

Who Should Attend?

Specifically designed to meet the needs of bank trainers, HR managers and bank staff members responsible for providing training and encouragement to employees of all levels, the WBA Education/Human Resources Conference has something of value for everyone. Careful attention has been paid to ensuring a solid agenda with the best speakers in the country.



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Thursday, April 20

9:00 - 10:00 Continental Breakfast & Registration

10:00 - 10:30 Welcome

Liz Wilson, Executive Vice President, Washington Bankers Association, Seattle, WA

Joe Sullivan, President & CEO, Market Insights, Chicago, IL, Moderator

State of the Industry Outlook

Jeff Deuel, President & COO, Heritage Bank, Olympia, WA; WBA Education Committee Chair and WBA Board Member

10:30 - 12:00 Yes, And" Manifesto

Galen Emanuele, International Motivational Speaker, Bellingham, WA

Galen Emanuele promises to deliver powerful takeaways that show how to implement the improv concept of "Yes, And" to strengthen communication, heighten leadership, and create a team culture of high-level performance and engagement. Bankers will gain powerful skills to permanently transform the way to conduct business and lead teams.

12:00 - 1:00 Networking Lunch with Table Discussions

1:00 - 2:15 Hiring, Training and Engaging Employees

Holly Garza, Director, Extraco Consulting, Waco, TX

Recruiting for a new retail model requires elevated hiring practices to ensure the highest quality candidates are recruited and hired to fulfill customer expectations for their financial institution in the current banking environment. If utilized to their full potential, employees working under the new model will be the only contact with a customer during any one interaction. The goal for any institution is for the employee to take ownership of the customer experience and provide a superior experience every time.

In this session, learn how to change your hiring methodology, revamp your frontline training program, and build engagement routines to retain your newly-acquired and trained star talent.

2:15 - 2:30 Coffee Break

2:30 - 3:40 Breakout Sessions

Human Resources Breakout: HR Hot Topics

Jodi Slavik, Director, Employment Attorney & Strategic Services, Vigilant, Everett, WA

Human Resources covers a wide-range of topics and issues. It is important to be prepared for whatever situation may arise. Understanding how to handle issues in ways that are best for the employee and your institution is critical. In this session, you

will learn about the latest hot topics from an employment attorney, including learning about transgender in the workplace, marijuana, and the status of state sick leave, as well as a state legislative update.

Training Breakout: Does Your Training Program Save Your Organization Money and Increase Customer Satisfaction?

Holly Garza, Director, Extraco Consulting, Waco, TX

Most organizations view training as a necessary cost of doing business. But, what if your training program could save your institution money? When was the last time you calculated the cost of a pre-mature (less than two years of tenure) turnover? What is the cost of customer dissatisfaction and internal employee experience due to errors made by newly-hired customer-facing personnel? A well-designed and flexible training program with curriculum following adult education principles can reduce turnover and improve both the employee and customer experience in the branch and throughout your organization.

3:45 - 4:50 Breakout Sessions

Human Resources Breakout: Managing Change in Challenging Times: Choosing the Right Change Approach

Randall Benson, Consultant, Author and Professional Speaker, Principal, Quest Effect, Lummi Island, WA

Managing change is never easy, but it is particularly difficult in challenging times, when change happens quickly and demands a swift response. Successfully navigating change requires choosing the right change approach. That choice will determine your actions and your likelihood of success. During this breakout, you will learn how to use the Cynefin Framework to evaluate your change approach.

Training Breakout: Getting to Yes! Securing Buy-In for Your Learning Solutions

John Delano, CEO, Saltbox, Shoreline, WA

Learning and development personnel, from learning leaders to instructional designers to technology innovators all face a common challenge: How to secure executive buy-in for the tools and resources necessary to create POWERFUL learning experiences. In this BYOL interactive session you will be able to outline a personalized game plan to get the resources for your specific learning organization model or tool.

5:00 - 5:30 Closing Comments and Prizes

6:00 - 7:00 Reception

Join us for cocktails in a networking roundtable setting where you can have fun, meet new people and learn something new at the same time!

7:00 - 9:00 Dinner

Friday, April 21

7:15 - 8:00 Breakfast

8:00 - 8:45 The IT Factor: What is Executive Presence?

Guila Muir & Associates, Principal, Seattle, WA

In this super-interactive session, Guila introduces leadership research on physical presence and presenting. Participants practice the essential physical behaviors and mental attitudes of executive presence in a fun, non-threatening environment. This session will be extremely fun, practical, and relevant.

8:50 - 10:05 Breakout Sessions

Human Resources Breakout: Managing Human Capital: Integrating Succession Planning with Attraction and Retention of High Performance Employees

Geri Forehand, CPCM, President, Forehand Strategy Group, LLC

There are now fewer than 6,000 bank charters in the United States. The baby boomer generation is retiring at the rate of 10,000 people a day. Competition for highly productive employees is intense and bankers must aggressively pursue the development of all demographic groups within their bank, as well as develop a program to attract highly productive employees from outside the bank. This session will provide insight into the many facets of human capital management.

Training Breakout: Go Fly a Kite: Put Together a Fabulous Workshop Fast!

Guila Muir & Associates, Principal, Seattle, WA

Using the Kite Method, learn a process to create active training. Practice steps to build an interactive, relevant learning experience that engages participants 100%. Trainers at all levels of their professional career have ranked this workshop one of the best they have ever had.

10:05 - 10:15 Coffee Break

10:15 - 11:15 Highly Functioning Teams Deliver High Performance! What is Your Plan?

Curt Archambault, Vice President, People and Performance Strategies, Seattle, WA

Teamwork is the ultimate competitive advantage because it is so powerful and so rare. Leaders who take on the goal of building high performing teams need a disciplined, persistent, and thoughtful plan. By attending this session, you will be presented with solutions define a high-performance team culture. This highly-interactive session will introduce the process, tools and innovative ideas that can assist leaders to build stronger, high performing teams, able to achieve critical organizational goals.

11:15 - 12:00 Wrap-up; Grand Finale & Prizes Galore!

To register visit s.wabankers.com/edhr