

b2L Summer Leadership Conference

July 10-12, 2025 • The Lodge at the Gulf State Park • Gulf Shores

Leadership Workshop

**Stories, Not Just Statistics:
Shifting Communication,
Engagement, & Culture to
Elevate Bank(ers) Success**

Featuring *Alyson Van Hooser*



The one-size-fits-all leadership approach doesn't work anymore. Today's workforce requires a fresh, intentional strategy that deeply connects and elevates results. In this high-energy, highly actionable session, leadership authority **Alyson Van Hooser** will introduce a game-changing mindset that empowers leaders at every level of the bank to focus their resources on the actions that truly drive team success. Through eye-opening stories, interactive exercises, and real-time strategy application, you'll discover how to radically improve relationships, boost retention and performance, and elevate your influence. This isn't just another leadership session—it's a wake-up call that will challenge everything you think you know about engagement, connection, and success.

KEY LEARNING OBJECTIVES:

- **Clarify Foundational Leadership Perspectives:** Gain deep insight into two essential leadership perspectives that today's workforce demands—empowering you to communicate, connect, engage, retain, and lead with greater success.
- **Master the “Stories, Not Just Statistics” Strategy:** Discover a simple, immediately actionable approach to achieving infinite influence and maximizing your leadership impact—so you can drive real results in your bank.
- **Experience the Power of Story:** Learn, practice, and apply the “Stories, Not Just Statistics” method to authentically connect with your team at every level—radically improving relationships and engagement across your organization.
- **Unlock Your Next Right Step:** Be inspired to take ownership of your personal and professional growth with a proven, unflinching compass that leads you to the next right step—starting today.

Conference Sponsors

**Denotes an endorsed partner.*

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First National Bankers Bank

Agenda

THURSDAY, JULY 10

12:30 - 1 pm Registration
1 - 5 pm Business Session

FRIDAY, JULY 11

7:30 - 9 am Breakfast
8:30 am - 12 pm Leadership Workshop
10 - 11 am Family Bingo
12 - 1:30 pm Family Picnic

SATURDAY, JULY 12

7:30 - 9 am Breakfast
8:30 am - 12 pm Business Session
6:30 - 9 pm Dinner & Entertainment

Accommodations

Resting on the Gulf Coast, our eco-friendly resort is part of the 6,150-acre Gulf State Park — boasting 28 miles of trails and a freshwater fishing lake. We're adjacent to Gulf State Pier, with central Gulf Shores two miles away. Explore the area with our rental bikes, and enjoy a coast-facing infinity pool and 24-hour fitness center. Rooms are available at a starting rate of \$339. The room block deadline is June 5, 2025 provided it does not fill up prior to this date.

To make reservations, call 800-618-4350 and reference group code 90T. Or, book online at <https://bit.ly/3EAnOHN>. The



Gulf State Park is located at 21196 East Beach Blvd, Gulf

Instructions for guests wishing to check availability to extend their stay:

- Edit travel dates at the top of the landing page, then click the UPDATE icon

- If the requested dates are not available at the group rate, call 800-618-4350 and reference group code 90T. Extended dates and Gulf room upgrades are based upon availability.

2025 Summer Leadership Conference Registration

REGISTRATION FEES are per person and include: all business sessions, breakfast on Friday and Saturday, lunch on Friday, two family bingo sessions, and the grand finale dinner and entertainment on Saturday night. Send completed form & fees by mail to: ABA, 445 Dexter Ave., Suite 10025, Montgomery, AL 36104, by fax to (334) 244- 9382, or by email to athomas@alabama.bank. **PHOTO USE:** By registering for our conference, you give your permission to be photographed during convention events and for those photographs to be used by the association.

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 contact Ashley Thomas at athomas@alabama.bank.

FEES

	Regular Member after 4/11	Non-Member Rate
Banker/ Associate Member	\$745	\$875

Spouse / Guest	\$325	\$425
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Child (2-17)	\$150	\$250
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To qualify for the **EARLY BIRD RATE**, all registration fees must be paid in full and received in our office by April 11, 2025. ABA will bill you for additional registration fees if received by our office after this date. A child is considered anyone 17 years of age or younger. If you are registering your adult children who are older than 17, they are considered an adult guest and must pay the fee for that category. All registration fees are per person.

CANCELLATION POLICY — Due to strict cancellation and prepayment policies imposed on ABA by third party providers, the following cancellation policy applies. ABA will process a \$150 per person administrative fee for all cancellations, regardless of when they are received. Cancellations received in writing by May 30, 2025 are eligible to receive a refund (minus the \$150 per person administrative fee). No refunds can be offered after 5 p.m. on May 30, 2025 although substitutions are welcome.