

2018 Leadership Conference
July 16-19
Ponte Vedra Inn & Club, Ponte Vedra, FL

Registration Information

Member: \$525 through June 30 \$575 July 1 and after
Spouse/Guest: \$215 through June 30 \$255 July 1 and after

You may register by completing the form below or online at www.gabankers.com. No refunds will be given after **July 6**. However, substitutions are always welcome. With questions, please contact GBA's **Susie McGehee** at 404.420.2010 or smcgehee@gabankers.com or **Kathy Friestad** at 404.420.2024 or kfriestad@gabankers.com.

Hotel Information

Since the **Ponte Vedra Inn & Club** opened in 1928, this 300-acre oceanfront resort located in Ponte Vedra Beach has been a perfect refuge for recreation and leisure. Just steps from the ocean, the resort offers two picturesque 18-hole golf courses, a racquet club containing 15 Har Tru tennis courts, four pools and an award-winning spa that's the perfect haven for relaxation and reflection. Regardless of your interest, there will most certainly be an activity for your enjoyment. GBA has reserved a block of rooms at a reduced rate of \$219-\$239 per night. Reservations may be made by calling the hotel directly at **904.285.1111** or **800.234.7842**. Be sure to say you are with the GBA to receive this special rate. **The cut-off date for reservations is Friday, June 8, 2018**, and rooms may sell out before this date. After this date, all reservations will be subject to prevailing rate and space availability.

Registration Form

Name _____ Nickname _____

Title _____

Bank/Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Email _____

Spouse/Guest Name (if attending) _____ Nickname _____

Payment Method: Check enclosed (payable to GBA) Invoice my bank/company

Is this your first time attending this conference? Yes No

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

Please return your completed registration form by mail or email to:
Alison Moreau
Georgia Bankers Association | 50 Hurt Plaza, Suite 1050 | Atlanta, Georgia 30303
Ph 404.420.1501 | amoreau@gabankers.com

Leadership Conference



July 16-19, 2018
Ponte Vedra Inn & Club
Ponte Vedra, FL
www.gabankers.com

Letter from the President

Dear Leadership GBA Members:

Leadership GBA's focus is on recognizing the changes in the banking industry, understanding their implications and translating the information into useful knowledge for the next generation of Georgia bank executives.

The purpose of the annual GBA Leadership Conference is to speak to the goals of Leadership GBA. These goals are to promote leadership development, encourage public awareness of the banking industry, create networking opportunities and educate colleagues about the legislative process. The Leadership GBA Executive Committee has planned a great program that contains timely information to help you stay informed of the issues that affect our industry. We'll get an economic update from Tim Quinlan of Wells Fargo, along with a legislative and industry update from GBA's Elizabeth Chandler and David Oliver. Jonathan Hightower will talk about opportunities for the next generation of bankers, and Dennis Zember will tell us what every CFO wants a lender to know. We'll close this year's conference with John Cashion from The Ritz-Carlton Leadership Training Center teaching us about how to differentiate our bank/firm from the competition, selecting and onboarding new employees and much more.

The GBA Leadership Conference also provides an excellent opportunity for you to network with your colleagues from around the state. Several social events are planned to allow you to meet and share ideas with your fellow bankers. As you review this brochure, I'm sure you will see that it is a great opportunity to get involved in the Leadership GBA section of the Georgia Bankers Association. I look forward to seeing you in July.

Sincerely,



Wade Johnson
President, Leadership GBA
Executive Vice President & Chief Lending Officer
Durden Banking Company, Twin City

