



Virginia Association of Community Banks E-Newsletter

March 2019

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Greetings!

March is upon us and the first quarter of 2019 is quickly coming to an end. Wow! That was fast!! The groundhog told us spring was coming early this year, but so far, it has yet to show up!

We have a lot of great programs and information below with topics ranging from advocacy training to new educational programming.

Who at your bank would benefit from reading our e-newsletter and learning about all the great information and programs VACB has to offer the membership? Please forward this to them for their reading enjoyment. Read on below to learn what VACB has planned for later this spring!



ICBA Launches "Community Focus 2020" Agenda

ICBA has unveiled their new legislative and regulatory policy platform to better disperse economic opportunity in local communities.

"Community Focus 2020: The Community Bank Agenda for Expanding Economic Opportunity" advocates common-sense financial and regulatory reforms that will promote greater access to financial services in every corner of our country.

ICBA and community bankers developed Community Focus 2020 to advance a more efficient system of regulation, unbiased laws governing the financial sector, a safer and more secure business environment, and more effective agriculture policies.

Please review this bold agenda and join us in advancing these policy goals to ensure our nation continues to thrive, one community, one consumer, at a time.

[Read ICBA's Agenda Here.](#)

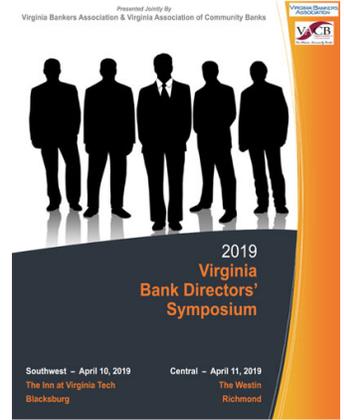
Bank Directors' Symposiums Scheduled for Two Locations in April

Have you gotten your board members registered to attend one of

Have you gotten your board members registered to attend one of the 2019 Bank Directors' Symposiums? It's not too late to get them registered for our April programs. VACB is again partnering with VBA to present the 2019 Bank Directors' Symposiums.

The Inn at Virginia Tech will be the location of our southwest offering on Wednesday, April 10th and The Westin Richmond will be our host on Thursday, April 11th.

This year's program is designed to examine and share key issues that are high on the radar for both regulators and bank executives. We are pleased to have a number of industry experts on hand to share key observations and insights on the many factors influencing community banks today.



[Southwest Program Details - April 10](#)

[Central Program Details - April 11](#)

VACB Technology Committee Update: Provide Your IT Staff with Powerful Tools to Fight Cyber-Crime

The VACB Technology Committee met late last month, and heard a unique presentation that sparked deep and immediate interest. Dr. Matt Dunleavy, Executive Director of the Vinod Chachra IMPACT Lab at Radford University, described an online cybersecurity workforce development program that had many members thinking about the value it would bring to two or three of their key staff.



Separate training programs are available for executives, managers and IT staff, but the primary focus of committee members' interest was staff training. It is an online program, designed for busy professionals, and is delivered in an asynchronous, self-paced manner. Banking professionals have up to twelve months to earn 18 credit hours. The training is aligned with industry workforce standards (e.g., NIST) and employs research-based practices from cognitive science, analytics, simulation-based learning and gamification in every aspect of its training to ensure it is highly effective and engaging, preparing bank employees for industry certification exams.

If there is enough interest from across VACB member banks, a partnership can be created through VACB that will save significant costs for groups totaling 20 trainees.

You can find more information here: [IMPACT Brochure](#)

Please contact VACB ASAP if you want more information, or want to explore enrollment for one or more of your staff.

VACB and ICBA Partnering to Offer Regional Advocacy Training for Community Banks

ICBA Advocacy Training

Thursday, March 28th
11 a.m.–3 p.m. (Eastern time)
Richmond, Virginia

REGISTER NOW



Community bankers and board members are invited to a complimentary networking lunch and half-day advocacy training session designed to help you effectively communicate your community bank's advocacy priorities with policymakers.

This free event, scheduled for 11 a.m. to 3 p.m. (Eastern time) Thursday, March 28, in Richmond, will feature a panel with congressional staffers and presentations led by ICBA Executive Vice President of Policy & Political Operations Aaron Stetter and Assistant Vice President of Advocacy Joshua Habursky.

Want to register or get more details?
Click [HERE](#)

VACB Spring Internal Audit Institute Open for Registrations

VACB has partnered with the experts at Dixon Hughes Goodman LLC and Yount Hyde Barbour, PC to put together this spring's 10-hour Internal Audit Institute. The meeting will be held at The Place at Innsbrook in Richmond on Thursday and Friday, May 1 and 2.

Featured topics at this spring offering include:

- Managing the Risk Assessment Process
- Internal Audit Project Management
- Internal Audit's Role in Fraud Prevention
- Advanced Audit Tools
- Cybersecurity - The Evolving Landscape.
- Interest Rate Risk Management - "We're Not In Kansas Anymore"
- Compliance Audit Overview

Internal Audit Institute for Community Banks



Spring Program

May 2 & 3, 2019

MEETING
The Place at Innsbrook
4036 Cox Road
Glen Allen, VA 23060
(804) 346-2100

LODGING
Hilton Garden Inn
4050 Cox Rd
Glen Allen, VA 23060
(804) 521-2900



VACB has a block of specially-priced rooms for the nights of May 1 and May 2 at the Hilton Garden Inn. Call 804-521-21900 and ask for the VACB room block.

