



Virginia Association of Community Banks E-Newsletter

February 2019

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Greetings!

Annnnd now it's February. January seemed to end in the blink of a very cold eye - HOW can it be February already? Ahhh February, when thoughts turn to love and chocolate!

Speaking of love, we love serving our members and we are here to provide the tools, advocacy and education you need to run a successful bank. We have put together a dynamic training calendar for the first half of the year and look forward to seeing you at an upcoming program.

Here's a link to view the programs we are offering for the first half of the year: [VACB Events](#). Details about upcoming programs and registration details are posted on the website calendar. There is additional information below on some of our upcoming programs as well as other great news. Read on!



Happy Valentines Day!

Former VACB Chair Tapped for ICBA Leadership Role

The Independent Community Bankers of America (ICBA) recently announced the nominees for its 2019-2020 board of directors. Nominated for the role of Secretary of the organization is former VACB Chair **Alice Frazier**, who is now President & CEO of The Bank of Charles Town in Charles Town, WV.

ICBA's board of directors will vote on the nominations during the 2019 ICBA national convention being held in March in Nashville, TN.

Congratulations, Alice Frazier!

VACB Call for Articles - Calling All Experts - Share Your Knowledge

Are you a subject matter expert on a topic relevant to banking? If so, VACB and our publications WANT your expertise! Highlighting our member companies and sharing their areas of expertise and experience is a key component to our Association. Let us help you share your information and expertise with our members! VACB would love to publish your articles.

and expertise with our members! VACB would love to publish your articles and white papers. We can use your wisdom in our quarterly magazine, *The Community Banker*, our e-newsletter or on our website.

In addition to requesting written pieces, VACB also has print and website advertising opportunities for your company. Want to know more about publishing articles or purchasing advertising? Please contact Katharine Garner, kgarner@vacb.org or give her a call at 804-673-8250.



SBS Institute Offers Free Webinar About Their "Certified Banking Security Manager" Course on February 28 at 10:30 am

Traditional IT and information security professionals in the banking industry are facing rapid changes in how their bank operates and supports customers. Technology solutions such as cloud computing, mobile technologies, and IT outsourcing are prompting organizations to review and modify the roles and responsibilities of their IT department and engage them more in information security risk or security risk management best practices.



The rapid changes have created the need to equip key IT personnel with the proper tools and knowledge to combat advancing cyber security threats both internally and externally, but also communicate the risk to executive management.

Join SBS for a **free educational webinar** that will feature their most popular program, the "**Certified Banking Security Manager**". This unique certification program is specifically designed for IT and IS professionals in the banking industry. This custom training will ensure that professionals develop skills and knowledge that promote confidence and competence while supporting and maturing the overall organization's commitment to IT and security.

The brief webinar is on Thursday, February 28th from 10:30 am - 11:00 am Eastern Standard Time and will walk through what you and your organization can expect to gain from an investment in the "**Certified Banking Security Manager**" Onsite Course. This onsite certification is being offered at the VACB Training Room on April 4-5, 2019.

After registering, you will receive a confirmation email containing information about joining the webinar.

<https://attendee.gotowebinar.com/register/2153675394466622989>

Associate Member SHAZAM Executive Named to U.S. Faster Payments Council Leadership

Kevin Christensen, SVP of market intelligence and data analytics for **SHAZAM** Network, has been named acting executive director and interim board chair for the U.S. Faster Payments Council (FPC).

Christensen has been involved in this industry-led effort since 2015. As a member of the Faster Payments Task Force, he led the interoperability work group and was a member of the editorial board. Following the work of the task force, Christensen was elected to the Governance Framework Formation Team. The work group is responsible for developing the operating vision for the U.S. Faster Payments Council, of which Christensen now leads and SHAZAM is a founding sponsor.



"Our goal is to ensure that any U.S. payment system that evolves - card, ACH, wire, faster payments or future systems - has a methodology in which all financial institutions and their customers can be assured to having open, nondiscriminatory access," Christensen said.

He noted that three work groups are being established to focus on the following areas: safety and security, end-user transparency, and education and awareness. In addition, work groups for fraud information sharing, directory models, and regulations and regulatory guidance will also be formed.

Information about the FPC and membership options can be found on its website at:

FasterPaymentsCouncil.org.

Want more information on SHAZAM and how it can assist your bank, contact Virginia rep John Perry at jperry@shazam.net or www.shazam.net. SHAZAM is an endorsed provider of VACB.

Inaugural Universal Banker Certification Offered from VACB May 28 & 29 at the VACB Training Room in Richmond

With reduced in-branch transactions and customer visits, and an increase in technology, traditional teller functions must evolve. No longer can a front-line team member say: "It's not my job!" Today's front-line team is shifting from traditional positions (tellers, new account representatives, financial service representatives, etc.) to a multi-tasking, "universal" banker.

NEW!!!

