

the **IGNITE** CONFERENCE

powered by the Alabama Bankers Association

september 16-17

The Westin in Huntsville

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WEAR LOTS OF HATS? MIX & MATCH!
PRIMARY JOB FOCUS? STAY ON TRACK!

13 SPEAKERS • 20 BREAKOUT OPTIONS



INFORMATION
TECHNOLOGY



HUMAN
RESOURCES



MARKETING
& PUBLIC
RELATIONS



BRANCH
MANAGEMENT

TRADE SHOW ROCKET ROUNDS

Join us on Tuesday during Ignite to spend some time meeting with a limited number of trade show vendors who chose to participate in this event. This is a great way to hear a two to three minute presentation from each vendor.

***As a thank you for participating in both sessions,
each banker who comes will receive a free gift!***

KEYNOTE SPEAKERS

Tuesday, Sept. 16

**Point of Potential
(PoP): Unlock the
Greatness Within**
**DR. KAROCKAS
WATKINS**



Most people go through life never fully realizing the power and potential that lies within them. Point of Potential is a transformative seminar designed to help you discover, develop, and deploy the untapped abilities that are waiting to be awakened. Through practical tools and insightful guidance, you'll learn how to identify your dormant strengths, uncover hidden talents, and break through limiting beliefs. Whether you're seeking personal growth, professional advancement, or a greater sense of purpose, PoP equips you with the mindset and methods to activate your full potential and step boldly into the life you were meant to lead.

Wednesday, Sept. 17

**Refresh, Refuel,
Recharge: Navigating
Burnout**

DR. MELISSA FURMAN



Many employees are reporting feelings of emotional and physical exhaustion, increased negativity, and decreased productivity, which may be potential signs of burnout. This interactive session uses engaging exercises to help identify, prevent and overcome burnout with the goal to feel refreshed, refueled and recharged.

AGENDA

SEPTEMBER 16

7:30 - 8:30 a.m.	Registration & Continental Breakfast
8:30 - 9:30 a.m.	General Session
9:30 - 9:40 a.m.	Break
9:40 - 10:40 a.m.	Breakout Sessions
10:40 a.m. - 12 p.m.	Rocket Rounds
12 - 1 p.m.	Lunch in Trade Show Area
1 - 1:50 p.m.	Breakout Sessions
1:50 - 3 p.m.	Rocket Rounds
3:05 - 4 p.m.	Breakout Sessions
4 - 5 p.m.	Reception

SEPTEMBER 17

8 - 8:30 a.m.	Continental Breakfast
8:30 - 9:30 a.m.	General Session
9:30 - 9:45 a.m.	Break
9:45 - 10:45 a.m.	Breakout Sessions
10:50 - 11:50 a.m.	Breakout Sessions
11:50 - 1 p.m.	Lunch in Trade Show Area

Hotel Information

This event will be held at The Westin in Huntsville. Rooms are available at both The Westin and The Element for \$189 per night. The room block expires on Aug. 25.

To make reservations call (256) 428-2000 and reference the Alabama Bankers Association.

Visit <https://bit.ly/44lqs7N> to book a room online at The Westin.

Visit <https://bit.ly/4eFGtQp> to book a room online at The Element.



INFORMATION TECHNOLOGY

Tuesday, Sept. 16

9:40 - 10:40 a.m.

Core Market Update: Disruptors Are Changing Bank Tech Forever

1 - 1:50 p.m.

Embracing FinTech Risk Strategically

3:05 - 4:00 p.m.

AI in Financial Institutions: Ensuring Security and Compliance

Wednesday, Sept. 17

9:45 - 10:45 a.m.

Evolving Your Information Security Program

10:50 - 11:50 a.m.

Building an Effective Data Privacy Management Program



DAVID SAYLOR



SCOTT STEVENS



KEVIN STREFF

INFORMATION TECHNOLOGY

Core Market Update: Disruptors Are Changing Bank Tech Forever

DAVID SAYLOR

Banks are no strangers to disruption. However, there are four groups of disruptors that are ushering in a new era of technology in the banking industry. David Saylor, founder of Genesys Technology Group, will take a look at the disruption taking place in the bank technology industry, how the Big Three are responding, and how it will ultimately give your bank the flexibility it needs to innovate and thrive in the new era of banking.

Embracing FinTech Risk Strategically

DAVID SAYLOR

The bank technology landscape is changing rapidly. Neobanks and fintechs are redefining your technology and your customer expectations. If you believe everything you read in your newsfeed it can seem like your institution is becoming irrelevant. Do not believe the hype! Banks are more relevant than ever. During this session, David Saylor will address the growing need for banks to think outside of their core vendor ecosystem and embrace technology that complements their strengths and the niches they serve.

AI in Financial Institutions: Ensuring Security and Compliance

SCOTT STEVENS

Join us for a comprehensive presentation on the role of artificial intelligence in financial institutions, tailored for

operations and IT professionals. Scott Stevens, the chief information security officer at Integrity Technology Solutions, will guide us through this critical topic. Scott will focus on data considerations, administrative policies, future compliance requirements and current and future AI applications.

