

# VIRGINIA BANKERS ASSOCIATION

VBA COMMITTEES

## AGENDA

### Retail Executives Committee Meeting

February 5, 2025 | 10:00 a.m. – Noon

Virtual via Zoom

Join Zoom Meeting

<https://us02web.zoom.us/j/82865295055?pwd=QAEm2BGRyRkl7qS5ct7CpFe1b9OV1n.1>

Meeting ID: 828 6529 5055 | Passcode: 637274

- I. **Welcome & Announcements** – Goly Hervey
- II. **2025 Committee Year** – Amy Binns
- III. **2025 Connect|Protect Experience Update** – Kristen Reid  
March 3-5 | Williamsburg Lodge, Williamsburg, VA – **REGISTER TODAY!**
- IV. **Roundtable Discussion** – *Please come prepared to share topics for discussion*
  - a. What types of fraud are banks continuing to see (ie, checks, skams, etc.) and how are you handling?
  - b. What ideas are you considering to increase fee income?
  - c. Are you considering cannabis banking? If so, what about compliance costs and how are you being creative with risk?
  - d. With continued M&A activity and consolidation, how are you integrating work culture when dealing with different markets?
  - e. Are you still allowing hybrid work? How are you managing it?
  - f. Other Topics?
- V. **Adjourn**

### 2025 Committee Meeting Dates

February 5 – 10am-Noon (Virtual via Zoom)

May 6 – 10am-1pm (In-person, VBA Office)

(lunch included; joint with Operations & Technology Committee)

September 10 – 10am-1pm (In-person, VBA Office)

December 10 – 10am-Noon (Virtual via Zoom)

### 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.



**Register by  
February 10**



**VBA  
Associate  
Member  
Directory**

VIRGINIA BANKERS  
ASSOCIATION