

60TH ANNIVERSARY

2025

Banking on Women
Conference

August 21-22, 2025

Margaritaville Lake Resort

Osage Beach, MO



Banking On Women

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WELCOME TO THE 2025

Banking On Women

Conference

About Banking On Women

Every day in the banking community, women shine in their roles to assist their customers with their financial needs. They radiate enthusiasm in endeavors supporting various community groups, and they use their skills to help co-workers shine in their tasks. MBA is excited to celebrate the successes of women in banking at its 60th Banking on Women Conference!

This year's conference features inspiring sessions to unlock your potential, build confidence and help you chart your course so you can own your future! Our program, where women take the lead, promotes professional development and leadership in your bank while also emphasizing the importance of fostering relationships and inspiring women to reach their career goals and aspirations. Our powerhouse speakers will help you advance your decision-making and negotiating processes and teach you how to deliver and apply these insights to benefit your future and your bank's future.

Who Should Attend

The Banking on Women Conference benefits all levels of staff. We welcome members of any financial institution or financial services providers interested in the enhancement and career growth of women in Missouri.

The Exhibit Area

As an additional benefit for attendees, the exhibit area features companies showcasing their products and services of interest to women in the banking industry. All breaks, meals and networking will take place in the exhibit area. There will be plenty of opportunities to visit with the exhibitors and become familiar with the newest and most innovative products on the market.



New for 2025

2025 **Banking on Women** Conference
August 21 & 22 – Margaritaville, Lake of the Ozarks

Banking on Women Award Recognition

MBA is excited to honor a woman who is excelling in her banking career with the 2025 Woman of the Year Award. The award honors an individual who is making a significant impact on the industry and their bank through professional growth and involvement with their community. The nomination form, included in this brochure, is available on mobankers.com.



MBA
MISSOURI BANKERS ASSOCIATION

**IS HOSTING FREE HEADSHOTS
THURSDAY, AUGUST 21**

AT THE
BANKING ON WOMEN CONFERENCE
MARGARITAVILLE LAKE RESORT

100% FREE to you HEADSHOTS

- 1-2 minutes on camera
- 6-10 unique images
- immediate viewing
- 1 fully retouched web-file
- \$130 value - YOURS FREE!

SJP SARAH JANE PHOTOGRAPHY
WWW.SJANEPHOTOGRAPHY.COM

MARGARITAVILLE Lake Resort
LAKE OF THE OZARKS
Osage Beach, Missouri

Complimentary Photos Sponsored By:



Everyone needs a new headshot portrait, but getting them done is one of those tasks that's easily put off. At this year's Banking on Women Conference, MBA is pleased to offer complimentary headshots from Sarah Jane Photography. This is your opportunity to have a professional photo that captures you — your smile, your style, your personality.

Registered attendees will receive a separate email with details on booking an appointment time Thursday, Aug. 21. Attendees will be able to preview their images at the conference, and a separate email with a link to an individual's photo gallery will be sent after the conference.

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**Thank you sponsors
for supporting MBA's
2025 Banking on
Women Conference!**

Sponsors

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Agenda

2025 **Banking on Women** Conference
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THURSDAY, AUGUST 21

7 – 7:45 a.m. **Yoga Class (BRING YOUR OWN YOGA MAT)**

8:30 – 9:30 a.m. **Registration and Continental Breakfast**

9:30 – 10:45 a.m. **Welcome & Opening Keynote Speaker**



The Power of Audacious Optimism: Ignite Your “I Will” Power

Shanna Adamic, Executive Director and Director of Social Impact | Oracle Health Foundation

In the face of uncertainty, adversity and monumental change, Shanna Adamic stands as a beacon of audacious optimism. When faced with life’s toughest battles, Shanna’s unyielding belief became her secret weapon. She draws from her victorious fight against a life-threatening brain tumor — a battle that left her with a mere 4% chance of regaining her facial function. Shanna shares practical tools to practice optimism daily, to replace fear with bold confidence and to ignite your “I will” power. Discover how to let adversity fuel your resilience.

10:45a.m. – 11 a.m. **Networking Break**

11 a.m. – Noon **General Session**



Enhancing Efficiency and Fostering Innovation Through AI

Jason Rincker, Chief Revenue Officer | Stronghold Data

AI plays a significant role in empowering today’s leaders with knowledge and resources to leverage technology to enhance efficiency, support strategic decision-making and foster innovation for their organizations. As AI continues to evolve, it promises transformative potential in banking that will influence operations and customer relationships. Jason Rincker explores the benefits and challenges of AI in banking, implementation steps and future trends.