[Full Brochure and Registration Information](#)

Energize your Front Line Staff by Having them Attend VACB's

Universal Banker Certification Program

NEW!!!

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.

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](#)

VACB - Williams Mullen 19th Annual Golf Tournament - May 6

Make your plans now and join VACB and Williams Mullen for our 19th Annual Golf Tournament. We will be at Spring Creek Golf Club in Zion Crossroads on Monday, May 6th for our shotgun start tournament.

We will have a fun day of golf and fellowship, along with great prizes and networking opportunities. More details will be available soon, but mark that date down now and get working on putting your dream team together.

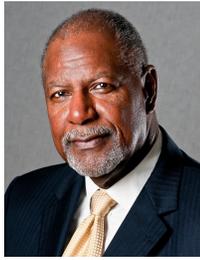


Interested in sponsorship opportunities at the tournament? Please call VACB at 804.673.8250 and ask for Steve Yeakel. He would be happy to share what sponsorships are available for the tournament.

We will see YOU on the green, Monday, May 6!!

Get Your Super Star Bankers Registered for our Third Annual Essentials of Banking Program

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](#)

Legal Brief - Troutman Sanders



Leaning Your Bank's Ladders Against the Right Walls - Five Governance and Regulatory Considerations for Bank Directors

by [Mark Windon Jones](#) and [Zayne Ridenhour Tweed](#)

Author Stephen R. Covey has written, "Management is efficiency in climbing the ladder of success; leadership determines whether the ladder is leaning against the right wall."¹ With the first quarter in full swing, community banks are preparing proxy statements, finalizing annual meeting agendas, and marshalling items for board attention. Now is the perfect time for bank directors to consider whether their bank's ladders are leaning against the right walls. Below we discuss five corporate governance and regulatory issues that recently have been receiving particular attention from regulators and investors, selected based on statements by federal banking regulators, corporate governance consultants and experts (such as Institutional Shareholder Services, or ISS), institutional investors, and the SEC. Each of these issues merits board-level attention and direction.

Additions & Promotions

Bank of Botetourt /Buchanan has announced the following promotions:

- **Tammy Talbott** - Vice President, Loan Officer & Portfolio Manager
- **Amie A. Chernaault** - Assistant Vice President, Market Manager
- **Robin H. Moore** - Assistant Vice President, Branch Manager
- **Stephanie N. McCoy** - Assistant Vice President, Loan Operations Officer
- **Marcus T. Wade** - Assistant Vice President, Branch Manager
- **Sheila W. Feltis** - Retail Officer and Human Resources Assistant
- **Annette B. Lane** - Accounting Officer & Executive Assistant, Recording Secretary of the Board of Directors
- **Marla H. Rock** - Collections Officer
- **Jerrica Seay** - Deposit Operations Officer

Pendleton Community Bank / Harrisonburg has promoted **Dan Withers** to Senior Vice President, Virginia Area Executive. The bank also hired **Jonah Pence** as a Senior Vice President, Virginia Area Executive and **Tim Cash** has joined the bank as Vice President Business Development.

Benchmark Community Bank/Kenbridge has added **Gregg V. Gordon** to its Board of Directors. Gordon is President of Aarons Creek Farms, Inc., a family-owned wholesale greenhouse operation.

Upcoming & Archived VACB Webinars - March

- **Mar. 5 - Board Reporting Series:** Essential Board Reporting: Requirements, Timing, Delivery Options, Risks & Concerns
- **Mar. 6** - Federal Requirements for Tech-Based Marketing: Websites, Social Media, Robo Calls & More
- **Mar. 7- C-Suite Series:** Strategic Decisions Regarding CECL Methodologies, Processes & Governance
- **Mar. 11** - Synthetic ID Fraud: What It Is, How It Works & Real-Life Scenarios
- **Mar. 12 - Teller Training Series:** Cross Selling: The Key to Account Holder Satisfaction & Retention
- **Mar. 13** - Debit Card Chargebacks: Understanding Mastercard Dispute Resolutions
- **Mar. 14 - ACH Specialist Series:** 2019 ACH Rules Update
- **Mar. 19** - Advanced BSA Officer Training: In-Depth Risk Issues & Difficult

- **Mar. 19** - Advanced BSA Officer Training: In-Depth Risk Issues & Difficult Situations
- **Mar. 20** - Required Compliance for Commercial Loans Secured by Real Estate
- **Mar. 21** - Banking Marijuana-Related Businesses
- **Mar. 26** - **Credit Analysis & Underwriting Series:** Global Cash Flow Analysis for Underwriters & Credit Analysts
- **Mar. 27** - Handling Power of Attorney & Living Trust Documents on Deposit Accounts & Loans
- **Mar. 28** - **Board Reporting Series:** Red Flags in Board Reports

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