

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.

THURSDAY, JULY 10

- 12:30 - 1 pm Registration
- 1 - 3 pm **BUSINESS SESSION**
- Navigating Government & Regulatory Affairs in the Financial Sector**
Sam Mahler
- Economic Outlook**
Roger Tutterow
- 3:15 - 4:30 pm Mad Minutes

FRIDAY, JULY 11

- 7:30 - 9 a.m. Breakfast
- 8:30 am - 12 pm **LEADERSHIP WORKSHOP**
Alyson Van Hooser
- 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**
- Unlocking the Secrets of High-Performing Banks**
Eric Stables
- Risk Management & AI**
Angela Murphy
- Thriving Through Change: Manage Stress, Overcome Challenges & Stay Motivated**
Larry Weaver
- 6 - 9 pm Grand Finale

General Business Session Speakers

Navigating Government and Regulatory Affairs in the Financial Sector featuring Sam Mahler

Join us for a fireside chat with Sam Mahler, from the Federal Home Loan Bank of Atlanta, as we dive into the ever-evolving landscape of government and regulatory affairs in the financial sector. This engaging discussion will explore the latest regulatory trends, challenges and opportunities facing financial institutions today. Sam will share invaluable insights on navigating the complexities of government policies, their impact on the industry, and strategies for staying ahead of regulatory changes.



Economic Outlook: Steering Through the Changing Landscape featuring Roger Tutterow

In 2025, the global economy continues to feel the ripple effects of the pandemic, as well as new challenges posed by inflation, geopolitical instability, and shifting markets. While the decade following the Great Recession saw an extended period of growth, recent disruptions have raised concerns about the sustainability of the post-pandemic recovery. In this session, Dr. Roger Tutterow, Economics Professor at Kennesaw State University and holder of the Henssler Financial Endowed Chair, provides a timely and comprehensive overview of the global, national, and regional economic outlook. As a renowned consultant and expert witness in financial economics with



extensive media coverage, Dr. Tutterow will offer critical insight into the forces shaping the economy in 2025 and beyond, helping you prepare for the challenges and opportunities ahead.

Unlocking the Secrets of High-Performing Banks featuring Eric Stables

Discover the essential qualities that define high-performance banks and the strategic approaches that drive their success. In this session, Eric will unveil the attributes of consistently top-performing banks, highlighting the pivotal role of visionary leadership and the importance of fostering a culture of employee engagement. You will gain insights into how to align your organization's strategic objectives with top-quartile performance goals, ensuring sustainable growth and excellence.

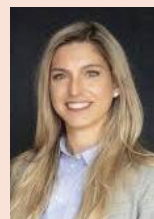


Key Learning Objectives:

- Identify key qualities and strategies of high-performing banks.
- Learn how to foster a culture of engagement for sustained success.

Risk Management & AI: Innovations, Challenges, and Future Trends in Banking featuring Angela Murphy

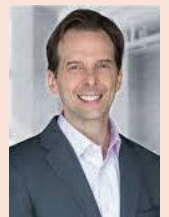
As banking continues to evolve in the digital age, the integration of Artificial Intelligence (AI) into risk management strategies is transforming the industry. Join Dr. Murphy as she explores how AI is revolutionizing risk assessment, fraud detection, and compliance monitoring



in banking. This session will highlight the latest innovations in AI technology, from predictive analytics to machine learning models, and examine the significant opportunities they present for enhancing risk management processes. She will also address the challenges financial institutions face in adopting AI, including regulatory considerations, data privacy, and the need for skilled professionals. Looking ahead, she will provide a forward-looking perspective on the future trends shaping AI's role in banking, and how organizations can leverage this technology to stay competitive while mitigating emerging risks.

Thriving Through Change: Manage Stress, Overcome Challenges and Stay Motivated featuring Larry Weaver

Why do some people thrive while others struggle? In this fun and thought-provoking session, renowned comedian and speaker Larry Weaver shares research-based methods to manage stress, build resilience, and maintain a positive outlook—even in challenging times. Through laughter, relatable stories, and real-world takeaways, you'll learn:



- How to increase energy for improved health and wellness
- How to foster a stronger, more supportive team culture
- How to cultivate the right attitude to boost productivity

Expect a refreshing mix of humor and practical advice that will leave you energized, inspired, and ready to tackle anything that comes your way—both in and outside of the workplace.

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 Shores, Ala.

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 conference 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 _____

FEES

	Member Rate	Non-Member Rate
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Banker/ Associate Member	\$745	\$875
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Spouse / Guest	\$325	\$425
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Child (2-17)	\$150	\$250
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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.

Questions? Please contact Ashley Thomas at athomas@alabama.



BANKERS 2 LEADERS

ALABAMA BANKERS
ASSOCIATION, INC

445 Dexter Ave., STE 10025
Montgomery, AL 36104

Conference Events & Activities

Grand Finale Dinner: An Evening of Good Food, Music, and Fun

Our closing event will feature a welcoming atmosphere with cocktails and a lavish buffet. Enjoy live music from “The Wes Loper Band” as you unwind and connect with colleagues. Don’t forget to stop by the **360 Photo Booth** for a fun photo opportunity to capture the moment!

Family Bingo Hour: Fun, Prizes and Memories

Registered guests of the B2L Conference are invited to join us for **family bingo** from 10-11 am on Friday and Saturday morning. With multiple

rounds of bingo and plenty of opportunities to win fabulous prizes, it’s sure to be an hour filled with laughter. This event is exclusively available to those registered for the B2L conference.

Raffle Drawing: Win Fabulous Prizes and Support a Great Cause!

We will hold a raffle at the end of the business session on July 12. Tickets cost \$20 each or six for \$100 and may be purchased from any B2L board member. A variety of prizes will be available! All proceeds from the raffle will go to support the B2L Banker Scholarship Fund to invest in the future of the banking industry.

2025 Conference Sponsors

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