

# Women in Banking

ASSEMBLY 2023

SEPTEMBER 18-20, 2023 ► THE GRAND HOTEL IN POINT CLEAR, ALABAMA



HOSTED  
BY



Join us in September as we bring together women in banking to discuss the latest topics in banking, how to have a balanced life and understand ourselves better. This leadership program will provide the tools for career enrichment, a better approach to banking and where to go from here. This will be a wonderful time for networking with other women bankers to share knowledge and experiences.

## REGISTRATION FEE

\$450, per LBA member  
\$750, per Non-members

## WHO SHOULD ATTEND

Managers, Vice Presidents, Senior Vice Presidents and Executive Level women will benefit from this event.

## CONFERENCE LOCATION

**The Grand Hotel Resort & Spa**  
**One Grand Boulevard**  
**Point Clear, Alabama**

Located near Fairhope, Alabama in the picturesque beach hamlet of Point Clear, the Grand Hotel Marriott Resort, Golf Club & Spa offers guests opportunities for both relaxation and entertainment. Challenge yourself at one of two renowned golf courses at the Lakewood Club, or spend the day finding balance at the Grand Spa. Relax at the pool, break a sweat at one of the hotel's ten tennis courts, or explore the white sand beaches of Alabama's famed Gulf Coast. See Page 5 of the brochure for Conference Room Block Information.



REGISTER ONLINE AT  
[WWW.LBA.ORG](http://WWW.LBA.ORG)



# 2023 Women in Banking Assembly



## MONDAY SEPTEMBER 18, 2023

**6:00pm - 8:00pm**    **Opening Dinner with Wellness Session - Magnolia 2 (Conference Center)**  
Join us for cocktails from 6pm-6:30pm and dinner to open the 2023 Women in Banking Assembly! Our dinner speaker will be Charlotte Greiner, Senior Health Management Partner with Blue Cross and Blue Shield of Louisiana. She will speak on women's wellness with a focus on diet, exercise, reducing stress, etc.

## TUESDAY SEPTEMBER 19, 2023

**8:00am**    **Breakfast with Sponsor Spotlight - Magnolia 3 (Conference Center)**

**8:30am-9:30am**    **Trends That Will Define Bank Marketing in the Future - Magnolia 3 (Conference Center)**

*Alexa Bennett, Vericast*

One size does not fit all. If banks want to build a broad base of customers, they'll have to embrace personalization. But first, they must understand how different generations and segments approach banking so they can deliver the services and messages that will appeal to their varied expectations. This session will cover the following topics:

- Why financial institutions shouldn't sleep on Gen X
- Why some people think cash is making a comeback
- What Gen Z wants most from financial institutions
- Why it's critical to build trust with millennials now

**9:45am-10:45am**    **Are You Left-Brained or Right-Brained? Magnolia 3 (Conference Center)**

*David Peterson, First National Bankers Bank*

Our brain has 2 hemispheres, referred to as the left and right brain. Each hemisphere has a specific function, the left brain is about logic, facts and data. The right brain is about color, beauty, and creativity. Used properly, they function as a unit that drives our everyday thought and action. But have you ever considered how the left and right brain affect how you think, perceive and judge the world around you? Internationally recognized speaker David L. Peterson, Chief Innovation Officer of First National Bankers Bank will bring light to this issue of how our brains work and how we can harness the power of both the right and left brain to be more effective in how we work, live and play.

**11:00am-12:00pm**    **Roundtable Discussion - Magnolia 3 (Conference Center)**

Join us for an open-format discussion facilitated by Ginger Laurent, LBA CEO, and Cheryl Kennedy, FNBB Sr. Vice President & Chief Marketing Officer. Bring your questions and challenges to this session.

**12:00pm**    **Lunch, Afternoon and Dinner on your own**

**8:45pm**    **Cocktails at Bucky's Lounge (Main Building)**

Join us for cocktails at Bucky's Lounge in the Main Building of the hotel as we unwind from the day's events!

