

VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

AGENDA

Retail Executives Committee Meeting

December 11, 2024 | 10:00 a.m. – Noon

Virtual via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/82552349431?pwd=9CZXTQ3bYCsC9TkCLWJyJmcah0xzy8.1>

Meeting ID: 825 5234 9431 | Passcode: 438067

- I. **Welcome & Announcements** – Joe Lewis
- II. **2025 Committee Year** – Amy Binns
- III. **Guest Speaker** – Vericast (Carroll Lynn Downs)
- IV. **2025 Connect|Protect Update** – Kristen Reid
 - a. March 3-5 | Williamsburg Lodge, Williamsburg, VA
- V. **2025 VBA Event Spotlights** – Kristen Reid
- VI. **Roundtable Discussion** – *Please come prepared to share topics for discussion*
 - a. 2025 Outlook & Initiatives – Election Impact
 - b. Fee Income – What's in your strategic plan for this?
 - c. 2025 committee meeting speaker thoughts
 - d. Other Topics
- VII. **Adjourn**

Committee Mission Statement

Fostering a robust retail banking environment in the Commonwealth of Virginia whereby customers prosper by way of enhanced products, services and delivery options; senior retail executives grow professionally through peer exchange and education; banks profit from enhanced retail strategies; and the VBA promotes and safeguards retail banking against threats within the financial system with the support of state legislative officials.



VBA CONNECT|PROTECT
EXPERIENCE

March 3-5, 2025

Williamsburg Lodge, Williamsburg, VA

