2019 Women in Banking Conference
August 8 and 9
Beaver Creek
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Save the date
CBA Annual Summit and Membership Meeting
May 5-6, 2020
Denver, CO

JOIN THE CONVERSATION

CBA will be live Tweeting the conference and posting on Facebook. Join in the conversation, using the hashtag #womenbanking

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www.coloradobankers.org
AGENDA: WOMEN IN BANKING

Thursday, August 8

3:30 p.m.  Registration

4 p.m.   Welcome remarks: Jenifer Waller, COO, Colorado Bankers Association

4:10 p.m.  What are you saying? Presenting confidently/boardroom behavior: Joanne Sherwood, President and CEO, Citywide Banks, 2019-20 CBA Chairman

4:40 p.m.  Working with strong women instead of competing with them: Patty Salazar, Executive Director, DORA

5:20 p.m.  Reception and networking game

6 p.m.  Dinner on your own
AGENDA: WOMEN IN BANKING

Friday, August 9

7:30 a.m.  Breakfast

8 a.m.  Welcome: Joanne Sherwood, President and CEO, Citywide Banks, 2019 CBA chairman

8:05 a.m.  Building your personal brand: Natalie Bartholomew, “@TheGirlBanker”

8:40 a.m.  Banking as women in a man’s world:  
Panelists: Stacy Aurich, Vectra Bank, Rachel Gerlach, Alpine Bank,  
Jess Klotsche, MidWestOne Bank

9:10 a.m.  Spin wheel for prizes

9:25 a.m.  Colorado Economy: Betsy Markey, Executive Director, Colorado Office of Economic Development and International Trade

10 a.m.  Advocacy and banker involvement all year: Melanie Layton, CLS Partner; Sen. Rachel Zenzinger; Rep. Shannon Bird

10:30 a.m.  Preparing to ask for a raise or promotion/what employers are looking for/proving your worth: Kristin Godfrey, Shareholder, Jones and Keller

11 a.m.  Career Readiness: Grace Bradley, EVP of Human Resources, ANB Bank

11:45 a.m.  Spin wheel for prizes

Noon  Lunch

1 p.m.  Stress relief in a suit/Yoga at your desk: Zoey DeWolf, Partner, CLS

1:10 p.m.  The “She Factor”: Heidi Ganahl, Regent at University of Colorado, author of the She Factor

1:40 p.m.  Dress for Success Non-Profit - Helping women enter the workforce:  
Amara V.L. Martin, Executive Director, Dress for Success Denver

2:10 p.m.  Creating an inclusive work environment: Deborah Bayles, Stinson, LLP

3 p.m.  Closing remarks
MS. STACY AURICH  
Stacy Aurich is a Sr. Community Bank Sales Leader with Vectra Bank Colorado, managing a team that focuses on external business development. Her 18 years of banking experience has been primarily focused in Retail Banking management, achieving top performance recognition as an Area Retail Leader at Bank of the West. Her knowledge of retail structures has been utilized at executive levels to enhance products, processes and internal banking relationships. Regulatory influence and advocacy is a high priority for Stacy. She has been awarded Advocate of the Year (2016) as well as Banker of Distinction (2019) by the Colorado Bankers Association.

MS. DEBORAH BAYLES  
Deborah Bayles is a partner with Stinson LLP. She knows first-hand how to efficiently manage a commercial transaction to achieve the business objectives of her lender, business and real estate clients. She advises lenders on secured loan and lease transactions. These projects include the financing of acquisitions and operating lines of credit for business borrowers, and acquisition, construction and development loans for real estate borrowers. She applies her general counsel experience to advise her business clients on formation, acquisition, operations and asset protection as well as succession planning and implementation through ownership and asset sales.

