

November 9, 2022

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Innovation Ecosystem Well-Represented at CBA's Innovation Exploration Conference

CBA's Innovation Exploration Conference, held last week in Atlanta, was about making valuable connections, learning about new products & services, sharing innovation successes and failures, and moving Georgia's community bank's forward in the innovation journey.



The CBA Innovation Committee and Education Committee provided direction to CBA's SVP, **Kristi Greer**, Director of Professional Development, on content. "Engaging in continuing education is a critical piece for innovation. Your community bankers association continues to see the need to offer opportunities to grow knowledge, resources and connections that will support our awesome industry. Every bank needs a roadmap, a plan to innovate, to create efficiencies," said **Ms. Greer**. "Even if your bank is not ready to implement online account opening, I personally bet you have more than one internal process that could be more efficient and less cumbersome. By choosing to research and learn, your bank could save time for your team members. I am proud to have seen the bankers in this conference who choose to step in and learn more. We look forward to our next training class."



The 1.5-day event featured the best in the industry presenting on a variety of topics. **Chris Stanley**, Innovation Committee Chair, **South State Bank, Atlanta**, kicked off the meeting. **Charles Potts**, EVP, Chief Innovator at **ICBA**, served as emcee for Wednesday. Topics included Leading a Culture of Innovation, **Marcie Bomberg, WIPFLI**; Leverage Your Next Core Contract Negotiation, **David Saylor, Genesys Technology Group**; ATMs — 2022 & Beyond, **Ahmad Ludin, SHAZAM**; Innovation Regulatory Information for Implementing Deposit Programs, **James W. Stevens, Troutman Pepper**; **Helen Herring, First Century Bank, NA**; **Chris Stanley, SouthState Bank**; Vendor Management, API / Access Security, and Governance While Being Innovative, **Zach Duke, Finosec**; Powering Your Customer Acquisition Strategy with Digital Account Opening, **Har Rai Khalsa, Alkami**; Innovation Success Stories Panel: **William Mills, William Mills Agency** and more.

"I really enjoyed seeing community bankers from across the state come together to learn more about how their bank can improve efficiencies as well as the customer experience through innovation," said **Chris Stanley**, SVP, Payments & Technology Banking, **SouthState Bank, Atlanta**, and CBA Innovation Chair. "Special thanks to the speakers, sponsors, exhibitors, and moderators for their



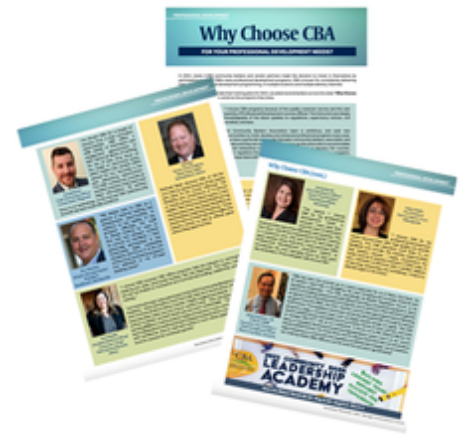
support—definitely a well-spent couple of days.”

Meet the sponsors.



Nov—Dec Magazine: Why I Chose CBA for My Professional Development Needs

In 2022, nearly 2,000 community bankers and vendor partners made the decision to invest in themselves by participating in one of CBA's many professional development programs. CBA is known for consistently delivering high-quality professional development programming in multiple locations and multiple delivery channels.

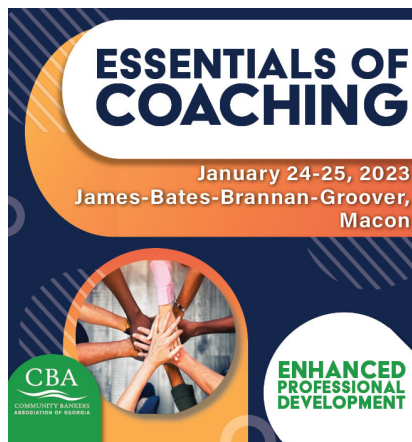


As bankers and partners make their training plans for 2023, we asked several bankers across the state “Why Choose CBA?”. The reasons are as varied as the programs they enjoy. Take a moment [to learn their reasons](#) in the November–December issue of *Georgia Communities First* magazine.



2023 CBA Calendar of Events & Packages NOW AVAILABLE!

Early bird pricing is available now on select events and packages. [Register today and save!](#)








ENHANCED PROFESSIONAL DEVELOPMENT
COMPLIANCE OFFICER BOOTCAMP
 February 28 - March 3
 The King & Prince Beach & Golf Resort
 St. Simons, GA

LOAN PORTFOLIO MANAGEMENT & REVIEW
 January 18-19, 2023
 James-Bates-Brannan-Groover,
 Macon






ENHANCED PROFESSIONAL DEVELOPMENT

ESSENTIALS OF COMMERCIAL CREDIT ANALYSIS
 Part I: February 1-2, 2023
 Part II: March 21-22, 2023
 Hilton Garden Inn, Macon

ENHANCED PROFESSIONAL DEVELOPMENT

ESSENTIALS OF BANKING
 Part I: 2/15 • Part II: 3/28
 Part III: 5/24 • Part IV: 6/20
 Live Virtual STREAM

ENHANCED PROFESSIONAL DEVELOPMENT



Honoring all who served
VETERANS DAY

In observance of Veterans Day, CBA will be closed Friday, November 11, 2022



Georgia's community bankers do great things in their communities every day. Here is the latest on community outreach and news from CBA Members:

- The team at **Citizens Community Bank** in **Hahira** dressed up as the movie *Grease* for Halloween.
- **Easterseals Southern Georgia** recently held its Annual Awards Celebration, and **Kim Colby**, **Flint Community Bank**, **Albany**, was presented the Bobbie Meyer Von Bremen Award. Kim is a long-time member and former board president of the Easter Seals Board. Pictured: **Sen. Michael Meyer Von Bremen** presenting the award to **Kim Colby**.





