



# First-Time Attendee Orientation

ABA Conference for  
**Community Bankers**  
[aba.com/CCB](http://aba.com/CCB)



# CCB Staff



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# Ice Breaker

If you could turn any activity into an Olympic sport, what would you win a gold medal in?



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# Logistics

JW Marriott Phoenix Desert Ridge



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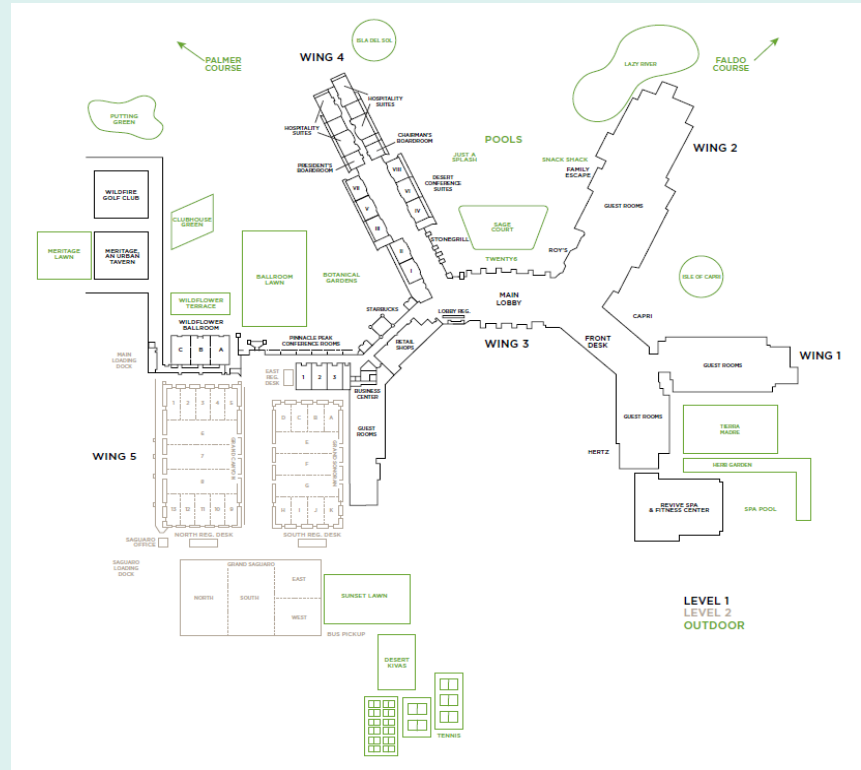
# Before You Go

- Review the [aba.com/ccb](https://www.aba.com/ccb) for helpful info:
  - Travel Page for Transportation
  - Schedule-at-a-Glance by Day
  - Education Sessions
  - Exhibitors Tab for The Hub Floorplan
  - First-Time Conference Attendees Checklist
- Know Before You Go Email
  - Sent approximately one week before the conference



# Hotel Overview

- 22 miles from the Phoenix Sky Harbor International Airport
- 60 miles from the Phoenix-Mesa Gateway Airport
- 20 miles north of downtown Phoenix
- 6 Unique Dining Venues
- Desert-inspired Spa
- Pools and Lazy River
- Championship Golf Course
- 17 Pickleball Courts
- State-of-The-Art Fitness Center
- Desert Botanical Garden Walks





# Registration



Location

Grand Canyon Foyer

Hours

Saturday, February 15

12:00 pm – 5:00 pm

Sunday, February 16

7:30 am – 6:30 pm

Monday, February 17

7:00 am – 6:30 pm

Tuesday, February 18

7:00 am – 3:45 pm

Pick Up

- Name Badge
- Schedule-at-a-Glance Win Big Booklet
- Tickets for Golf and Guest Events
- Food Allergy Cards
- BankPac Stickers

