

# CBA COMMITTEES



## HAVE A PASSION TO SERVE

The Community Bankers Association of Georgia (CBA) thrives because of dedicated members who help shape the future of community banking in Georgia. By serving on one of our committees, you can play an active role in influencing the industry, expanding your network, and gaining valuable insights that can benefit your career and institution.



## GET INVOLVED TODAY!

Joining a committee is a great way to make a meaningful impact. Whether you're passionate about advocacy, education, or innovation, there's a place for you.

Ready to contribute? Sign up today and be part of the team shaping the future of Georgia's community banking industry! For more information or to join a committee, visit the CBA Website or contact us at [cba@cbaofga.com](mailto:cba@cbaofga.com).

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## Advocacy Committee

**Purpose:** The Advocacy Committee leads CBA's external efforts to influence legislative processes at the state and federal levels. Members play a key role in shaping the Association's policy positions and legislative initiatives. While all members are encouraged to engage with local legislators, committee members are expected to take a leadership role in advocating for the industry, engaging with state and federal legislators, their staff, and Association executives. Additionally, the committee serves as a forum for networking and exchanging ideas on current and emerging legislative issues affecting community banking.

## Bylaws Committee

**Purpose:** The CBA Bylaws Committee periodically review the by-laws in coordination with the CBA Board of Directors and other standing committees. Consider proposed changes and offer suggestions and recommendations to the CBA Board and ultimately the CBA Membership at the association's annual meeting.

## Convention Committee

**Purpose:** The Convention Committee shall assist the CBA staff in providing recommendations for topics, speakers, locations and other logistics for the planning and development of the CBA Annual Convention.

## Education Committee

**Purpose:** The purpose of the Education Committee is to advise and consult with CBA staff as to the professional development needs of member institutions and other industry stakeholders. The committee will review all programming, materials, pricing, trainers and venues to insure CBA is offering the highest quality educational programming possible. The committee will recommend improvements and alterations as deemed appropriate.

## Finance & Audit Committee

**Purpose:** The primary responsibility of the Finance and Audit Committee is to oversee the CBA's financial reporting process on behalf of the Board and report the results of their activities to the Board. Management is responsible for preparing the CBA's financial statements, and the independent auditors are responsible for auditing those financial statements. The committee, in carrying out its responsibilities, believes its policies and procedures should remain flexible in order to best react to changing conditions and circumstances. The Committee should take the appropriate actions to set the overall corporate "tone" for quality financial reporting, sound business risk practices and ethical behavior.

## Innovation Committee

**Purpose:** The purpose of the Innovation Committee is to educate members on financial technology (fintech), offer guidance, networking, solutions and assist in developing future talent. Goals of the committee include identifying member needs and presenting potential fintech solutions, as well as potentially piloting, testing, or investing in new initiatives—providing financial support to entrepreneurs when appropriate. A key focus of the Innovation Committee is to help community banks improve operational efficiencies and enhance the customer experience through innovative tools and strategies. The committee also supports programs to assist college students with real-life fintech experience as well as identifying fintech career opportunities at community banks.

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## LEAD Division Board

**Purpose:** The LEAD is administered by its own board, board structure, and committees. Each year designated LEAD Board Members are assigned to specific committees designed to promote and assist CBA Board initiatives. The LEAD Board has subcommittees within the board to participate in as well. Those are the Membership & Talent Management, Talent Acquisition & Financial Literacy, Convention Planning, and Advocacy.

## Member Services Committee

**Purpose:** The purpose of the Member Services Committee is to advise and consult with CBA staff regarding product and services needs of community banks. In addition to recommending prospective financial services providers for Associate Membership with CBA, the committee is also tasked with identifying, evaluating, and reviewing marketing packages for financial services providers/associate members.

## Membership Committee

**Purpose:** The Membership Committee provides guidance and support on membership recruitment and retention. This committee plays a key role in identifying both member and prospective member needs and recommending services to meet those needs. Other goals of the committee include offering ideas on how best to inform existing and prospective members about the wide range of CBA resources, services, and benefits; welcoming and engaging new members; and outreach to prospective members inviting them to join CBA. The committee also assists CBA in identifying potential membership options to serve underserved areas such as retired bankers, displaced bankers from consolidations, expansion to other areas, etc.

## Marketing and Communications Committee

**Purpose:** The Marketing Committee provides guidance on implementing a marketing plan to expand the reach and professional branding of CBA. Members are instrumental in developing public relations programs on special banking issues, as well as marketing-related educational programs and conferences. The committee also serves as a networking and idea exchange for community bank marketers. The CBA Marketing Committee has three major initiatives which include: Improving communication with CBA member banks; assisting member banks with bank marketing; and increasing media presence regarding the importance and benefits of community banking.

*Are you Ready to Serve?*  
**CLICK HERE**