



## CBAI'S WOMEN IN COMMUNITY BANKING CONFERENCE



*your survival guide for an ever-changing profession*



NOVEMBER 6-7, 2018  
SPRINGFIELD, IL

AGENDA – Wednesday, November 7  
8 – 8:30 a.m.  
Registration, Exhibit Tables, and  
Continental Breakfast

8:30 – 9:45 a.m.  
**LEAD SIMPLY**  
Holly Hoffman  
Professional Speaker and Author

9:45 – 10 a.m.  
Break and Exhibit Tables

10 – 10:45 a.m.  
**COMMUNITY BANKING  
ROUNDTABLES\***

10:45 - 11:30 a.m.  
**HOW INTERNAL CUSTOMER  
SERVICE MAKES US BETTER  
EXTERNALLY**  
Elaine Hand  
Founder, Innerview Inc., Sterling, IL

11:30 a.m. – 12:30 p.m.  
**LUNCH & CBAI UPDATE**  
Tony Sisto  
CBAI Chairman & President/CEO  
STC Capital Bank, St. Charles

12:30 - 12:45 p.m.  
Exhibits

12:45 - 1:45 p.m.  
**SELF-CARE AWARE**  
Denise Purdy  
Transformational Life Coach  
Purdy Your Image LLC

1:45 - 2:45 p.m.  
**HOW "SMART" ARE YOUR  
EMOTIONS?**  
Jackie Rolow  
Executive Vice President  
SHAZAM Network, Johnston, IA

2:45 - 3 p.m.  
Exhibits

3 - 4 p.m.  
**NEVER GIVE UP –  
THE SURVIVOR WAY**  
Holly Hoffman

4 p.m.  
Door Prizes, Basket Raffle Drawing,  
and Adjournment



CBAI's Women in Community Banking Conference is your survival guide on navigating the challenges of an ever-changing profession. With invaluable peer-networking opportunities, a wide variety of roundtable topics on the hottest issues in community banking, and expert speakers on leadership, personal development, customer service, mentoring, decision-making, overcoming adversity, communication and more, you return ready to help your bank thrive during these uncertain times.

## LEAD SIMPLY

Holly Hoffman



Everyone can be a leader. Leadership fosters creativity. Leadership is about solving problems. Leadership creates contribution. Leadership acts on people's feelings. Leadership empowers. Leadership is an ability, meaning a leader has the capacity to do something using talent and skill. How are you being a leader? This sessions helps you to explore how you can set an example of being a good leader. The solution is simple, and I hope you can learn from me how best to "Lead Simply."

Born and raised in Eureka, South Dakota, **Holly Hoffman** was the last remaining member of the Espada Tribe and the last woman standing on Season 21 of CBS' hit reality show "Survivor Nicaragua." Through that experience and others throughout her life, Holly was inspired to share her message of positivity, determination and confidence with business leaders, teachers and students across the nation. A professional motivational speaker and the author of *Your Winner Within*, Holly acknowledges that life is made up of challenges, and we are oftentimes faced with situations that seem insurmountable. But within each of us is an ability to focus our thoughts, emotions and energy to succeed – if only we have the knowledge, tools and discipline to do so. Today, Holly is a member of the National Speaker's Association and travels across the country, speaking to schools and universities, healthcare organizations, women's organizations, community leaders and business professionals. In her seven years of speaking, she has traveled to 31 states, inspiring her audiences to take opportunities and focus on attitude, determination, confidence, desire, faith and perseverance.

## COMMUNITY BANKING ROUNDTABLES\*

*\*Please indicate on the registration form which roundtable you prefer.*

During this roundtable discussion, attendees have the opportunity to share ideas, issues and concerns regarding your choice of a topic that keep you up at night. This is a wonderful opportunity to learn from your colleagues throughout the state.

- Regulatory Hot Spots
- Employee and Conflict Management
- Social Media
- Loan Processes/Operations
- Frontline Concerns/Customer Service
- IT/Cybersecurity

A mini-exposition featuring the latest solutions for community banks also highlights the conference.

## HOW INTERNAL CUSTOMER SERVICE MAKES US BETTER EXTERNALLY

**Elaine Hand**

How good are we at internal customer service? We are our coworker's internal customers, so we should take just as good of care of each other as we do our external customer – yet do we? How can we improve our internal customer service to lead our community banks? This interactive session touches on the verbal and non-verbal, the training, listening (and actually hearing), mentoring, coaching and a few things in between!! Our success is all about internal and external customer service – imagine how great it would be if both were equally successful.

