



# NEW DATES • SAME PLACE • MAKE PLANS TO JOIN US FOR OUR SUMMER LEADERSHIP CONFERENCE

SEPTEMBER 17-19, 2020 • THE HENDERSON BEACH RESORT • DESTIN, FLORIDA

## LEADERSHIP WORKSHOP *The Seven Leadership Lessons Taught at West Point*

featuring *Erick Rheam*

**Since 1802, the United States Military Academy trained the nation's future leaders to serve our common defense and to add value in all instances of community.**



This workshop unpacks the leadership principles as studied, refined and taught at West Point for over 200 years. During this workshop you will:

- Learn the seven primary leadership lessons taught at West Point.
- Learn the importance of culture and how it's applied at any organization.

*Erick Rheam is a speaker and published author. He communicates and educates on topics related to discovering significance and the art of mastering human dynamics to achieve success. Erick spent the past eight years training and educating association staff and executives on how to build programs and services that add value to customers. Erick partnered with leading software developer, Automated Energy, Inc., to help municipally owned utilities deploy energy efficiency software to assist large commercial and industrial companies become more energy efficient and deploy green technology.*

*Prior to partnering with Automated Energy, Erick worked for a decade in the public power industry for two municipally owned utilities in Indiana and Colorado. He led a customer service division and served business communities to ensure local policy enhanced the business environment so that the business class could thrive, grow and create jobs.*

## agenda

### THURSDAY, SEPT. 17

- 12:30 p.m. Registration
- 1 - 4 p.m. **GENERAL SESSION**  
**ARCFS/COVID-19 Update**  
*David Long*  
**Legislative Update**  
*Jason Isbell*  
**HOT TOPICS PANEL**  
**MAD MINUTES**

### FRIDAY, SEPT. 18

- 7:30 - 9 a.m. **BREAKFAST**
- 8:30 a.m. - 12 p.m. **GENERAL SESSION**  
**LEADERSHIP WORKSHOP**  
**The Seven Leadership Lessons Taught at West Point**  
*Erick Rheam*
- 12:30 p.m. **FAMILY PICNIC**  
**Grab a quick lunch before hitting the beach.**

### SATURDAY, SEPT. 19

- 7:30 - 9 a.m. **BREAKFAST**
- 8:30 a.m. - 12 p.m. **GENERAL SESSION**  
**News & Politics in 2020**  
*Todd Stacy*  
**Weaponization of Technology**  
**SHAZAM**  
**The Human Connection**  
*Brittany Wagner*
- 7 - 9:30 p.m. **TAILGATE PARTY**

### COVID-19 PRECAUTIONS

In light of the current situation regarding the coronavirus, ABA will implement a variety of social distancing protocols during our convention. ABA will follow guidelines and procedures recommended by public health authorities.



## 2020 SPONSORS

### EVENT SPONSORS

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*Sponsors as of August 5, 2020.*

## GENERAL SESSION SPEAKERS

### WEAPONIZATION OF TECHNOLOGY

*featuring Patrick Dix, SHAZAM*

Veteran news anchor and reporter Patrick Dix manages the SHAZAM Network's public relations efforts. Patrick serves as the main company spokesman and uses his expertise to lead all social media channels, write articles for trade associations, create press releases for the network and provide media training to financial institutions. Patrick joined the SHAZAM Network in 2015 after a 25-year career as a broadcast journalist. For the last 16 years, Patrick served as the senior news anchor on the no. 1-rated network morning newscast in Des Moines, Iowa. Patrick has been recognized for outstanding reporting with awards from The Society of Professional Journalists, The William Randolph Hearst Foundation and the Midwest Broadcast News Association.



### THE HUMAN CONNECTION

*featuring Brittany Wagner*

When asked about the key to her success in working with some of the country's top college athletes, Brittany credits "the human connection." Seeing the athletes as human beings rather than touchdowns became the catalyst for motivating these young men to success. Brittany believes this philosophy carries over to every aspect of society and business. She will inspire success through relationships - giving a fresh, new perspective on how to connect with those around us.