MS. NATALIE BARTHOLOMEW  
Natalie Bartholomew is a 17-year career banker who currently serves as the Chief Marketing Officer and Vice President of Grand Savings Bank, a community bank in Northwest Arkansas and Northeast Oklahoma. She launched her blog, the Girl Banker, in late 2017 after witnessing firsthand the need for an advocate for women in banking. It has been featured in American Banker, ABA Banking Marketing Magazine, and the NWA Business Journal. She was the Greater Bentonville Area Chamber of Commerce’s 2015 Young Woman of the Year.

REP. SHANNON BIRD  
Shannon Bird (Democrat) is a member of the Colorado House of Representatives, representing District 35. Bird was elected to the office on November 6, 2018. She attended the University of Colorado at Denver and earned an M.B.A. and M.S. in Finance before attending law school at the University of Denver. She worked for law firms including Kutak Rock LLP and Holme Roberts & Owen LLP (now known as Bryan Cave LLP). She served as a city councilmember in Westminster before being elected to the state legislature.

MS. GRACE BRADLEY  
Grace Bradley is an HR professional dedicated to positively transforming employee experience and business operations. She has spent the last 6 years at ANB Bank where she is currently the Assistant Vice President of Human Resources driving business results with her passion for Leadership Development, Change Management, and Employee Engagement. Grace received her Bachelor of Science in Business Administration with a concentration in Organization and Innovation Management at Colorado State University and holds a Professional in Human Resources (PHR) certification.
MS. MELANIE LAYTON
Melanie joined CLS in 2000 and has nearly 25 years of expertise in public policy, lobbying, business, banking, bioscience and renewable energy. She enjoys working on complex economic development and tax policy, and has one of the highest success rates passing incentives for varied industry sectors. She also has experience effectively lobbying K-12 education, capital development and healthcare. Melanie’s strong network of relationships with legislators, as well as influencers in the government and public policy arena, ensures CLS’ clients have unparalleled access to policy leaders.

MS. ZOEY DEWOLF
Before joining the CLS team in 2012, Zoey managed a successful campaign for a Colorado State Representative. Within the Colorado political arena, she is highly regarded as a strategic operative and lobbyist on advanced industries, human services, arts and culture, economic and workforce development issues; but lobbying the state’s powerful Joint Budget Committee is one of her favorite things to do under the golden dome. Her commitment to winning on the complex issues her clients care about and her quick study, drove her promotion to partner in 2019.

MS. HEIDI GANAHL
Heidi faced adversity early in life when she lost her husband in a plane crash, but her entrepreneurial spirit helped her found Camp Bow Wow, a $100 million pet and franchise industry leader on the Inc 500/5000 list 5 years straight. Since selling Camp Bow Wow, she has served on the Board of Regents of the University of Colorado and on boards focusing on entrepreneurship and education. She founded the Fight Back Foundation supporting social entrepreneurs and launched a lifestyle brand, the SheFactor.

MS. KRISTIN GODFREY
Kristin Godfrey is a shareholder with the law firm of Jones & Keller in Denver. She is a graduate of the University of Notre Dame law school and with 24 years in law practice, she is an accomplished transactional attorney who primarily represents financial institutions, business entities and their owners. Kristin specializes in the areas of finance, general corporate matters, mergers and acquisitions, and real estate. She also counsels financial institution clients in regulatory and bank operations matters. For the last nine years, Kristin served as Chairwoman of the Bankers Foundation of Colorado.

MS. JESS KLOTSCHE
Jess grew up on a farm in North Dakota and transferred to Colorado 18 years ago while in the Management Trainee program at Community First National Bank. She has been in the banking industry for over 24 years, starting as a teller and now working at MidWestOne Bank as VP of Treasury Management. She is passionate about the industry, forming relationships within the industry and taking care of her clients and those that should be.

