

**PA**  
**Bankers**  
ASSOCIATION

**FALL 2018**

**EMERGING LEADERS CONFERENCE**

*Sept. 17-18, 2018*

*Sheraton Harrisburg Hershey Hotel*



# AGENDA

## MONDAY, SEPT. 17

6-7 p.m. **NETWORKING RECEPTION**

## TUESDAY, SEPT. 18

8 a.m. **REGISTRATION & CONTINENTAL BREAKFAST NETWORKING**

8:30 a.m. **WELCOME & OPENING REMARKS**

Bryan L. Holmes  
President & COO  
FNB Bank, National Association/Swineford  
National Bank  
Chair, Emerging Leaders Committee

9 a.m. **GENERAL SESSION:  
ALIGNING YOUR LEADERSHIP TO YOUR  
BANK'S CULTURE**

This session will focus on diagnosing and understanding your bank's culture and what you need to be successful within it. We'll look at a few case studies/typical organizational cultures and explore some ways for you to navigate as a leader within your bank's culture.

Beverly Wise  
President & CEO  
Wise Leadership Strategies

10:15 a.m. **REFRESHMENT BREAK & NETWORKING**

10:30 a.m. **GENERAL SESSION:  
CAPTURING YOUR EMPLOYEES'  
HEARTS & MINDS—DRIVING  
DISCRETIONARY EFFORT  
FOR RESULTS**

This session will focus on the role leaders play in driving employee engagement and capturing the hearts and minds of their employees and how real performance results are impacted as a result. We will look at some research, practice using some leadership tools that will deliver impact immediately, and learn from each other.

Kathleen Prime  
Chief Learning and Talent Development Officer  
The High Companies

11:45 a.m. **LUNCHEON AND PA BANKERS UPDATE**

Duncan Campbell  
President & CEO  
PA Bankers Association

12:45 p.m. **GENERAL SESSION:  
PANEL DISCUSSION - LEADERSHIP  
IMPACT ON CULTURE AND EMPLOYEE  
ENGAGEMENT**

**Moderators:** Beverly Wise  
Wise Leadership Strategies

Kathleen Prime  
The High Companies

**Panelists:** Dave Runk  
President & CEO  
Susquehanna Community Bank

Greg T. Hayes  
President & COO  
Kish Bank

Jeane Vidoni  
President and CEO  
Penn Community Bank

2 p.m. **REFRESHMENT BREAK & NETWORKING**

2:15 p.m. **GENERAL SESSION:  
"TWEET, FOLLOW, OR GET OUT OF  
THE WAY: WHAT EVERY LEADER NEEDS  
TO KNOW ABOUT SOCIAL MEDIA  
AND RELATED LEGAL CLAIMS"**

An ever-increasing number of people are logging on to social media sites like Facebook and Twitter to share their ideas, thoughts, interests, pictures, escapades, etc. with their "friends" and, more often than not, the world at large. While Facebook, Twitter and Instagram (still the darlings of the Web 2.0 movement) may one day fade from the spotlight in order to make way for newer competitors, it is safe to assume that the concept and idea of social media is going to be around for quite a while. Whether you use or do not use social media, it is important to understand the risks and the minefield of potential liability due to the ever-expanding reach of social media.

Todd J. Shill, Esquire  
Principal  
Pillar+Aught, LLC

3:30 p.m. **CLOSING REMARKS**  
Bryan L. Holmes  
FNB Bank, National Association/Swineford  
National Bank

3:45 p.m. **ADJOURN**

# FEATURED SPEAKERS

## **Kathleen Prime**

Chief Learning and Talent Development Officer  
The High Companies

Kathleen (Kathy) Prime has worked 25 years in various organizations helping to create, design, execute and measure various human resource (people strategies) to drive organizational performance and achievement of the organizations mission. She has done work for small and large organizations alike – ranging from 20 to 60,000 employees (including 7,500 leaders) across 16 states. Her ability to create human resource strategies that align to business strategies and then deliver tangible results to key stakeholders has resulted in numerous Best Places to Work Awards and top Employee Engagement recognitions.

Among her recognitions, Kathy has been awarded the National Chief Learning Officer Trailblazer award, recognizing industry leaders who truly champion innovative learning strategies.

Kathy is passionate about developing partnerships inside and outside of organizations to help: employees learn and grow, leaders develop strong leadership skills for dynamic times, and organizations build capability to deliver on business strategies. One of Kathy's areas of focus is women leaders and establishing leadership programs to advance women to the highest corporate levels.

## **Todd Shill**

Principal  
Pillar + Aught

Todd Shill is a skilled entertainment lawyer and business and employment advisor who has earned the respect of both his clients and opposing counsel for thinking through all angles of a legal matter to arrive at creative, practical solutions. Todd enjoys finding nuances in cases and the pursuit of effective dispute resolution. His goal is to resolve employment and business issues as quickly and soundly as possible. To that end, Todd offers training to employers and other key personnel so that they can better understand and identify employment law concerns before issues manifest.

Todd has decades of experience representing companies and individuals in the entertainment and sports fields, as well as employers in all aspects of employment law, including cases related to discrimination; wrongful discharge; the Family and Medical Leave Act; non-compete and breach of fiduciary duty injunctive relief cases; wage; and unemployment compensation.

## **Beverly Wise SPHR, M.ED.**

Leadership Development Coach, Educator & Team Facilitator  
Wise Leadership Strategies & People & Culture Director @Ten Thousand Villages

Beverly (Bev) is an accomplished business leader with experience on several corporate executive teams, including two publicly traded organizations. As a senior consultant, Bev

brings 27 years of experience in the financial services industry and over five years coaching and consulting in various sectors, including manufacturing, education, non-profit, construction, entertainment and hospitality. Bev previously held various line and staff senior leader positions, including EVP chief human resources officer; SVP, Business Services; EVP, Retail Services; and president of the Professional Services Consulting Group. She has also worked as a senior accountant at Peat, Marwick, Mitchell & Co. (now KPMG) and as a senior consultant at North Group Consultants.

In 2001, Bev received the Athena Award from her local chamber of commerce, which recognizes leaders for professional excellence, community service and creating leadership opportunities for women. In 2015, she was awarded the Fischer Award of Distinction given annually by Penn State Outreach and Online Education.

## REGISTRATION INFORMATION

Members - \$325

Affiliate Members - \$385

Non-Members - \$457.50

The registration fee includes all seminar sessions, materials, the luncheon and breaks. Please submit the enclosed registration form and payment to:

### **Pennsylvania Bankers Association**

Attn: Registrar  
3897 N. Front St.  
Harrisburg, PA 17110  
Tel. (717) 255-6927 • Fax: (717) 233-1477

**\*You are encouraged to register through the website, [www.pabanker.com](http://www.pabanker.com)**

PA Bankers accepts checks, Visa and MasterCard. All credit card payments must be processed through online registration. Please visit [www.pabanker.com](http://www.pabanker.com), click on "Education and Events" and "Calendar," find the seminar title and click on "Register Now."

## ACCOMMODATIONS

Participants traveling from out of town may book accommodations at:

### **Staybridge Suites**

920 Wildwood Park Drive, Harrisburg, PA 17110  
(717) 233-3304

### **Hampton Inn & Suites**

30 Capital Drive, Harrisburg, PA 17110; (717) 540-0900

Be sure to ask for PA Bankers' negotiated rate.



3897 North Front Street  
Harrisburg, PA 17110

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