2017-2018 Leadership GBA Committee

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|--|--|--|
| President: Wade Johnson Durden Banking Company, Twin City | Group 4: William Tuttle United Bank, Thomaston | At-Large: Bill Brown Synovus Bank, Dublin |
| President-Elect: Keith Anthony Planters and Citizens Bank, Forsyth | Group 5: Chris Braun Renasant Bank, Johns Creek | At-Large: Jamie Durrence The Claxton Bank |
| Vice President: Andrew Ainslie Bank of Madison | Group 6: Kelly Herrington Morris Bank, Warner Robins | At-Large: Colin Stokes State Bank and Trust Company, Athens |
| Past President: Susan Keigans Planters and Citizens Bank, Camilla | Group 7: Chad Thomason ServisFirst Bank, Douglasville | At Large: Jenny Wofford Pinnacle Bank, Elberton |
| Group 1: Jonathan Seagraves South State Bank, Richmond Hill | Group 8: Russell Bates Waycross Bank & Trust | Associate Member: Randy Griffin CSRA Business Lending, Augusta |
| Group 2: Wylie Watt Thomasville National Bank | Group 9: Candice Nanney The Piedmont Bank, Norcross | Associate Member: Joel Foster Raymond James & Associates, Atlanta |
| Group 3: Danny Minnick The Citizens Bank of Americus | Group 10: Jarrod Prickett First American Bank & Trust Company, Athens | |

Monday, July 16

- 3 p.m. **Registration**
- 5 p.m. **Orientation for First Time Attendees**
- 6:30 p.m. **Reception/Dinner**
This event will be indoors and will feature a delicious buffet and great activities for the family.

Tuesday, July 17

- 7:30 a.m. **Continental Breakfast**
- 8 a.m. **General Session/Welcome**
Wade Johnson, Leadership GBA President
Durden Banking Company, Twin City
- 8:15 a.m. **The 411 on All Things Georgia Banking**
Joe Brannen, President and CEO
David Oliver, Senior Vice President
Georgia Bankers Association, Atlanta
We'll kick off the conference with a look at the big picture for Georgia's banks including the latest statewide trends, facts and figures, as well as the most up-to-date legislative and regulatory developments. Oliver will cover a variety of performance and business trends, and Brannen will highlight key leadership topics for management and advocacy priorities for GBA and member bankers.
- 8:45 a.m. **Economic Update and Outlook**
Tim Quinlan, Economist
Wells Fargo, Charlotte, NC
As July turns to August, the current economic expansion will be entering its 10th year. The longest expansion on record lasted exactly 10 years. Quinlan will offer his take on what could make this expansion break the record and how the outlook is impacted by fiscal and monetary policy. He will also unpack the drivers of economic growth across Georgia and look at the latest regional trends in employment and real estate.

- 9:45 a.m. **Coffee Break**
- 10 a.m. **Divergent: Addressing the Gap in Tomorrow's Banking Landscape**
Jonathan Hightower, Partner
Bryan Cave, LLP, Atlanta
Each year, the banking landscape becomes more bifurcated as emerging regional banks grow larger and smaller community banks face headwinds. Hightower will discuss the opportunities that dynamic will create for the next generation of bankers and how banks can position themselves now to take advantage of the banking landscape of

tomorrow.

- 11 a.m. **Security & Safety – A Banker's Perspective**
Pete Stuart, ACT Specialist
Senior Vice President, Director of Security
State Bank and Trust Company, Macon

Noon **Conference Recess**

Afternoon and Evening **Free to Enjoy Your Own Plans**

Wednesday, July 18

- 7:30 a.m. **Continental Breakfast**
- 8 a.m. **General Session**
Wade Johnson, Leadership GBA President
Durden Banking Company, Twin City
- 8:10 a.m. **What Every CFO Wants a Lender to Know**
Dennis Zember, CEO
Ameris Bank, Moultrie
- 9:10 a.m. **Group Meetings and Elections**
Coffee Break
- 9:30 a.m. **Service Excellence Culture: It Works!**
John Cashion, CAM
Corporate Director, Culture Transformation
The Ritz-Carlton Leadership Center,
Chevy Chase, MD
Explore the award-winning business practices of The Ritz-Carlton and discover how a service excellence culture results in engaged employees and customers. During this session, you'll learn about differentiating your bank/firm from the competition, selecting and onboarding new employees, the three levels of customer engagement, and much more.
- 10:30 a.m. **Stand Up Break**
- 10:40 a.m. **Service Excellence Culture, Continued**
- Noon **Conference Recess**
- Afternoon **Free to Enjoy Your Own Plans**
- 5 p.m. **Farewell Dinner**
We'll close the conference with a casual outdoor buffet dinner. We'll also have some fun activities to entertain your family. Be sure to dress casually for this event.
- 8 p.m. **Conference Adjourns**