

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

Agenda

Sunday, July 15

6 p.m. **Executive Committee Meeting**
Terrace B

7 p.m. **Executive Committee Reception**
History Hall

7:30 p.m. **Executive Committee Dinner**
Terrace A

Monday, July 16

3-6:30 p.m. **Registration**
Conference Center
Lobby

5-5:30 p.m. **Orientation for First Time Attendees**
Board Room Wade Johnson, Executive Vice President, Chief Lending Officer
 Durden Banking Company, Twin City

Keith Anthony, Senior Vice President, Chief Lending Officer
Planters and Citizens Bank, Forsyth

Andrew Ainslie, Vice President
Bank of Madison

6:30 p.m. **Opening Reception/Dinner**
Ponte Vedra Ballroom This event will be indoors and will feature a delicious buffet. Face painters, a strolling
 balloonist and other fun activities will be on hand to entertain your family. Be sure to
 dress casually and get ready for a great time!

Tuesday, July 17

6-7:30 a.m. **Exhibitor Set-Up**
Ponte Vedra Ballroom

7:30 a.m. **Continental Breakfast and Exhibits Open**
Ponte Vedra Ballroom

Tuesday, July 17, continued

8 a.m.

General Session

Ponte Vedra Ballroom

Leadership GBA President

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

8:15 a.m.

The 411 on All Things Georgia Banking

Ponte Vedra Ballroom

Joe Brannen, President and CEO
David Oliver, Senior Vice President, Communications & Marketing
Georgia Bankers Association

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

Ponte Vedra Ballroom

Sarah House, Director and Senior 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. In this segment, Wells Fargo Director and Senior Economist Sarah House offers her take on what could make this expansion break the record and how the outlook is impacted by fiscal and monetary policy. House 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

Ponte Vedra Ballroom

10 a.m.

Divergent: Addressing the Gap in Tomorrow's Banking Landscape

Ponte Vedra Ballroom

Jonathan Hightower, Partner, Bryan Cave Leighton Paisner, LLP, Atlanta

Each year, the banking landscape becomes more bifurcated as emerging regional banks grow larger and smaller community banks face headwinds. Jonathan 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 & Trust Company, Macon

The term security is not limited to just physical security nowadays. While physical security is critical, banks and financial institutions are also legally obliged to protect customer data in order to maintain the security, integrity and confidentiality of their information. Pete will share his perspective, including real life stories, on the various areas of bank security and what you can do to improve security in your bank.

Noon

Conference Recess

Tuesday, July 17, continued

Afternoon **Golf Outing - Ocean Course, Ponte Vedra Inn & Club**
Box Lunches Provided

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

Wednesday, July 18

7:30 a.m. **Continental Breakfast and Exhibits Open**
Ponte Vedra Ballroom

8 a.m. **General Session**
Ponte Vedra Ballroom **Leadership GBA President**
Wade Johnson, Executive Vice President, Chief Lending Officer
Durden Banking Company, Twin City

8:10 a.m. **What Every CFO Wants a Lender to Know**
Ponte Vedra Ballroom Dennis Zember, CEO, Ameris Bank, Jacksonville, FL

9:10 a.m. **Group Meetings and Elections**
Ponte Vedra Ballroom **Coffee Break**

9:30 a.m. **Service Excellence Culture – It Works!**
Ponte Vedra Ballroom John M. 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. You'll learn about cultivating a professional presence, empowering yourself and your team, creating memorable experiences for internal and external customers, and much more.

11:45 a.m. **2018-2019 LGBA Officers and Committee Installation**
Wade Johnson, Executive Vice President, Chief Lending Officer
Durden Banking Company, Twin City

Noon **Conference Recess**

12:15 p.m. **Leadership GBA Executive Committee Meeting & Lunch**
Tarpon Room

5 p.m. **Farewell Dinner**
Surf Club Patio We'll close this year's conference with a casual outdoor buffet dinner. Be sure to dress super casual for this event.

8 p.m. **Conference Adjourns**