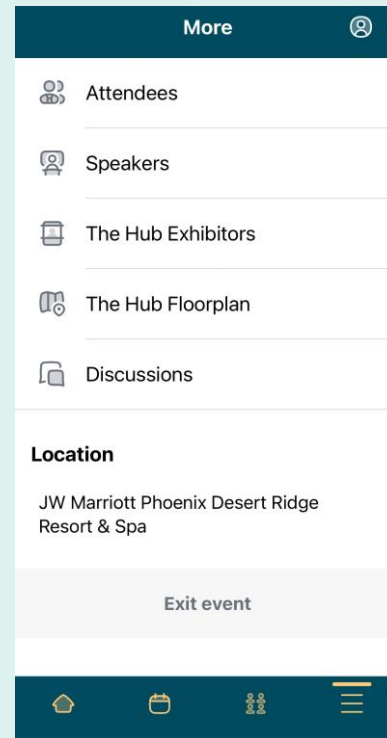
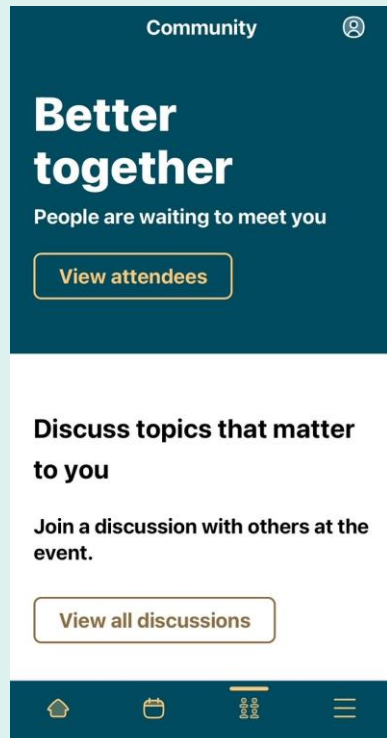
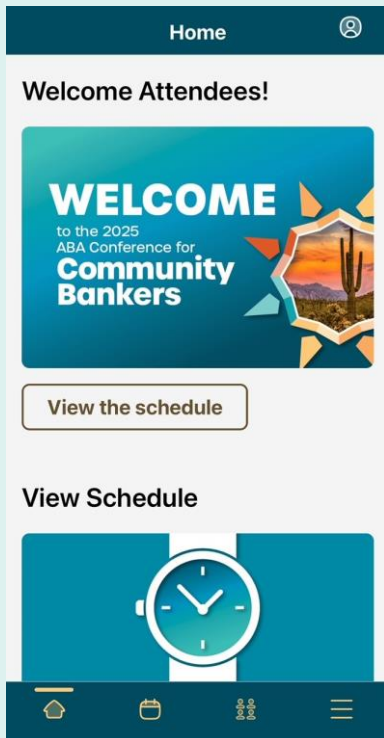
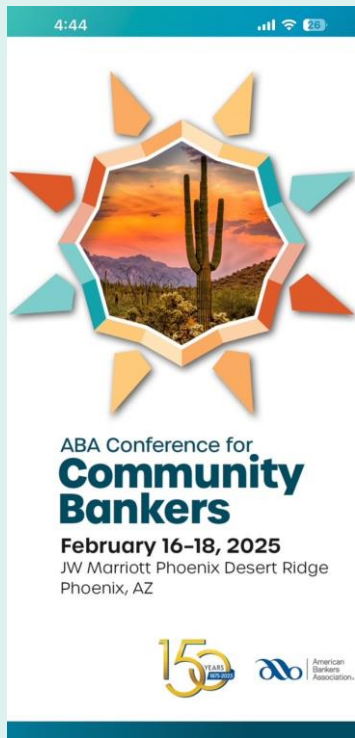
***DON'T FORGET TO WEAR YOUR BADGE THROUGHOUT THE CONFERENCE***



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# Conference Program

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# General Session: Sunday, February 16

## Navigating Uncertainty to Shape the Future

**Adam Braun**

Award-Winning Entrepreneur &  
NYT Bestselling Author



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# General Session: Monday, February 17

## Make Culture Your Competitive Advantage

Steve Cadigan  
Former LinkedIn CHRO



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# General Session: Tuesday, February 18



## 2025 and Beyond: An Economic Outlook

**Jeff Bush**

Principal, The Washington Update



## Master the Chemistry of Change

**Cassandra Worthy**

Founder & CEO, Change Enthusiasm Global and Author



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# Educational Sessions

- **Session Topics Include:**

- Board Governance (*NEW!*)
- Profitability & Finance
- Operations
- Human Capital
- Technology
- CRE Lending

