate breast cancer. She will share her experiences and the highs and lows of her journey to success.</i>
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5:15 p.m.	Reception and Optional Tour of Atlanta Monetary Museum
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Friday, Feb. 10, 2017

8 a.m.	Continental Breakfast
8:15 a.m.	Welcome Joan Buchanan , Vice President and Chief Diversity Officer, Federal Reserve Bank, Atlanta
8:30 a.m.	Commanding Confidence – Why How You Say It Matters Trudy Kremer, Executive Speaker Coach and Partner, Jackson Spalding, Atlanta <i>Google the phrase "confidence and women at work" and the search engine serves up thousands of articles, blogs and books that analyze why many women, despite their true competence, lack confidence in the workplace. This interactive session will focus on strategies for women to build confidence and speak with authority and authenticity in the board room and beyond.</i>
9:30 a.m.	Women Executive Panel <i>Moderator: Candice Nanney</i> , Director of Accounting, Brand Bank, Lawrenceville Eve Rogers , Partner, Crowe Horwath, LLP, Atlanta Lori Tucker , Executive Vice President United Bank, Zebulon Additional panelist TBA
10:45 a.m.	Morning Break
11 a.m.	Uplifting Your Spirit Susan Nethero, Founder, Intimacy Atlanta <i>Giving women a positive body image is Susan's passion. She has helped countless women change the way they feel about themselves during fittings at Intimacy, the store she founded in 1992. She has even fitted Oprah Winfrey herself. Susan will share her story and discuss professional issues women face, the glass ceiling and how women can support each other.</i>
12:15 p.m.	Adjourn