Evolving Your Information Security Program

KEVIN STREFF

The Gramm-Leach-Bliley Act requires banks to design and implement an information security program to protect the confidentiality, integrity, and availability of data. Has your bank been doing lots of security things, but does not feel like a well-managed program? Attend this session to understand what a top-down, managed information security program looks like, what frameworks are available for your bank, and how to implement such a framework to provide more control and governance of your technology. New topics are discussed and how they integrate into your ISP, including management testing, data privacy, metrics, and automation.

Building an Effective Data Privacy Management Program

KEVIN STREFF

The Gramm-Leach-Bliley Act requires banks to design and implement an information security program to protect the confidentiality, integrity, and availability of data. Now, banks must build a similar program for data privacy. What does a data privacy management program look like? Are there frameworks banks can follow? This session provides an overview of data privacy management frameworks, and reviews a proprietary framework customized for banking.



MIKE BEAN



KIMBERLY PRUITT



KELLY CATRON



KATIE WINDHAM

HUMAN RESOURCES

Navigating Talent Shortages with Succession Planning and Clear Expectations

MIKE BEAN

Organizations today face a critical challenge: a growing talent shortage that threatens continuity and growth. To address this, strategic succession planning must be prioritized—not just for leadership roles, but across all levels. Succession planning ensures knowledge transfer, minimizes disruptions, and builds a strong internal talent pipeline. However, with shifting workforce dynamics and rising employee expectations, it's equally important to manage organizational and employee expectations throughout the process. Clear communication, realistic timelines, and a commitment to development are key to retaining top talent and preparing the next generation of leaders.

Hot Topics in the HR World

KIMBERLY PRUITT

HR professionals and organizations face the ongoing challenge of keeping up with constantly evolving laws and regulations. As the workplace continues to change—driven by advancements in AI, shifting compensation models, evolving employer-employee dynamics, employee experience expectations, and increasing demand for workplace flexibility—staying informed is more important than ever.

AI vs. Emotional Intelligence: Complementary Tools for the Future Workplace

MIKE BEAN

Artificial Intelligence (AI) and Emotional Intelligence (EI) are reshaping the modern workplace in distinct yet interconnected

ways. While AI excels at processing data, automating tasks, and improving efficiency, it lacks the human touch required for empathy, ethical judgment, and emotional connection. That's where EI comes in—critical for leadership, team dynamics, and employee well-being. Organizations must learn to harness both: leveraging AI for smarter decision-making while developing EI in their people to maintain a compassionate, adaptive, and resilient culture. The future belongs to workplaces that balance tech innovation with emotional awareness.

Leading for Today & Tomorrow

(Combined session with branch managers)

DR. MELISSA FURMAN

Organizational leaders have been navigating change at an accelerated pace and the workforce is more diverse than ever. As a result, leaders need to evaluate their abilities, preferences, and perspectives to continue to successfully lead their organizations through this new era of uncertainty and constant flux. This engaging and interactive session will provide recommendations and strategies for navigating ongoing challenges such as generational preferences, innovation, and workforce development to name a few.

HR and Branch Manager Panel Discussion

PANEL INCLUDES KELLY CATRON, KATIE WINDHAM, JENNY CLARK & NATALIE SPOTT

Join us for a peer panel discussion designed exclusively for branch managers and human resources professionals. This session offers a unique opportunity to hear real-life situations and engage with your peers in an exchange of insights, experiences, and practical solutions around the challenges you face every day. The discussion will center on real-life situational topics, allowing you to explore how others are navigating similar issues. Your input matters. Prior to the conference, attendees will be invited to submit current challenges or topics they'd like addressed.



HUMAN
RESOURCES

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9:40 - 10:40 a.m.

Navigating Talent Shortages with Succession Planning and Clear Expectations

1 - 1:50 p.m.

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3:05 - 4:00 p.m.

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MARKETING & PUBLIC RELATIONS

Tuesday, Sept. 16

9:40 - 10:40 a.m.

Mastering Multi-Channel Marketing for Banks

1 - 1:50 p.m.

Unlocking the Vault: Secrets of Effective Bank Websites

3:05 - 4:00 p.m.

Bank Marketing, Unfiltered: Roundtable Discussion

Wednesday, Sept. 17

9:45 - 10:45 a.m.

Demystifying AI - A Practical Primer for Bankers

10:50 - 11:50 a.m.

From Ideas to Implementation - Real AI Use Cases for Bankers



BAILEY RONNEBAUM



ERIC COOK



EMILY MAYS



MEGAN MCLEMORE

MARKETING/PUBLIC RELATIONS

Mastering Multi-Channel Marketing for Banks

BAILEY RONNEBAUM

In today's competitive banking landscape, gaining market share requires innovative and strategic marketing approaches. Attendees will learn how to leverage digital tools and techniques to attract and retain customers, enhance brand visibility, and drive engagement. Key topics will include the power of data analytics, different marketing mediums to utilize and more. Discover how to build and execute your multi-channel digital marketing plan!

