

Who Should Attend the GBA Annual Meeting?

- Bank Executive Teams
- Bank Directors
- GBA Strategic Partners
- GBA Associate Members
- GBA Bank Counsel Section Members
- Your Families

Welcome to Half Moon Bay!

Half Moon Bay is a special place, and the 2018 GBA Annual Meeting is an opportunity for members to visit a unique, historic and spectacularly beautiful area. Half Moon Bay is the oldest community in San Mateo County and has a rich and colorful history that includes railroad pioneers of the early 1900s and rum runners in the 1930s. Today’s thriving economy features prosperous farming, fishing and floral industries. It is home to massive pumpkin fields in the fall, Christmas tree farms for the holidays and a year-round floral explosion at many nurseries, farms and gardens. The summer farmers market is full of locally grown produce and products of all kinds, such as chocolate, eggs, pottery and hummus. Towering redwood forests and its own wineries are easy day trips. The Pillar Point Harbor is constantly bustling with the catch of the day as well as paddlers heading out for a day’s outing. We look forward to seeing you and your families at Half Moon Bay this summer.



The Ritz Carlton

Set on a bluff above the Pacific Ocean, The Ritz-Carlton, Half Moon Bay offers a secluded resort setting that belies its close proximity to San Francisco and other Bay-area destinations. Two championship golf courses appeal to players of all skill levels. Fire pits on the Ocean Lawn and a luxury spa invite conviviality and relaxation. Hotel rooms and suites are inspired by their California surroundings, as are locally sourced restaurant menus.



How to Register

You may register for the GBA Annual Meeting online at gabankers.com or by completing the enclosed registration form and returning it by mail or email to:

Alison Moreau
Georgia Bankers Association
50 Hurt Plaza, SE, Suite 1050
Atlanta, Georgia 30303
Phone: 404.522.1501
amoreau@gabankers.com

Annual Meeting registration cutoff is Friday, June 8. If you need to cancel, please notify **Susie McGehee** in writing by email at smcgehee@gabankers.com. Due to guarantees and other commitments, Annual Meeting registration **refunds cannot be given after June 8.** However, substitutions are always welcome.

Confirmation

We’ll email confirmation packets about four weeks before the Annual Meeting. The packet will include registration confirmation, general meeting information and spouse/guest program information.

Hotel Accommodations

GBA has negotiated a discounted group rate on rooms at The Ritz-Carlton. Rooms are available for \$340 per night for single/double occupancy. The discounted group rate will be in effect for standard rooms from Saturday, June 16, through Thursday, June 21, based on availability. To make a hotel reservation, please call the hotel directly at 650.712.7000 and ask for Reservations. Remember to say you’re with the “Georgia Bankers Association Annual Meeting” to receive the discounted rate.

Hotel Cut-Off Date

All reservations must be received by the hotel no later than **Monday, May 21**. After this date, reservations will be accepted based on prevailing rate and space availability. Rooms may sell out before the cut-off date so make your reservations soon. All reservations must be guaranteed with a one-night room and tax deposit. Cancellations received seven (7) or fewer days before arrival will result in forfeiture of this deposit.

Getting There

The Ritz-Carlton is accessible from San Francisco International Airport (SFO), which is about 20 miles away.

Car Rental

Car rental services are available through Alamo, Avis, Budget, Dollar, Enterprise, Fox, Hertz, National and Thrifty at the San Francisco International Airport. Reservations may be made by visiting any of their websites.

Ground Transportation

Impact Destinations will be happy to handle your private transfers. You may contact them directly to discuss rates and services at 415.766.4170.

Hotel Parking

Valet parking at the hotel is \$49 per vehicle, per day (in/out privileges included).

Questions

If you have questions about the Annual Meeting, please contact GBA’s **Susie McGehee** at 404.420.2010 or at smcgehee@gabankers.com

2018 Annual Meeting



June 17-20
The Ritz Carlton
Half Moon Bay, CA
www.gabankers.com



Program at a Glance

Saturday, June 16
7 p.m. Board of Directors Dinner *(by invitation)*

Sunday, June 17
8 – 10 a.m. GBA Board Breakfast & Meeting
3 – 6 p.m. Registration and Exhibitor Setup
Afternoon Optional Tours & Activities
7 – 9 p.m. Welcome Reception/Dinner

Monday, June 18
7 a.m. – 12:30 p.m. Registration and Exhibits Open
7 – 7:20 a.m. Business and Breakfast
(Sponsored by GBA Insurance Trust)

7:30 – 8:30 a.m. Concurrent Breakout Sessions
8:45 a.m. – Noon Opening General Session
9 – 11:30 a.m. Spouse Breakfast and Program
Noon Annual Meeting Recess
Afternoon Optional Tours & Activities
Evening Free to Enjoy Your Own Dinner Plans