- **Professional Certification CE credits:**

- Certified Enterprise Risk Professional (CERP): 9 CE Credits
- Certified Regulatory Compliance Manager (CRCM): 5.75 CE Credits
- Certified AML and Fraud Professional (CAFP): 2.25 CE Credits
- Certified Financial Marketing Professional (CFMP): 4.5 CE Credits

- **CPE credits:**

- 9.6 CPE (Field of Study-Mgmt. Services)
- 5.5 SHRM PDCs
- 5.5 HR (General) recertification hours toward aPHR®, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through HR Certification Institute® (HRCI®).





# Don't Miss Events!

## CoreConnection

Your bank's strength and agility can come from its core relationship. At CoreConnection, hear from the ABA Core Platforms Committee about strong technology strategies, tips and techniques to help your bank thrive.

## Innovation Showcase

Hear from industry providers in this rapid-fire session. Each presenter has five minutes to get straight to the point as they highlight the benefits of their solutions — without the small talk.

## Peer Exchanges

Discuss the latest challenges, issues, solutions and strategies with colleagues during facilitated sessions for CEOs, CFOs, board members and mutual savings banks.

## Networking Receptions

Catch up with your peers and make new connections. Our Opening Reception will help you break the ice. Then enjoy our Monday night party in The Hub, complete with sunflowers and whiskey.

## Spark!

Spark! is your chance to enjoy heartfelt stories from your peers that are fast, fun and focused. Enjoy five-minute presentations that will surely ignite your inner leader and inspire you in your career.



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# The Hub



## THE HUB HOURS

### Sunday, February 16

5:30 PM – 6:15 PM

The Hub Reception:  
Mix and Mingle

### Monday, February 17

5:15 PM – 6:15 PM

Reception in The Hub

### Monday, February 17

10:15 AM – 11:15 AM

Coffee Break in The Hub

### Tuesday, February 18

10:00 AM – 11:00 AM

Coffee Break in The Hub

### Monday, February 17

1:15 PM – 2:00 PM

Dessert in The Hub



# Networking Events & Receptions

## Sunday, February 16

- **First-Time Attendee Meet & Greet**
  - 5:00 pm – 5:30 pm
- **The Hub: Mix and Mingle Reception**
  - 5:30 pm – 6:15 pm
- **Opening Reception**
  - 6:30 pm – 7:45 pm

## Monday, February 17

- **The Hub Reception**
  - 5:15 pm – 6:15 pm

## Tuesday, February 18

- **Toast to Community Banking**
  - 5:15pm – 6:00pm



### **Golf Outing**

**SUNDAY, FEBRUARY 16**  
7:00 AM – 12:30 PM  
Price: \$425

#### **The Palmer Signature Course**

Named for the course's famous designer, Arnold Palmer, the Palmer Signature Course plays up to 7,145 yards, providing an unmatched golfing experience for all. Golfers can take in scenic views of North Phoenix and enjoy the expansive fairways.

**Scramble Format:** Each golfer hits their ball throughout the match. The team captains choose the best shot and use the same spot for each player.



# Guest Events

## Guest Program

GUEST BRUNCH

**MONDAY, FEBRUARY 17**  
**10:30 AM - 11:45 AM**

*Paid guests can attend the guest brunch, conference sessions and receptions.*

### The Myth of Readiness

Be inspired to push beyond the paralysis of perfectionism and embrace the power of taking action before feeling fully prepared.

**Arika Pierce William**, CEO, Piercing Strategies



## Guest Activity

ACTIVITY AND LUNCH

**TUESDAY, FEBRUARY 18**

Activity: 11:00 AM - 12:00 PM

Lunch: 12:30 PM - 1:30 PM

Price: \$225

### Paws and Reflect

Take a deep breath and imagine yourself in a relaxing and regenerative Yoga class. Imagine transitioning into a pose while an adorable puppy crawls beside you. Thanks to a local Phoenix non-profit, Almost There Rescue (ATR), guests can enjoy a 30-minute Yoga class, and then additional puppy snuggle time. ATR specializes in rescuing pregnant dogs and abandoned puppies, and helping them find loving, forever homes.



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# Questions?



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