To help our member banks navigate this process and learn more about the Universal Banker business model, we have worked with Performance Solutions, Inc. to present a two-day certification program. This program focuses on the essentials for today's universal banker in providing exceptional service, making referrals, and building profitable relationships from millennials to baby boomers.

The benefits of this certification process:

- An investment in developing "best practices" for your bank's retail network
- An education resource for training and career development and retention
- Recognition and opportunities for front-line team members
- A foundation builder for banking schools
- A commitment to successful, profitable, efficient and effective retail banking network

Who would benefit from this certification:

Branch Managers, Retail Branch Administrators, Marketing Directors, Head Tellers, Customer Service representatives and others with customer service responsibilities

To learn more about the curriculum for this program, please click on the link below:

[Full Brochure and Registration Information](#)

What will rise as the hot-button issue for bankers in 2019? To find out, Computer Services , Inc. (CSI) annually polls executives at U.S. financial institutions across the country, asking questions that uncover the strategies and issues they believe will most affect the financial sector in the year ahead. 220 bankers answered their survey this year and shared how they plan to exceed customer expectations in 2019.



As they analyzed the findings, five key topics stood out: **Customer Acquisition, Digital Banking, Cybersecurity, Regulatory Compliance, and Lending.**

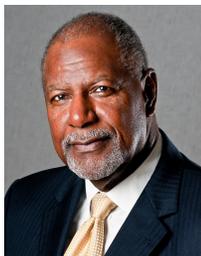
To read the full report, click the link below:

[2019 Banking Strategies](#)

Steve DuPerrieu is vice president of product management for CSI. In his role, he provides leadership for CSI's delivery channel strategy, which includes digital banking, payment services, business and analytics software, and branch/retail delivery solutions. Steve is also a board member for the Association for Financial Technology (AFT).

Essentials of Banking Back for 2019 - Register Now!

Join VACB, David Kemp and Dianne Barton for our third annual Essentials of Banking Program. This four-session program will be held in Richmond at the VACB Training Room.



David Kemp

Our sessions will help newer "star employees" learn about banking from the teller line to the board room. This is a great way to expose staff to all the many facets and job opportunities within a financial institution.

The presenters are nationally recognized and keep the sessions lively and informative. The program is interactive and engaging. Participants get to know their fellow attendees as well.



Dianne Barton

The program will offer comprehensive overviews of the following topics:

- **Banking 101** - The history and background of banking, including regulatory agencies & bank examinations
- **Business Operations & Bank Management Topics** - From the board of directors to front line staff
- **Lending, Banking Investments & Bank Performance** - The lending process through the CAMELs rating system & UBPRs
- **Customer Service & Safeguarding the Bank** - Security discussed from compliance issues to physical safety, customer service and fraud trends

Want to know more? We can help! Click the link below to get full program details and to register for this program.

[Program Information & Registration](#)

Additions & Promotions

Virginia Commonwealth Bank/Richmond - **Afua Essandoh** has joined the bank as Vice President, financial planning and & analysis; **Bonnie Howle**, Vice President, treasury management; **Brian Lange**, Vice President, commercial deposit development; and **Lisa Sylva**, Vice President, deposit operations manager.

Virginia Community Capital/Richmond - President and CEO **Jane Henderson** has been named one of nine "Outstanding Women" by the YWCA of Richmond. The annual Outstanding Women Awards program honors individuals making a difference in the Greater Richmond area through "exceptional leadership, sustained dedication, and inspiring achievements."

CONGRATULATIONS!

Upcoming & Archived VACB Webinars - January

- 2/4 - Flood Insurance Compliance Update & FAQs
- 2/5 - **ACH Specialist Series**: ACH Tax Refund Exceptions, Posting & Liabilities
- 2/6 - Right of Setoff on Deposit Accounts & Loans: Legal Issues
- 2/7 - **C-Suite Series**: CAMELS Rating for Executives
- 2/12 - **Board Reporting Series**: Board Secretary Procedural & Compliance Responsibilities
- 2/13 - Prepaid Cards: Your Bank's Responsibilities Under the New Rules, Effective April 1, 2019
- 2/20 - **Teller Training Series**: Risks & Precautions for Endorsements & Other Negotiable Instruments
- 2/21 - **Credit Analysis & Underwriting Series**: Debt Service Coverage Calculations in Underwriting
- 2/25 - Determining Cash Flow from Personal Tax Returns After 2018 Tax Reform Part 2: Schedules D, E & F
- 2/26 - **ACH Specialist Series**: ACH Dispute Resolution
- 2/27 - The New NIST Digital Identity Guidelines: Impact on Passwords, Security Questions & Account Lockouts
- 2/28 - Debit Card Chargebacks: Understanding Visa Claims Resolution

Remember! You can purchase an archived link for a program that has been previously recorded.

[Register for an upcoming Webinar](#)

Please let VACB know what your bank is doing in YOUR COMMUNITY! We want to share with our membership!

Sincerely,

Virginia Association of Community Banks