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MS. BETSY MARKEY
Betsy Markey was appointed by Governor Polis as Executive Director of the Colorado Office of Economic Development and International Trade in January 2019. She has served as a Member of Congress, a senior federal executive, and the co-founder and CFO of a high tech company. She was appointed by President Obama in 2016 as the Regional Administrator for the U.S. Small Business Administration and in 2011 was appointed to serve as Assistant Secretary for Intergovernmental Affairs for the U.S. Department of Homeland Security (DHS). Previously, she represented H.D. 4 in Congress.

MS. AMARA V.L. MARTIN
Amara Martin is executive director of Dress for Success Denver. She is a Denver native with a true passion for fashion. As a plus size model she has walked runways around the United States including companies such as Macy’s, Dillard’s and Annafesta designs. She has a BA from Depauw University in English Composition and published her first book “Heritage of the Cemetery; Ruin is the Road to Salvation” in 2016. In 2007 Amara joined the Dress for Success Denver team as the Program Director. Her vision is a community where women have the resources, support and network to thrive in work and in life.

MS. PATTY SALAZAR
Patty Salazar is the executive director of the Colorado Department of Regulatory Agencies. As DORA’s Executive Director, she leads a Department of roughly 600 employees with a $99 million budget, and provides support to DORA’s 10 distinct divisions. Previously, she was the State Banking Commissioner, who oversaw two separate financial divisions at DORA. She was appointed as Colorado Financial Services Commissioner in 2015. In 2016, she was appointed as DORA Deputy Executive Director, and in 2017 was re-appointed as Interim Financial Service Commissioner.

MS. JOANNE SHERWOOD
Joanne Sherwood is President and CEO of Citywide Banks in Denver. She has more than three decades of experience in banking and has been with Citywide since 2000. She has extensive training and work experience in bank operations, loan portfolio management, strategic planning, and staff development. She serves as a mentor to up-and-coming lenders and has developed a program to assist and support women as they progress up the ranks. She is serving as the 2019-20 CBA chairman.

MS. JENIFER WALLER
Jenifer Waller was promoted to Chief Operating Officer in 2017 after holding the position of Senior Vice President since 1999. She started in community banking in Southern Colorado in 1985 and attended the Western States School of Banking. Prior to her days at CBA, Waller spent almost five years as a bank examiner for the Colorado Division of Banking. Waller is involved with numerous organizations, serving on the Board of the Colorado Civil Justice League, the Colorado Fraud and Identity Theft Unit and the Colorado Energy Environment District.

SEN. RACHEL ZENZINGER
Rachel Zenzinger is the Colorado Senator from Arvada with a deep background in education and advocacy for public schools. She has worked as a Project Manager for Colorado Educator Voice Fellowship, a branch of Washington, D.C.-based America Achieves. She previously served as advisor to the Colorado Opportunity Scholarship Initiative program in the Colorado Department of Higher Education; and she worked for Regis University in the Master of Arts in Education department where she specialized in Teacher Leadership.
Lewis Roca Rothgerber Christie is proud to sponsor the second annual Colorado Bankers Association's "Women in Banking" Conference.

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BANK ON OUR REPUTATION AND KNOWLEDGE.

Proud to support the Colorado Bankers Association and the Women in Banking Conference.
• **Motto:** Creating a stronger economy and helping Coloradans realize their dreams by building better banks.

• **Mission:** Provide economic opportunities for Coloradans through a sound and competitive banking environment by advocating public policy consistent with that, and enhancing banking’s skills, image and unity.

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Our web-based marketing portal puts you in complete control of the ad production process for your bank, saving valuable time and money. We have thousands of successful marketing materials including ads, direct mail, statement stuffers, flyers, posters, digital signage and more. The process is easy. After you login to the website, you can select a marketing piece and customize it within seconds. You can edit the copy, change colors and select from over nine million stock photos. Your bank’s logo, address and phone numbers will be automatically inserted into the ad. After proofing the ad, the technology can route the marketing pieces through your compliance approval process and then automatically send it to your publication or printer. Each bank has an order history that keeps track of all the marketing materials that are produced. This is very valuable when the regulators ask to see your marketing materials.

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