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**WEDNESDAY SEPTEMBER 20, 2023**

**8:00am**                      **Breakfast - Magnolia 3 (Conference Center)**

**8:30am-9:30am**            **Efficiency in Community Banks - Magnolia 3 (Conference Center)**

*Sue Shaffer, PRI*

Recent events have challenged how bankers serve customers—both internal and external. The current environment points to shifting the focus to process efficiency and effectiveness throughout the bank. Are areas such as loan operations and deposit operations designed to best serve lenders and customer-facing staff? Is the organization structured to most effectively serve the customer in a way that can be profitable for the bank? Many staff roles will need to be repurposed and workflows will need to be reengineered. In this session we'll offer efficiency benchmarks for several areas of the bank (take these home and compare to your metrics!), how to get started, and how a bank can turn a focus on efficiency to becoming a well-oiled customer service machine.

**9:45am-10:45am**        **The Misfit Advantage: Liberate Your Inner Misfit & Thrive - Magnolia 3 (Conference Center)**

*Dima Ghawi*

*Dima Ghawi*

In a world where “fitting in” is often seen as desirable, it can be easy for someone to feel like an outcast—like they don't belong. The workplace in particular may create a stifling environment, where employees believe they must suppress aspects of their identity to avoid rocking the boat. But when a person learns to embrace their differences, they can harness that innate uniqueness to create new, brilliant advantages in their work and social life. In this session, Dima Ghawi guides attendees to acknowledge and appreciate what makes them different, demonstrating the advantages acquired when people embrace their individuality. Through humorous narratives and personal stories drawn from her experiences as a Middle Eastern woman in America, she reveals to participants the incalculable value gained in both professional and social environments when individuals challenge conformity.

**10:45am**                      **Conference Adjourns**

## CONFERENCE SPONSOR



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## SPEAKERS



**Alexa Bennett** is Content Marketing Manager at Vericast. With nearly 15 years of financial services experience, Bennett creates and maintains various content for Vericast's Financial Services vertical. Prior to working at Vericast Bennett was the Vice President of Marketing & Digital Engagement for Northern Credit Union in New York. She has been named one of NNY Business's 20 Under 40 and New York Credit Union Association's 2019 Outstanding Professional. She can often be found at her son's soccer games, enjoying Lake Ontario and the St. Lawrence River, and is usually drinking coffee.



**David Peterson** has inspired countless audiences to rethink how innovation happens in their organization. His insight and actionable content helps leaders foster a culture of innovation that encourages workforce diversity and instills accountability for driving growth. As the Chief Innovation Officer of First National Bankers Bank (FNBB) of Baton Rouge LA, David is a tireless advocate for rethinking the role of innovation in a corporate setting. David understands the critical need to combat status quo thinking to achieve sustainable profits and competitiveness in any industry. He shares real world strategies and tools to foster a creative mindset, convert creativity into innovation and empowers attendees to be innovative where they are regardless of job function or title. Peterson's Innovation Driven Growth (IDG) content focuses on assisting enterprises in igniting enterprise-wide innovation. Content includes innovation keynotes, workshops and challenges. David's focus at FNBB is creating an environment where every individual is encouraged to look for innovations that spur growth, regardless of their size. David is a sought-after speaker at financial services regional and national industry events. David is also the author of the best-selling book *Grounded: Anchored Management for Strategic Leadership and Effective Decision-Making* (Little River Publishing, 2016). His approach to strategic innovation and fun engaging workshops and thinking challenges has been praised by C-Suite executives, entrepreneurs and millennials. David is the former founder and CEO of Goldleaf Technologies, a leading provider of electronic payments software and a pioneer in the fintech industry. David was also Chief Strategic Officer of i7strategies. He currently serves on the boards of PaymentsFirst, ArgosRisk and softgiving. David is also a serial entrepreneur, having created start-ups in retail and professional services.