Noon – 1 p.m. **Lunch**

1 – 2 p.m. **General Session**



Beyond Compensation, Keeping Employees Retained & Engaged

Sara Choate, SPHR, SHRM-SCP, Chief People Officer | KPM CPAs & Advisors

“Quiet quitting” and “lazy girls jobs” have been popularized by social media and the news cycle. Regardless of what it’s called, more workers are pushing back against cultures that glorify overworking. Now more than ever, leaders need to establish the right mix of work-life integration to achieve strategic objectives. Sara Choate offers insights and actionable tips to foster employee retention, engagement and a thriving organizational culture.

2 – 2:15 p.m. **Networking Refreshment Break**

Agenda

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THURSDAY, AUGUST 21

2:15 – 3:15 p.m. General Session



Unlock Trust: The Winning Combination to Retain and Energize Teams

Kathy Parry, Corporate Energy Expert

Trust needs to be the foundation of all interactions to build culture and retain great people. With the rise of retention issues, many team leaders have not had the opportunity to learn the skill set that instills trust on a team. Although issues surrounding retention are not easily resolved, building trust within an organization is a key component to increasing an individual's contribution to a team. Kathy Parry outlines five ways to build trust and how to apply them for teams as she reveals best practices for consistency, transparency, listening, empathy and civility/respect. Learn strategies to conduct trust audits to assess the needs of your teams and address the skills needed to build trust.

3:15 – 3:30 p.m. Networking Break

3:30 – 4:30 p.m. General Session

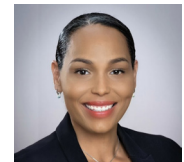
Living Well with GRIT: A Masterclass in Intentional Success



Jennifer Bardot MA, MS,
CEO & Founder G.R.I.T.
LLC



Kristen Ziegler SHRM-SCP,
Chief Human Resources
Officer
The Bank of Missouri



Crystal Officer MPA,
CEO
Beverly Farm Foundation

In a world of constant change, the key to thriving isn't just talent or luck, it's GRIT — growth, resilience, intention and tenacity. This powerful keynote brings together three international best-selling authors who have not only written about transformation but lived it. Jennifer Bardot, Kristen Ziegler and Crystal Officer will share their unique journey of how they've navigated personal and professional challenges, sustained growth through uncertainty and chosen to live well by design, not default. Reimagine your own relationship with success — not as hustle but as a deeply grounded, values-driven life that inspires you to lead with heart, adapt with strength and grow with purpose.

7 – 9 p.m. Dinner On Your Own

Reception & Networking Event

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FRIDAY, AUGUST 22

7:30 – 8:15 a.m. **Buffet Breakfast**

8:15 – 9:15 a.m. **General Session**



The Creator Mindset: How To Be More Creative at Work

Nir Bashan, Founder and CEO | The Creator Mindset

According to a recent study by the World Economic Forum, the No. 1 in-demand skill at work today is creativity and innovation. Yet there are so few places where people can learn actual creativity and innovation that they can use at work immediately. Nir Bashan helps attendees who think they are not creative or innovative to learn how to be innovative. It turns out that creativity is a skill that anyone can learn — you just need to learn how to become more creative. Discover fresh new ways creativity can boost performance and help manage change. Learn strategies to develop an actionable plans for effective growth and to implement innovation at work.

9:15 – 9:30 a.m. **Break & Vendor Prize Drawings**

9:30 – 11:30 a.m. **General Session**



Targeted Kinetics™ — Realistic Self-Protection Anyone Can Learn

Tim Keck, Vice President | SafeHaven Security

How do you physically defend yourself from an attacker who is bigger, stronger and faster than you are? Pepper spray? Karate class? Watch John Wick one more time? Probably not. However, there is a way, and it's simpler than you think. In fact, you can learn effective lifesaving principles in a couple of hours and put them to work the moment you walk out the door.

Targeted Kinetics™ comes from a medical study of the human body that determined its critical systems and where the “switch” that accesses each system can be found. Researchers then discovered how to predictably disable each system, rendering the assailant unable to continue.

Tim Keck leads participants in demonstrations to protect themselves from an attacker. Learn to do things you never imagined you could do! The experienced instructors will build your confidence and have you laughing while you learn. This is a fun, lively session — don't miss out!

11:30 a.m. **Adjourn**

General Information

2025 **Banking on Women** Conference August 21 & 22 – Margaritaville, Lake of the Ozarks

Registration Information & Fees

First Two Registrations.....\$400

Each Additional per person.....\$375

6 or More Attendees per person.....\$350

Nonmember.....\$1400

Fees include all meals, receptions, refreshment breaks and conference materials. The cost of meals and refreshments in the registration fee for this meeting is \$175. This information is provided for your bank's tax records, in keeping with the IRS 50% deductible provisions under Section 274(n) of the Internal Revenue Code.