Steve Reagin has been promoted to President at **Signature Bank of Georgia, Sandy Springs.**

[Read more.](#)



Pamela Hughes has been promoted to Vice President and Director of Human Resources at **First National Community Bank, Chatsworth.**

[Read more.](#)



Angela Moore has been promoted to Bank Secrecy Act Assistant at **First National Community Bank, Chatsworth.**

[Read more.](#)



(l-r): Jeremy Dean, Patti Steele, Mitch Sanford, Jeff Bridgman

Patti Steele, CEO, **Builtwell Bank, Chattanooga, TN**, announces **Mitch Sanford's** appointment as President. Mr. Sanford will collaborate closely with **Jeff Bridgman**, Executive Vice President and head of Commercial Banking, and **Jeremy Dean**, Executive Vice President and head of Retail & Business Banking, to expand customer relationships in the Tennessee and Georgia markets. [Read more.](#)



Colony Bankcorp, Inc., Fitzgerald, has named **Edward Canup** as Chief Revenue Officer and President of Banking Solutions.

[Read more.](#)



Think CBA First for Your Professional Development Needs!

Here are some upcoming CBA events:



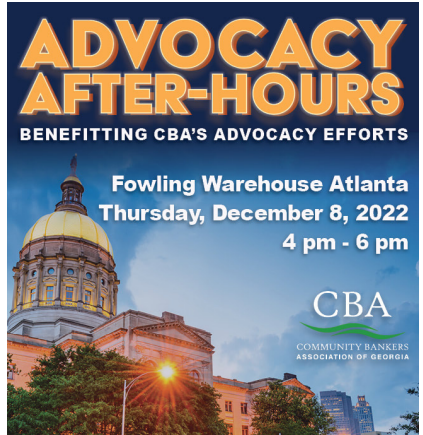


What role does the federal agencies' Third-Party Risk Management Model play in FinTech?

[12/6: Macon/STREAM](#)

[12/7: Tifton](#)

[12/13: Statesboro/STREAM](#)



Marketing the Moment Webinar

November 9

FREE for CBA Members—Marketing Roadmap: Advancing your bank marketing strategy

So you want to gain market share, grow your brand and be more impactful with your campaign efforts? In order to consistently do those, you will have to plan well, efficiently use the platforms and spend at your disposal, and effectively carry out the strategy. [Register today!](#)

Webinar: Q3 Performance Results: Facing Uncertainties

November 15 | 2:00—2:45 p.m.

The only certainty right now is uncertainty. What's around the corner? Soft landing? Recession? Shallow or deep? The results so far are good, but the

outlook's unclear. Join QwickRate and QwickAnalytics experts as they analyze and discuss how community banks performed in Q3 revealing peer metrics and identifying caution signs about uncertainties ahead. [Learn more and register.](#)



Webinar: Content Marketing: The Gateway To Your Ideal Customer

November 15 | 11:00 a.m.

Come and learn how to tap into the minds of your target audience. Have you ever wondered what they are thinking so you can write effective content that will resonate with them? [Read flyer](#) with more info. [Click here to register.](#)



Genesys Technology Group impacts your bottom line. We understand that you are making an investment by utilizing our services. Technology is one of the largest drains on your balance sheet, and your choices in the market today are extensive. Genesys assists community bankers in making wise technology decisions and encourages bankers to look at their technology holistically. A global view of your technology leverages your buying power, and through solid vendor management principles, your bank is better positioned to maximize the return on its technology dollar. Genesys specializes in technology evaluations and renegotiations. Simply put...Genesys saves your institution time and money, thereby providing immediate impact to your bottom line.



Contact [David Saylor](#) at 770-335-6629 or visit their [website](#).



Here are some of the latest news stories relevant to community banking and the financial services industry:

- [Department of Banking & Finance - October 2022 Bulletin.pdf](#)
- [Fed Releases 2023 Pricing for FedNow & Other Services](#)
- [\\$148M Available for COVID-19 Supplemental Payments](#)
- [Big Changes for CMOs and Bank Marketing Teams in 2023](#)

Want to submit an article or promotion for the next newsletter?

Email the article and/or promotion that you'd like included in the next newsletter to [Lindsay Greene](mailto:lindsay@cbaofga.com) at lindsay@cbaofga.com. Be sure to include a press release, a short description, or a link to the full article. In addition, please include any photos or headshots.

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**Session 1 - 3/3
- Macon or
Live Virtual
STREAM**

Mar 03, 2023

10:00 AM - 2:45 PM

**IRA
Fundamentals
- 3/9 -
Perimeter Area
or Live Virtual
STREAM**

Mar 09, 2023

9:00 AM - 4:00 PM

[View All Events](#)

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GEORGIA COMMUNITIES FIRST MAGAZINE
IS NOW AVAILABLE!



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