



As you ascend to new levels of management, it's critical that you build on your leadership strengths and learn new ways to achieve greater impact. As the next generation of bank leaders, it's essential to gain leadership skills and knowledge of the banking industry, and network with peers.

GAIN TOOLS FOR LEADERSHIP SKILLS  
FOR YOUR CAREER.

SHARE IDEAS AND  
INDUSTRY BEST PRACTICES.

COLLABORATE AND NETWORK WITH  
NEXT GEN PEERS FROM ACROSS  
MICHIGAN.

LEAVE WITH STRATEGIES AND TOOLS  
TO THRIVE IN AN EVER-CHANGING  
ENVIRONMENT.

**Don't miss the opportunity to be a part of  
this interactive day!**

“I HAD A BLAST AND LEARNED A LOT. I LOOK FORWARD TO ATTENDING MANY MORE EVENTS IN THE FUTURE AND GROWING IN CONNECTION WITH THE MBA. THANK YOU FOR YOUR KINDNESS AND WELCOMING ATMOSPHERE.”

Nicholas Barber  
Assistant Vice President, Sturgis Bank & Trust

8:00 a.m.

## **Breakfast and Welcome**

8:30 – 9:30 a.m.

### **Connecting the Generations**

With four generations working together in an increasingly non-traditional environment, conflict is inevitable. The good news is that the opportunity to harness our differences and increase collaboration has never been greater! In this workshop, you will learn what makes each generation unique and how our lived experiences in our formative years impact how we engage in the workplace. This session will give you the tools to deepen your understanding of generational differences and, most importantly, how to leverage that information to benefit you and your team.

*Kathy Grinsteiner – Owner, EverGROWTH Consulting*

9:30 – 10:30 a.m.

### **Wag More, Bark Less: Body Language for Building Personal and Professional Success**

In this entertaining presentation, learn how to convey trust, competence, empathy, and charisma by leveraging the signals you're sending others through body language, word choice, and vocal inflection. You will be able to dial up your warmth and competence cues to help you achieve success in all areas of your life. This session will show you how to build rapport, confidence, and credibility. You will learn to catch and address the seven universal micro-expressions and know what to do to have greater influence. You will leave with strategies to help you successfully create meaningful personal and professional relationships and deliver powerful and influential presentations.

*Karlene Belyea – Consultant, Karlene Belyea Well Being*

10:30 – 10:45 a.m.

## **Stretch Break**

10:45 – 11:45 a.m.

### **Mastering Personal Branding for Future Success**

In today's landscape, personal branding is essential for emerging leaders. This presentation will explore the concept of personal branding, its importance, and practical strategies for understanding, defining, aligning, and delivering a unique personal brand. Attendees will learn how to align their personal brand with their career goals, create a consistent and authentic presence, and effectively communicate their brand in various professional settings.

*Monica Lloyd, President and Chief People Officer, People Forward*

11:45 a.m. - 12:15 p.m.

### **Fireside Chat with Ashley and Alex**

*Ashley Beesley, Advocacy Communications Coordinator;*

*Alex Morris, Assistant Vice President, Advocacy, Michigan Bankers Association*

12:15 – 1:00 p.m.

## **Lunch**

1:00 – 1:45 p.m.

### **The Power of Generative AI in Banking: Benefits, Challenges, and Risks**

Generative AI is a rapidly growing field that has the potential to revolutionize the banking industry. An overview will be provided to describe how artificial intelligence works, its benefits, challenges, and risks. We will also discuss and demonstrate how generative AI can be used in the banking industry for internal operations and creating more personalized experience for customers.

*Jim Perry, Sr Strategist, Market Insights*

1:45 – 2:45 p.m.

### **Emerging Leaders: Coach, Not Warden**

Keys to developing talent and fostering a winning team, not guarding against failure and creating a losing culture.

*John David Gardiner, Bodman*



**Scan the QR Code to Learn More!**

Single Registration:  
\$295



Two or more:  
\$265

## **Accommodations and Location**



Holiday Inn  
Grand Rapids  
Downtown

310 Pearl Street NW  
Grand Rapids, MI 49504



Phone: 616.459.1703

## **Thank You Sponsors**



**ABA Emerging Leaders Program**

Washington Summit  
March 17-19, 2025

Marriott Marquis | Washington, DC