**Elaine Hand** is president of Innerview, Inc. She is a facilitator, trainer, speaker, leader and planner. Prior to creating Innerview, Inc., Hand worked in banking for 20 years. Her job responsibilities included recruitment and retention of employees, training, assessments, benefit planning, government regulations, retail and commercial development, marketing, sales and management. No matter how much money an organization spends on top-of-the-line, high-quality systems, the organization is only as good as the people who own, operate, manage and work for it. Hand has focused her business on continuously striving to find ways to maximize the process of finding, recruiting, developing, motivating, coaching and retaining top performers.



## SELF-CARE AWARE

**Denise Purdy**

Have you spent more time than any reasonable person should doing EVERYTHING for everyone else? This doesn't mean just being helpful, but having no balance between serving those around you and taking care of yourself. Most of us spend a lot of time checking off the boxes of what we need to do to be as close to the perfect wife and mother and friend and daughter and employee – the list is never ending. We've heard it all before. We need to take care of ourselves first. But self-care isn't a massage or a manicure or shopping and a girl's night out. Self-care is a necessary component to living your life with peace and ease and loving every second of it. But what exactly is it? Attendees learn the modern definition of self-care; the top three behaviors that prevent them from achieving a self-care practice that makes a difference, and what to do about it; and the single most important ingredient to achieving peace and ease (and success!) through self-care.



**Denise Purdy** is a transformational life coach who works with women with a family and career who are feeling overwhelmed, frustrated and maybe even burnt out. She knows and understands these feelings well as they are what she once experienced. She turned her pain into passion as she learned that most women are just like she was. Her desire is to share, with as many women as possible, that life doesn't have to be a struggle and the life you desire really is possible. Purdy began her career as a banker and truly loved helping her clients. This stage of her life has been devoted to helping women dive more into what is on the inside that wants to be expressed and helping them achieve those desires, so they can live out their dreams. Denise is a certified Health Coach through the Institute for Integrative Nutrition and a certified Mastery Level Transformational Coach. She regularly attends additional training to further her coaching skills and ability.

**Tuesday, November 6**  
**Evening Social Activity – 6:30 - 8:30 p.m.**

Jewelry designers from a Springfield bead/jewelry-making store provide materials and instruction to create your own custom-made piece using the color combination of your choice. (No prior jewelry-making experience is necessary). Made with coiled memory wire, the bracelet features beautiful glass beads in countless shapes, sizes and color options. The event will be held at the Northfield Center. A cash bar and heavy appetizers are provided. The event also includes a fun and interactive team ice-breaker activity. *The fee for this event is \$25.*

*"The social event was amazing!"*



*"Always fun, encouraging and inspiring!"*

*"Excellent time to meet new banking contacts, share ideas and network!"*

*"My first time here, but I will be coming back!"*

*"I always take away great tips with me!"*

## REGISTRATION FEES

### CBAI MEMBER

One person

\$265

Two or more

(from same banking institution)

\$245 each

### \*\*PROSPECTIVE MEMBER

One person

\$465

Two or more

(from same banking institution)

\$445 each

*CDD members receive a 10% discount.*

Fees include hand-out materials, refreshment breaks, and lunch. An income-tax deduction may be allowed for educational expenses undertaken to maintain or improve professional skills.

### Cancellation Policy

Registrants cancelling two days prior to each seminar receive 100% refund; one day prior, 50%; the day of the seminar, no refund. **All cancellations must be made in writing prior to the seminar day. Invoices and training materials will be sent to all "no shows."**

\*\*Only financial institutions/firms eligible for CBAI membership.

## HOW "SMART" ARE YOUR EMOTIONS?: USING EMOTIONAL INTELLIGENCE TO ACHIEVE YOUR GOALS

Jackie Rolow

How many times have you been told to "check your emotions at the door?" Yet, there's currently a growing field of research on the value and importance of emotional intelligence. Emotional intelligence is the capability of individuals to use information to guide thinking and behavior in order to adapt to different environments or achieve one's goals. Understanding and using emotions correctly can make you a better communicator and, ultimately, more effective in your job. You'll learn strategies to increase your emotional intelligence and how to translate that into knowledge for better decision making. With a greater understanding of your emotions, you'll experience a positive impact on your professional and personal life.

Jackie Rolow has been a vital part of the SHAZAM Network for the past 26 years. She started as a part-time human resources (HR) clerk and receptionist in 1992 and worked her way up to her current role as executive vice president and chief talent officer. She leads the charge to establish and enhance solid HR management practices and retain top industry talent. She plans and coordinates all corporatewide HR functions, consistent with the strategic direction set by the company. Jackie manages information and recordkeeping systems that protect the legal rights of employees, applicants, former employees and SHAZAM. She also collaborates with managers to help them achieve their goals. Rolow is a member of the Society for Human Resource Management (SHRM), and holds the Senior Professional Human Resource (SPHR) designation.

