

Thursday, October 27, 2022

9:00 – 9:30 am

Registration & Continental Breakfast

9:30 – 9:45 am

Welcome and Announcements

**2022 Emerging Bank Leaders Chair
Sherry Williams, VP, Loan Operations
Chesapeake Bank**

9:45 – 10:45 am

Economic Outlook

**Lauren Henderson, Economist
Stifel**

Lauren will look at the current state of the economy amid the ongoing pandemic and what it means going forward for overall growth, interest rates and monetary policy. She will cover macro-economic trends in consumer spending and investment, in addition to new monetary and fiscal policy initiatives and the potential economic effects of these changes. She will also examine the changing global and political environment, and how it will affect the economic recovery. Participants will leave this session with a working knowledge of how to discuss the possible effects of economic issues on their organizations.

10:45 – 11:00 am

Networking Break

11:00 am – 12:15 pm

Bank CEO/Bank Executives Panel

- **Chris Bergstrom, John Marshall Bank & VBA Chairman 2022-2023**
- **Victor Branch, Bank of America**
- **Sherri Sackett, Select Bank**
- **Moderated by 2022 Emerging Bank Leaders Chair Sherry Williams, Chesapeake Bank**

This esteemed group of bankers will share perspectives and insight on leadership and their banks' role in the community. Additionally, the panelists will discuss key themes that we will be addressing throughout the Leadership Conference this year and why they are important.

Featured Panelists:

12:15 – 1:15 pm

Lunch

1:15 – 2:00 pm

Hot Topics Roundtable

2:00 – 3:15 pm

Smart Brevity: The Power of Saying More with Less

**Emily Inverso, Senior Director
Axios HQ**

We're all slammed with too many words. Emailed words. Texted words. Words, words, words. Attention spans are shrinking and your stakeholders' habits — both internal and external — are shifting. Smart Brevity® is how Axios breaks through. Axios HQ's Senior Director Emily Inverso will walk you through Smart Brevity's

fundamentals, how they can transform your communications, and ways to keep your team more engaged.

In this session, you'll learn:

- Engagement techniques that build trust with your stakeholders
- Best practices for email subject lines, styling and formatting scannable updates
- How you can add Smart Brevity to your communication workflow

3:15 – 3:30 pm

3:30 – 4:35 pm

4:35 – 4:45 pm

6:00 – 7:00 pm

7:00 – 8:30 pm

Friday, October 28, 2022

7:30 – 8:45 am

8:45 – 9:30 am

9:30 – 10:30 am

Break

Think Like an Olympian

**Johnny Quinn, Speaker & U.S. Olympian
Break Through Leadership, LLC**

Nothing happens without taking action. Ultra-performers are men and women who find a way to get the job done with the current resources available. Johnny powerfully simplifies the elite action steps he developed in the Olympics and professional football to help everyone in your organization become an ultra-performer and win in the marketplace.

Announcements and Adjourn for the Day

Reception

Dinner

Breakfast

VBA & Industry Update

**Bruce Whitehurst, President & CEO
Virginia Bankers Association**

Digital Currency Dialogue

- **Ciaran McMullan, Banking Executive**
- **Cary Ayers, Senior Vice President, Commercial Banking
Team Leader
Atlantic Union Bank**
- **Moderated by:
Alex Vari, SVP & Chief Accounting Officer
MainStreet Bank**

This session will bring together three digital currency aficionados to discuss their thoughts on topics like central bank digital currency, decentralized finance, cryptocurrency, and fintech. Having both received a Decentralized Finance Digital Certificate from Duke University, Ciaran and Alex are well-positioned for this discussion with Cary, who, over the last year, has taught Cryptocurrency 101 sessions for the EBL, his team at

Atlantic Union Bank, and the students participating in the VBA Internship Program. Come ready with all your digital currency questions and prepared to get the most recent updates from our subject matter experts.

10:30 – 10:45 am

Networking Break

10:45 am – 12:00 pm

The Credibility Calculation: Leading with Intention

Nikki Dixon-Foley

FutureSync

Leadership credibility must be intentionally curated and actively managed daily. Outstanding leaders understand that credibility is the currency that drives effective relationship management, successful outcomes, and positive change in an organization. This session will uncover the importance of understanding the dynamics of the credibility calculation and how your chosen style of leadership impacts your team and your organization. Discover how leadership approaches, from position-based leadership to impact-based leadership, influence your credibility, and learn important credibility inputs that can enhance your leadership credibility.

12:00 pm

Adjourn