Unlocking the Vault: Secrets of Effective Bank Websites

BAILEY RONNEBAUM

In this presentation, we'll explore the importance of user experience, the latest financial website trends, and a variety of user-friendly adjustments that you can implement on your website to create a smoother, more intuitive and enjoyable browsing experience for your visitors. With a focus on key elements like security, user experience and lead conversion, you'll be able to take your bank's website to the next level - and you don't have to be an expert in the field to do it!

Bank Marketing, Unfiltered: Roundtable Discussion

What do today's rising bank marketers wish they had on day one? And what advice do seasoned pros wish they had followed sooner? This panel brings together new and experienced marketers for an honest, insightful look at the learning curves, aha moments, and must-know lessons of bank marketing. Panelists include: **Emily Mays**, Community Spirit Bank; **Magen McLemore**, Community Spirit Bank; **Whitney Ellis**, Citizens Bank & Trust; and **Meredith Nelson**, SouthPoint Bank.

Demystifying AI - A Practical Primer for Bankers

ERIC COOK

AI is everywhere, but what does it actually mean for your bank? In this foundational session, we'll break down the core concepts of artificial intelligence in simple, relevant terms for bankers. From machine learning and natural language processing to generative AI and automation, you'll walk away with a clear understanding of what these terms mean—and what they don't. We'll explore the current landscape of AI in banking, spotlighting real-world use cases from institutions that are already leveraging AI to streamline operations, detect fraud faster, and enhance the customer experience. You'll also gain insight into what makes AI adoption in banking unique, especially when it comes to compliance, data privacy, and reputational risk. Whether you're just starting to explore AI or looking to align your team around what's next, this session sets the stage for a confident and informed approach.

From Ideas to Implementation - Real AI Use Cases for Bankers

ERIC COOK

Ready to move from theory to action? This interactive, hands-on session is designed for banking professionals who want to see what AI can actually do. We'll dive into specific, tactical examples of how AI tools—like ChatGPT and other generative platforms—can support marketing, compliance reviews, risk assessments, operational efficiency, and more. Expect live demonstrations and real-world templates that you can take back to your institution. We'll also cover key considerations like security, ethical use, and how to set up internal policies or guardrails to ensure compliance while still driving innovation. The goal isn't to turn bankers into data scientists—it's to show you how to lead smarter, faster, and more strategically with AI as part of your toolkit.



WHITNEY ELLIS



MEREDITH NELSON



KAREN BUTCHER

BRANCH MANAGEMENT

Coaching Classics with Karen KAREN BUTCHER

Leaders who develop strong coaching skills inspire and encourage employees in the workplace, bringing out the best in others. This session offers a unique opportunity to bring your coaching challenges, both old and new, and participate in live coaching with Karen. Expect to leave with renewed motivation and enhanced coaching skills to tackle the toughest challenges you face.

Active Listening Unlocked: A Game-Changer for Leaders

KAREN BUTCHER

Unlock the power of “Active Listening” with this engaging presentation designed for leaders who want to improve their communication skills at work. Discover how active listening can transform your daily interactions, relationships, and decision-making processes through practical techniques. This session is crafted to equip you with the essential tools to become a more effective and empathetic communicator, ultimately creating a more collaborative and productive work environment.

Courageous Conversations 2.0

KAREN BUTCHER

Does the stress and anxiety that comes from simply thinking about a potential conflict drive you into avoidance mode? What if you could let go of the negative attachment you have with “conflict” and see it as an opportunity for problem-solving, building trust, and improving performance? In this session, you will learn the art of converting confrontation into conversation, gaining new respect from your team and boosting your confidence.

Join Karen for this transformative workshop and walk away with the skills and mindset

to turn conflicts into opportunities for growth and stronger team dynamics.

Leading for Today & Tomorrow

(Combined session with human resources)

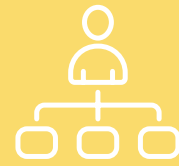
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ALABAMA BANKERS ASSOCIATION

445 Dexter Ave., Suite 10025
Montgomery, AL 36104-3775



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Conference registration includes: two continental breakfasts, two lunches, breaks during the business sessions, and seminar materials. TRADE SHOW ROCKET ROUNDS participants will receive a free gift.

EARLY BIRD MEMBER RATE (by Aug. 15, 2025) is \$545 for the first attendee, \$395 for second attendee from the same bank

MEMBER RATE is \$595 for the first attendee, \$445 for second attendee from the same bank

NON MEMBER RATE is \$745 for the first attendee, \$545 for additional attendees

See more information about the conference and

REGISTER TODAY!

by scanning the QR Code below or visit <https://bit.ly/3GeNuLj>