Tuesday, June 19
7 a.m. – 12:30 p.m. Registration and Exhibits Open
7 – 8:50 a.m. Concurrent Breakout Sessions
9 a.m. – Noon General Session
Noon Annual Meeting Recess
Afternoon Optional Tours & Activities
6:30 – 11 p.m. Chairman’s Farewell Reception and Dinner



2017-2018 GBA Chairman Palmer Proctor with his wife Holly, at the 2017 Annual Meeting in Colorado Springs, CO

Guest Speakers

Air Force One: Zero Fail Mission
Col. (ret.) **Mark Tillman**
United States Air Force
Petaluma, CA



Chosen as the nation’s 12th Presidential pilot, Col. (ret.) Mark Tillman served as pilot and commander of Air Force One from 2001-2009. Col. Tillman will share his first-hand account of piloting President George W. Bush on Sept. 11, 2001, and later transporting the Commander in Chief into the war zone of Baghdad, Iraq, for Thanksgiving dinner with the troops. An engaging story teller, Col. Tillman will take you behind the scenes on Air Force One, using his experiences to reinforce the importance of the Zero Fail Mission.

Delivering Superior Performance - CEOs Share Timeless Success Strategies
Sarah Saunders, Senior Manager
Jon Tomberlin, Managing Partner
Dixon Hughes Goodman, LLP, Atlanta
James Beckwith, President/CEO, Five Star Bank, Rocklin, CA
Jim Edwards, CEO, United Bank, Griffin

Dixon Hughes Goodman, Atlanta, recently embarked on a research study of top-performing community banks, which were chosen based on their sustained, superior performance. Spanning asset sizes, business strategies and geographies, these successful community bank CEOs shared strategies, trends, tactics and perspectives for the near-future of community banking and key ingredients of success. Come hear powerful insights from this exceptional peer group as well as observations that your bank can act on now.

Two More Keynote Sessions are in the Works:
An Economic Outlook and Bank Technology Update.
Stay tuned for more details...

The Value of Attending GBA’s Annual Meeting

- **Connect** — Network with family and friends
- **Learn** — Industry experts, thought leaders and your peers have plenty to share
- **Lead** — Elect your association’s officers and install new board members
- **Appreciate** — Recognize 50-Year Bankers
- **Celebrate** — GBA’s 125 Years of Serving Banks and Bankers

Breakout Sessions

Putting the Success in Succession: Transitioning Banking to the Next Generation
Jonathan Hightower, Partner and **Jim McAlpin**, Partner
Bryan Cave, LLP, Atlanta



Tax Law Changes Impacting 2018 and Beyond
Ron Mitchell, Partner and **Kris Trainor**, Partner
Mauldin & Jenkins, LLC, Atlanta

Forget Consolidation: It’s Time to Focus Again on Independence
Mark Kanaly, Partner, Alston & Bird, LLP, Atlanta
Heath Fountain, President and CEO, Planters First Bank, Cordele



Responding to a Cybersecurity Breach – Crisis Communication Planning and Management
Sharon Cook, First Vice President, Chief Marketing Officer, Federal Home Loan Bank of Atlanta
Rick Whaley, President and CEO, The Citizens Bank of Americus



Online Account Opening: Separating Fact From Fiction
Patrick Koster, Advisory Solution Specialist, Jack Henry & Associates, Fairhope, AL

Using Social & Digital Channels to Reach Today’s Consumer
Amber Farley, Executive Vice President, Financial Marketing Solutions, Franklin, TN

Annual Meeting Highlights

Sunday, June 17
Welcome Reception and Dinner: 7 – 9 p.m.
Connect with friends old and new while enjoying the sights and sounds of the Pacific Ocean at the annual Welcome Reception and Dinner. You’ll sample some of California’s best wines and beers, see antique cars from the 60s and have some fun in a photo booth or with a caricaturist! *The attire is casual. This event will be outside and the evenings can be cool. Please bring a light wrap. Also, please note this event is for registered attendees, spouses and children.*



Tuesday, June 20
Chairman’s Farewell Reception and Dinner: 6:30 – 11 p.m.
The Chairman’s Farewell Reception and Dinner is one of the most enjoyable events of the Annual Meeting. Begin your evening with friends over cocktails and a fabulous dinner. Then enjoy some great entertainment that will make your last night at the Annual Meeting one to remember. *Cocktail attire is suggested.*



Optional Tours and Activities
We have some great tours and activities available to Annual Meeting registrants and registered spouses/guests for an additional price. The tours and activities include all costs, equipment (where applicable) and transportation. Each tour and activity is based on a minimum number of participants. If the minimum is not met, the tour/activity may be cancelled. We will contact you before the tour if this is the case. Space is limited, so don’t delay in reserving your spot. **For a detailed list of the activities please see the enclosed sheet and registration form. Forms should be submitted to GBA no later than Friday, May 18.**