Cancellations

Full refunds will be granted for cancellations received by MBA at least 10 days before the conference date. After that date, an administrative fee of \$20 per canceled registration will be retained. Cancellations will not be accepted five days before the conference. Substitutions are always permitted.

Attendance Policy

To preserve the integrity of our registration process, no one will be admitted into the conference sessions or other events without a name badge. Your name badge will serve as your official ticket to all events.

Dress Attire

Thursday, Aug. 21 — Professional/Business

MBA is pleased to offer complementary, professional headshots to this year's attendees. Participants are encouraged to wear professional/business attire Thursday for their photos. Casual attire, including jeans, is recommended for the evening reception.

Friday, Aug. 22 — Athleisure

Wear your yoga pants and sneakers to fully enjoy the Targeted Kinetics™ session.

Layered clothing is recommended for your comfort.

Hotel Information

The conference will be held at Margaritaville Lake Resort, in The Lake of the Ozarks. The room rate is \$174 per room per day, plus state and local tax and lodging tax for single or double occupancy. Call the resort directly to make room reservations for suite availability and location.

Hotel accommodations can be secured by calling the Margaritaville Lake Resort at (573) 348-3131.

Rooms will be available at 4 p.m. the day of check-in. Checkout time is 11 a.m.

All unreserved rooms in the block will be released for sale to the public on Sunday, July 20, 2025.

For more information, visit margaritavilleresortlakeoftheozarks.com.

EARLY RESERVATIONS ARE ENCOURAGED.

Disabilities or Dietary Restrictions

If you have any dietary restrictions or disabilities and need assistance, please email elawson@mobankers.com.

Questions

If you have questions about this conference, please call the MBA Education Department at 573-636-8151.

Image Use Policy

Registration or participation by an individual in attending Missouri Bankers Association events and activities constitutes an agreement by the attendee to the MBA's use and distribution, both current and future, of the attendee's name, image or voice in print, media, social media, photographs, videotapes, electronic reproductions, and audiotapes of, or reporting, such events, and activities and promoting MBA activities, services and programs. Attendees waive any right to inspect or approve the finished materials and MBA communications and publications and agree that all such images, pictures, video or audio recordings, and any reproduction thereof, shall remain the property of the MBA to use at its discretion. Consent is binding, perpetual and may not be revoked.

MISSOURI BANKERS ASSOCIATION 2025 WOMAN OF THE YEAR AWARD



The Missouri Bankers Association Woman of the Year award celebrates a woman in banking who excels at her profession, is active in the community, and supports other females to reach their full potential - whether in banking or other fields. This is a bank-wide opportunity, with emphasis on ability to lift other women to help them succeed. The winner will be announced at the Banking on Women Conference at Osage Beach.

Complete this nomination form and include a Word document with the following details.

1. a list of community organizations supported by the nominee, including type of service rendered and length of time of service
2. how the nominee goes above and beyond in support of lifting other females to their full potential - e.g., through mentoring, peer-to-peer exchange, volunteerism through the community
3. how the nominee demonstrates an eagerness to embrace change and grow professionally
4. a summary of the nominee's achievements, awards and successes



Eligibility Requirements

Nominee must be employed by an MBA member bank.

Deadline: Friday, August 1, 2025

ABOUT THE NOMINEE

Nominee's Name

Title

Financial Institution Name

Number of Years of Banking Service

ABOUT THE NOMINATOR

Nominee's Name

Email

Phone Number

For questions or to submit nominations, please reach out to Cheri Messerli at cmesserli@mobankers.com or 573-636-8151.

Registration Form

2025 **Banking on Women** Conference
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Please PRINT or TYPE below. You may photocopy this form for additional registrants.

Organization Information

Bank/ Firm _____

Bank/ Branch Address _____ City/State/ZIP _____

Phone _____

Name of Attendees

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Name _____

Title _____

Email _____

Registration Fees

First Two Registrations (per person). \$400 # _____ \$ _____

Each Additional per person.....\$375 # _____ \$ _____

6 or More Attendees per person.....\$350 # _____ \$ _____

Nonmember.....\$1400 # _____ \$ _____

Total Amount Due \$ _____

Payment Choice (check one):

☐ Invoice

☐ Check enclosed, payable to MBA.

☐ Credit Card Payment* (Please type.)

Exp. Date _____ CVV _____

No. _____

Type Name _____

Signature _____

Will you be attending yoga? ☐ yes ☐ no

Three Ways to Register

📞 573-636-8151

🌐 mobankers.com

✉ Mail check payable to Missouri Bankers Association and form to:

Missouri Bankers Association
P.O. Box 57
Jefferson City, MO 65102

Disabilities or Dietary Restrictions

If you have any dietary restrictions or disabilities and need assistance, please email elawson@mobankers.com.