**Sue Shaffer** has over 30 years of experience in the financial services and technology industries. Sue started her career in the early stage of the wireless industry. She helped develop and grow individual markets and expand points of distribution. She moved into the banking industry and has over 15 years of experience in community development programs, mortgage technology and fulfillment. Her background includes broad sales and operations expertise. She is accomplished in successfully leading sales teams and acting as a collaborative team member, while also working cross-functionally with organizational stakeholders to achieve goals. Sue excels in relationship building and is driven to develop and foster outstanding client and partner experiences. Sue's skill set includes strategic planning, business plan development, change management, process improvement and creation of effective marketing approaches. Sue is a lifelong Tennessean and currently lives outside Memphis.



**Dima Ghawi** is Middle-Eastern in her genes, American in her heart, and a global citizen in her spirit. She ignites the untapped potential in individuals across the globe, empowering them to shatter limitations and become courageous, purpose driven leaders. Her own journey is one of escaping confinement, crossing continents, and transforming her life's purpose. Harnessing the power of her story, Dima is committed to inspiring individuals to attain personal and professional growth. Through keynote speeches, workshops, and executive coaching, Dima shares her unique leadership transformation journey with one goal in mind: motivate and activate those around her to reimagine their potential and grow into leaders. Dima draws from two decades of corporate experience leading global teams and developing future leaders worldwide. She has worked across the United States, Europe, Asia, Middle East, and Africa for several Fortune 100 companies including IBM, Merrill Lynch, and Intuit. She has honed a keen expertise in developing leaders to meet the demands of the global workforce. Dima's memoir *Breaking Vases* received many awards including Writer's Digest 2018 Grand Prize Award, Best Indie Book Award, Readers' Favorite Award, National Indie Excellence Award, and Nautilus Book Award. She has been recognized for her services with the 2014 President of the United States Bronze Volunteer Service Award, the 2019 Baton Rouge Business Report "Influential Women in Business," 2014 Baton Rouge Business Report's "Forty Under 40" Award, and the 2016 Louisiana State University "Esprit de Femme Award." She has been featured in numerous publications for her professional and philanthropic work.



# 2023 Women in Banking Assembly



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## Registration Information: (for multiple registrations, please make copies of this form)

Name \_\_\_\_\_  
 Bank \_\_\_\_\_  
 Street Address \_\_\_\_\_  
 City / State/ Zip \_\_\_\_\_  
 Email Address \_\_\_\_\_  
 Phone \_\_\_\_\_ Cell Phone \_\_\_\_\_ Fax \_\_\_\_\_

## Payment Options:

Check (Made payable to the Louisiana Bankers Association)

Visa      MasterCard      American Express

Card # \_\_\_\_\_ Expiration Date \_\_\_\_\_  
 Credit Card Billing address \_\_\_\_\_  
 Name on Card (Please Print) \_\_\_\_\_  
 Signature \_\_\_\_\_ Amount to be Charged on Card \$ \_\_\_\_\_

**REGISTRATION FEE**  
 \$450, per LBA member  
 \$750, per Non-members

**Conference Attire**  
 Dress for all conference events is business/  
 resort casual.

**Cancellation Policy**  
 Due to the commitments we must make, if you must  
 cancel your conference registration, please do so by  
**September 12, 2023** to avoid a \$175 cancellation fee.  
 Substitutions are welcome at no additional charge.

## Conference Room Block Information & Additional Area Information

LBA has contracted for a set number of sleeping rooms at The Grand Hotel. We will monitor the room pickup and add rooms if available. We encourage you to make your reservations early. To ensure the LBA group rate (see rates below), please call (855) 999-0490 and identify that you're booking with the Louisiana Bankers Association Women in Banking Event block. [Click here to book online.](#)

The deadline to receive the group rates is **August 28, 2023**. After that date, reservations will be made based on availability and the hotel may not be able to honor the discounted rates. *Check in time is 4pm. Check out time is 11am.*



### Group Room Rates:

- **Deluxe Bay View Room** - \$285+tax/night
- **Spa Building Bay View Room** - \$305+tax/night

### Spa Appointments at The Grand Hotel

If you are interested in [The Spa at the Grand Hotel](#) during the program, appointments are required. We encourage you to call early to ensure availability.

### Fairhope Area Information

[Click here for the Fairhope Visitors Guide.](#)