

# 2017 Communications Conference

AUGUST 23 • Embassy Suites • 200 Township Place • Ridgeland, MS

## Schedule of Events

Tuesday, August 22

6:00 p.m.

**Mystery Dinner Theatre with The Detectives**  
*Anjou, Ridgeland*

Wednesday, August 23

8:30 a.m.

**Continental Breakfast/Registration**

9 - 9:15 a.m.

**Welcome, Deidre' Barret, Guaranty Bank & Trust, Belzoni**

9:15 - 10:30 a.m.

**Generational Speaker, Robin Robinson**  
*Sanderson Farms*

10:30 - 10:45 a.m.

**Break**

10:45 - 12 noon

**Marketing Compliance Hot Topics, Scott Gray**  
*Ally Bank*

12 - 1 p.m.

**Lunch**

1 - 1:45 p.m.

**Promotional Products Showcase**  
*Attendees are encouraged to bring samples of their bank's promotional items to the conference to share during this time.*

1:45 - 2 p.m.

**Break**

2 - 3:15 p.m.

**Venmo Speaker, Dave DeFazio**  
*Strategy Corporation*

## Who Should Attend?

- \* Communications/marketing executives or professionals at MBA member banks.
- \* Anyone interested in marketing or communications activities at MBA member banks.

## Networking Event

Join us for a fun-filled, mysterious dinner at Anjou French Restaurant in the Township in Ridgeland, MS (behind Embassy Suites). Enjoy a three-course meal while enjoying a show performed by The Detectives Mystery Dinner Theatre.



## Guest Speakers

Robin Robinson

*Director of Organization Development & Corporate Communication  
Sanderson Farms*

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Scott Gray

*Director, Digital & Marketing Compliance, Ally Bank*

Scott is responsible for the implementation of the Digital Channels (website and mobile) and enterprise marketing organization for Ally Bank and Ally Financial, Inc. He also handles oversight of annual compliance testing for high-risk, consumer-facing digital functions and marketing assets (ie online banking, marketing e-mails, and consumer-facing websites for auto and insurance). Scott also developed strong, working relationships with business executives and senior management in Brand & Digital Group and Deposits and AutoMarketing Organizations to cultivate a culture of compliance.

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Dave DeFazio

*Partner, Strategy Corp.*

Dave works directly with bank clients to design, build and implement a variety of checking, marketing and training programs. His extensive financial services experience and continuous research in the field ensures each product and service meets the needs of today's retail bankers.

## Promotional Products Show

At this year's conference, we will have a Promotional Products Show. We ask that you bring promotional items from your bank to share.

## Networking Event

The Detectives Mystery Dinner Theatre - Tuesday, August 22 - 6 p.m.

Join us for a fun-filled, mysterious dinner at Anjou French Restaurant in the Township in Ridgeland, MS (behind Embassy Suites). Enjoy a three-course meal while enjoying a show performed by The Detectives Mystery Dinner Theatre.

Please confirm on the registration form if you plan to attend.  
Spouses are welcomed, but everyone must pre-register to attend.



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## Registration Form

PLEASE DUPLICATE FORM FOR EACH REGISTRANT

- Registration Fee for One MBA Member (\$295)       Non-Member (\$590)
- Registration Fee for Each Additional MBA Member at Same Bank (\$275)
- YES! I will be attending the Mystery Dinner Theatre (\$65 Per Person)

Number of Individuals Attending Dinner (Spouses Welcomed): \_\_\_\_\_

Spouse Name (if attending): \_\_\_\_\_

TOTAL AMOUNT \$ \_\_\_\_\_

Name: \_\_\_\_\_

City: \_\_\_\_\_

Bank or Company Name: \_\_\_\_\_

Bank Address: \_\_\_\_\_

City, State, ZIP: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

Do you plan to bring Promotional items: \_\_\_\_\_

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*Each individual registrant will receive a confirmation of registration via email or fax. Please contact the MBA at (601) 948-6366 if you do not receive a confirmation within 48 hours.*

*Please register by EMAIL to Lori Richardson, [lrichardson@msbankers.com](mailto:lrichardson@msbankers.com),  
FAX to 601-355-6461 ATTN: Lori Richardson, OR  
MAIL to MBA, P.O. Box 37, Jackson, MS 39205.*

**\*\*YOU MUST INDICATE ON THIS FORM IF YOU PLAN TO ATTEND THE DETECTIVES MYSTERY DINNER THEATRE.**

### REGISTRATION

The registration fee includes access to the conference, continental breakfast and lunch on Tuesday, August 23. If you plan to attend the Mystery Dinner Theatre at Anjou, please make sure to indicate this on the registration form and include the additional fee in your total payment. Spouses are welcomed to attend.

### CANCELLATION POLICY

Full registration fees will be refunded if a cancellation is received on or before **August 16, 2017**. After that date, a \$50 processing fee will be retained. No refunds will be granted for cancellations made the day of the conference. Substitutions are welcome at no charge.

### HOTEL INFORMATION

Embassy Suites is located in Ridgeland, MS at 200 Township Place. Anjou Restaurant, where the Mystery Dinner Theatre will take place is behind the hotel.

### HOTEL RESERVATIONS

Your registration fee does not include lodging. Please call (601) 607-7112 to make your hotel reservation at the Embassy Suite, Ridgeland. The room rate is \$126.00. Reference the MBA to receive the group rate. The group rate will be available until **July 23, 2017**.

We would like to take this time to recognize our MBA PROGRAM PARTNERS, listed below, that provide support to the MBA for a wide-range of events throughout the year. Please take a moment to thank representatives of these companies when you get the chance!



## 2017 Mississippi Bankers Association *Program Partners*



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