



GEORGIA BANKERS ASSOCIATION
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AGENDA

Southeast Georgia Community Bank Symposium

Nov. 1, 2018 | Nessmith-Lane Center, Georgia Southern University | Statesboro

8 a.m. **Continental Breakfast & Registration**

8:30 a.m. **Welcome and Introductory Remarks**
Don Cox, Director, Center for Excellence in Financial Services, Georgia Southern University, Statesboro

8:35 a.m. **Big Picture Banking Industry Snapshot**
Joe Brannen, President & CEO, Georgia Bankers Association

8:50 a.m. **Next Generation Community Bankers**
Survey after survey shows attracting new talent to the banking industry is a top concern for bank leaders. It's a challenge for sure. We'll hear from a panel of Georgia Southern finance students about their outlook on careers in the banking industry, with thoughts about community banks in particular. The session will also include a discussion of the importance and experience of internships for both companies and students, and include information on resources at Georgia Southern that can help match up students and banks interested in internships.

9:45 a.m. **Break**

10 a.m. **Economic Outlook & Opportunities**
Don Cox, Director, Center for Excellence in Financial Services, Georgia Southern University, Statesboro

Dr. Michael Toma, Director, Center for Business Analytics and Economic Research Georgia Southern University, Statesboro

This session looks at national economic trends and data, and then provides a focused look at key economic data from the southeast Georgia region.

11 a.m. **Strategic Thinking**, *Allen Amason, Dean, College of Business at Georgia Southern University*

We all do strategic planning sessions, but sometimes it's good to get a different perspective. Strategic thinking is the ability to see patterns and relationships in seemingly unconnected facts and events. Leaders develop and use this ability to create value and to build competitive advantage. This session will highlight some of the fundamental constructs in strategic thinking with specific takeaways for bank leaders. Using common examples, Amason will show us how to see issues differently and gain insights into new problem-solving processes. Ultimately, bankers can use these insights to create value in the banking industry.

12 p.m. **Lunch**

12:30 p.m. **Conditions & Trends in Commercial Real Estate**, *Cal Evans, Market Intelligence Manager, Synovus Bank, Columbus*

As commercial real estate sectors exhibit record-high valuations, are concerns growing about lending concentrations, prudent underwriting and the effects of a low-growth economy that may be constrained by financial and political factors? Cal Evans will discuss sector and capital market trends that illustrate which markets continue to show strengths, which fears are warranted, where sector opportunities can be found and how to align lending strategy with regulatory guidance.

1:30 p.m. **Symposium Adjourns**