Brittany Wagner is a nationally respected athletic academic counselor and motivational speaker best known for her role as the breakout star of the hit Netflix documentary series, Last Chance U. Recognized for her compassion, encouragement, and no-nonsense attitude, Brittany has served as mentor, mother, and disciplinarian to the individuals behind some of college football's most inspiring success stories. Throughout her career, Brittany has guided many young men to academic and professional success despite run-ins with the law, extreme poverty, abandonment, and often a complete lack of academic preparedness.

# ACCOMMODATIONS

The Henderson Beach Resort features 170 spacious guest rooms and suites. Each guest room boasts a gracious view of either the Gulf of Mexico and the pristine nature preserve, our lovely pools with the Gulf beyond, a scenic view overlooking quaint Crystal Beach cottages to the Gulf beyond, or the pretty piazza filled with lushly landscaped gardens. Guest rooms feature three bedding options including a king, a king with full sleeper sofa bed or a queen/queen combination. Rooms are available at a rate of \$299 plus a \$29 resort fee. A limited number of adjoining rooms and lofts are available. All rooms include private beach access, beach bikes, paddle board, kayak and kick boards, daily family pass to Henderson State Park, morning coffee and afternoon tea station in the Living Room, as well as complimentary beach chairs and umbrellas (based upon availability). The room block deadline is August 30, 2020 provided it does not fill up prior to this date. **Upon receipt of your conference registration you will be emailed a link to book your reservations at The Henderson.** The Henderson is located at 200 Henderson Resort Way, Destin, FL 32541.



## 2020 B2L registration

**REGISTRATION FEES** are per person and include: all business sessions, breakfast on Friday and Saturday, lunch on Friday, and dinner on Saturday night. Send completed form and fees by mail to: ABA, 445 Dexter Ave., Suite 10025, Montgomery, AL 36104, by fax to (334) 244-9382, or by email to [athomas@alabamabankers.com](mailto:athomas@alabamabankers.com).

Name \_\_\_\_\_  
 Bank \_\_\_\_\_  
 Address \_\_\_\_\_ City, State & Zip \_\_\_\_\_  
 Phone \_\_\_\_\_ Email \_\_\_\_\_  
 Spouse/Guest \_\_\_\_\_  
 Child/Age \_\_\_\_\_ Child/Age \_\_\_\_\_

### PAYMENT METHOD

**TOTAL FEES DUE : \$ \_\_\_\_\_**

- I have enclosed a check for my registration fees.
  - Please invoice me for my registration fees.
  - Please charge a total of \$ \_\_\_\_\_ to the following credit card:
    - Visa       MasterCard       Discover       Amex
- Credit Card No. \_\_\_\_\_ Exp. \_\_\_\_\_  
 Signature \_\_\_\_\_

### QUESTIONS?

Please call **Ashley Thomas** at (334) 386-5736.  
 Or, email her at [athomas@alabamabankers.com](mailto:athomas@alabamabankers.com).

### FEES

|                         | Regular Member | Non-Member |
|-------------------------|----------------|------------|
| Banker/Associate Member | \$645          | \$745      |
| Spouse or Guest         | \$275          | \$375      |
| Child (12-17)           | \$115          | \$215      |
| Child (2-11)            | \$90           | \$190      |

**CANCELLATION POLICY:** ABA will process a \$100 per person administrative fee for all cancellations, regardless of when they are received. Cancellations received in writing by August 17, 2020 are eligible to receive a refund minus the \$100 per person administrative fee. No refunds can be offered after 5 p.m. on August 17, 2020 although substitutions are always welcome. **WAIVER AND INDEMNITY:** Unless otherwise stated in writing, attendance at this event is governed by the Alabama Bankers Association's "Standard Event Waiver and Indemnity Policy" available at <https://www.alabamabankers.com/abaimis/alabamabankers/waiver>. Please contact ABA with any questions.