



# CENTER FOR BANK ADVOCACY

## A TRAINING PRACTICUM

Effective advocacy is a year-round process, and its success is reliant upon the participation of our members.


Just as relationship banking is important to your bank's success, building a solid connection with public officials is equally important. Building and maintaining these partnerships is essential to our industry's sustainability.



**YOUR VOICE IS NEEDED** to protect and defend your jobs, your industry, and your community.

Colorado bankers cannot afford to sit on the sidelines and fall victim to misguided, damaging laws and burdensome regulations.

Advocacy is a mercurial undertaking that requires clear thinking, insight, and purpose.

CBA's Center for Bank Advocacy educates and engages participants in an exceptional and valuable leadership experience. 



CBA's Center for Bank Advocacy is a comprehensive 10-month program designed to develop the next generation of banking leaders.

The program includes monthly sessions led by accomplished and notable presenters. Each session builds upon the experiences and knowledge gained in the previous month's class. Session topics include:

**Overview of advocacy in the banking industry**

- Colorado's election process, recent results, ramifications
- CBA's process of determining positions and priorities
- How to connect with legislators
- Federal-level advocacy
- Congressional and regulatory agencies

**Statewide issues and legislative process**

- Statewide offices' responsibilities, powers
- How a bill becomes a law

**State Legislative hearings**

- How to testify
- Participation in a mock hearing

**Day at the State Capitol with CBA**

- Meetings with public officials
- Attend a hearing

**CBA's Legislative Briefing**

- Overview of current State and Federal issues
- Luncheon with legislators

JOIN US FOR THIS DYNAMIC  
LEARNING EXPERIENCE!

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