Just as “relationship banking” is important to your bank’s success, building solid and lasting interactions with public officials is critical and these relationships are essential to our industry’s viability. You have more comfort lending to someone you know; public officials and media also rely more on people they know and trust. We need to build these relationships now.

Like never before, banking has sustained heavy regulatory assault over several years due to overreaching, harmful, and unnecessary legislation. Banks have borne the brunt of misguided and misdirected blame following the 2008 economic crash.

Your voice is needed more than ever to fight back and protect and defend your job and your industry. Colorado bankers cannot afford to sit on the sidelines and silently fall victim to further damaging regulation.

CBA’s Center for Bank Advocacy immerses participants in a selective leadership experience, and the duration of the program is overseen by CBA’s highly accomplished advocacy professionals. Attendees will experience eight monthly sessions with accomplished and notable presenters, covering a series of topics relevant to banking advocacy including: analysis of election results; priority issues for banking; how legislative and regulatory processes and the media operate; where and how to influence others and activate your colleagues and community; and PR problems and solutions.

The course culminates with participants learning by doing—with the creation and presentation of an Action Plan for a topic relevant to his or her bank. And upon completion, participants will join the highly enthusiastic alumni in a continuing advocacy of your bank, the banking industry, and their future.

EMPHASIS ON ACTIVE PARTICIPATION

Interested in how the legislative process impacts our industry? Contact Mike Bintner at mike@coloradobankers.org.
Eight sessions with notable presenters at CBA offices

January 2020: Session 1
Elections, federal and state issues

February 2020: Session 2
Breakdown of CBA processes on advocacy

March 2020: Session 3 Influence
(meeting at the Colorado State Capitol)

April 2020: Session 4
Overview of Federal regulatory agencies

May 2020: Session 5
Community, PR and media

September 2020: Session 6
Washington D.C. prep

October 2020: Session 7
Washington, D.C. Legislative Trip
(Please note: This is not included as part of program fees.) and Action Plan Presentation

December 2020: Session 8
Graduation Day & Reception

Presenters will include:
Congressional Delegates
Federal Regulators
State Legislators
Lobbyists
Political Strategists and Campaign Consultants
Media & Public Relations Experts
Executive leaders from across the state extol the positive experience for their banks and employees.

In the current regulatory and competitive environment, advocating for community banks and their customers has never been more important. The CBA’s Center for Bank Advocacy Program has been an instrumental tool utilized by ANB Bank for developing the advocacy skills of our next generation of bankers.

— Koger L. Propst
President
ANB Bank
CBA Past Chair

Program elements Include:

CBA’s Annual Legislative Luncheon, Annual Meeting, Board meeting, and Government Affairs Committee meetings; Colorado legislator lunches in the CBA office during session, a state legislative hearing and participation in the Regulatory Feedback Initiative.
Advocacy in action

Did you know?

1/3 of CBA's board of directors and Government Affairs Committee are advocacy alumni?

2 of 3 CBA officers are, too!
PROSPECTIVE PARTICIPANTS

The curriculum is designed to reach a broad base within the banking community

Interested candidates should be:

• Motivated and driven to advocate for their industry

• High-potential employees who are committed to banking for the long-haul

• Emerging leaders within your organization

• Executives and junior executives poised to become involved in advocacy work

To apply:

• Apply online by visiting www.coloradobankers.org

• Program fee is $1100

• Deadline to apply is January 6, 2020
Among associations in Colorado and among banking associations nationwide, there is no other program like CBA’s Center for Bank Advocacy. Every banker should participate and is encouraged to apply.

Remain confident - that in banking and business - CBA will effectively protect your franchise and viability.

Our past participants were polled and the results are clear: YOU should join this innovative program today.

100% of participants stated the program was very (33%) or extremely (67%) beneficial.

100% of participants would recommend the program to a colleague.

The Center for Bank Advocacy reopened my eyes to advocacy and provided me tools I could immediately implement with colleagues and clients. Furthermore, the program provided knowledge to execute conversations with public officials and firsthand utilize the advocacy skills obtained in the program with Colorado lawmakers in Washington D.C.

— Jennifer Luce
Executive Vice President
FirstBank

APPLY TODAY! ENGAGE | LEARN | ADVOCATE
THE PROGRAM WILL FOSTER A GREATER UNDERSTANDING OF POLICY THROUGH A MULTI-FACETED APPROACH

The experience will help participants:

• Understand banks’ image and regulatory issues and how to sway others to enhance those

• Learn leadership and influence in community affairs and government regulation of banking

• Master skills by active participant discussions and applying lessons in seven various activities

• Learn by practicum—a team project creating an Action Plan to your bank, identified by the participant and their bank supervisor
Creating a stronger economy and helping Coloradans realize dreams by building better banks.

For pricing information or to register, visit coloradobankers.org.