## NEVER GIVE UP – THE SURVIVOR WAY

Holly Hoffman

As we survive life's challenges, we come face to face with fear and uncertainty. Challenges may allow us to step out of our comfort zone and push ourselves above and beyond our own self-limitations. It is how we choose to overcome challenges that make us who we are. It is our strength in times of difficulty that prove our character and self-worth. As I share my experience of being on a reality show, I encourage you to think about how you decide to survive on a daily basis. I will encourage you to think about six words to develop your survival skills. With my six simple words, you can take on any challenge with which you are faced. Adversity is not so much contending with problems as it is learning more about who you really are and what is inside of you. Join me and explore what your true survival skills are.



*"Dress Down" for  
Breast Cancer Awareness*

Attendees are invited to "dress down" for the conference for a \$5 minimum donation. Casual dress, including jeans, is acceptable. (Feel free to wear pink!) The conference will also include a basket raffle, with tickets available for purchase. The winners are drawn at the conclusion of the conference. **All funds raised will be donated to Susan G. Komen for the Cure (breast cancer awareness foundation).**

# REGISTRATION

## WOMEN IN COMMUNITY BANKING CONFERENCE

November 6 & 7, 2018

### Please Print

Name of Bank \_\_\_\_\_

Address \_\_\_\_\_

City, State, Zip \_\_\_\_\_

Tel. No. \_\_\_\_\_

Name/Title \_\_\_\_\_

E-Mail \_\_\_\_\_

(E-mail is required for registration).

Hot Topic Roundtable Selection \_\_\_\_\_

(regulatory hot spots; managing employees/employee conflicts; social media; loan processes/operations; frontline concerns/customer service; IT/cybersecurity)

Are you attending the evening social? (\$25 fee) **Circle Yes or No.**

Name/Title \_\_\_\_\_

E-Mail \_\_\_\_\_

(E-mail is required for registration).

Hot Topic Roundtable Selection \_\_\_\_\_

(regulatory hot spots; managing employees/employee conflicts; social media; loan processes/operations; frontline concerns/customer service; IT/cybersecurity)

Are you attending the evening social? (\$25 fee) **Circle Yes or No.**

\_\_\_\_ I have special needs, please contact me before the seminar.

### Please select your payment method.

\_\_\_\_ Check Enclosed                      \_\_\_\_ Check in Mail

\_\_\_\_ Pay at Door                              \_\_\_\_ Credit Card\*

*\*If you are paying by credit card, please fill out the following information. (Visa & MasterCard accepted).*

Name as It Reads on Card \_\_\_\_\_

Company Name on Card \_\_\_\_\_

Billing Address of Card \_\_\_\_\_

Card Number \_\_\_\_\_ Exp. Date \_\_\_\_\_

Three-Digit Security Code \_\_\_\_\_



Click it in:  
[www.cbai.com](http://www.cbai.com)



Mail it in:  
CBAI Education Department  
901 Community Drive  
Springfield, IL 62703-5184



Fax it in:  
(217) 585-8738



Call it in:  
(800) 736-2224 (Illinois only)  
(217) 529-2265

## Dates and Location

November 6 & 7, 2018

Northfield Inn and Conference Center  
3280 Northfield Drive, Springfield, IL  
(217) 523-7900

A block of rooms has been reserved for conference participants. To assure availability, reservations should be made by Tuesday, October 23, 2018. Reservations after this date are accepted on a "space available" basis only. When you call in your reservation, please remember to identify yourself as a "CBAI Women in Community Banking Conference Attendee" in order to get the special room rate of \$85 plus tax for singles or doubles.

## For More Information

Tracy McQuinn, Senior Vice President

Valerie Johnston, Vice President

Melinda McClelland, Vice President

Jennifer Nika,

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Vice President Chicago Area

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## Women in Community Banking Subcommittee

Beth Cotner, Chairperson,

Scott State Bank, Bethany

Jennifer Beard,

Farmers State Bank of Elmwood

Ramona Knoblett,

First Robinson Savings Bank, N.A.

Lori Pieper, Community State Bank, Galva

Brittany Riley, ISF Bank, Chicago

Valerie Stocks, Apple River State Bank

Amy Thiede,

Prairie Community Bank, Marengo

**A big THANK YOU to the subcommittee for all your time and efforts!**