

VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

**VBA Marketing Committee Meeting
October 21 | 10am-1pm with Lunch
VBA Office – 4490 Cox Road, Glen Allen, VA 23060**

AGENDA

- I. Welcome – Laura Wright**
- II. Guest Speakers: Addison Clark**
 - a. Andrew Rountree, Managing Partner, will discuss how VBA Associate Member Addison Clark helps banks with lending marketing and how they can be a resource to the bank marketing team in this area.
- III. 2025 VBA Connect | Protect Experience Discussion (March 3-5) – Kristen Reid**
 - a. Other Education & Training Updates
- IV. Financial Literacy Updates – Monica McDearmon**
- V. Roundtable Discussion – Laura Wright**
 - How has your employee volunteerism been this year? How do you track/measure it? What do you consider successful, and do you set a goal at the beginning of the year?
 - Is anyone planning to attend the ABA's Bank Marketing School in April?
- VI. Committee Planning Information and Updates for 2025 – Chandler Owdom**
- VII. Adjourn to Lunch in Virginia Commons**

