

THE TENNESSEE BANKER



TBA YOUNG BANKERS DIVISION

LEADERSHIP CONVENTION

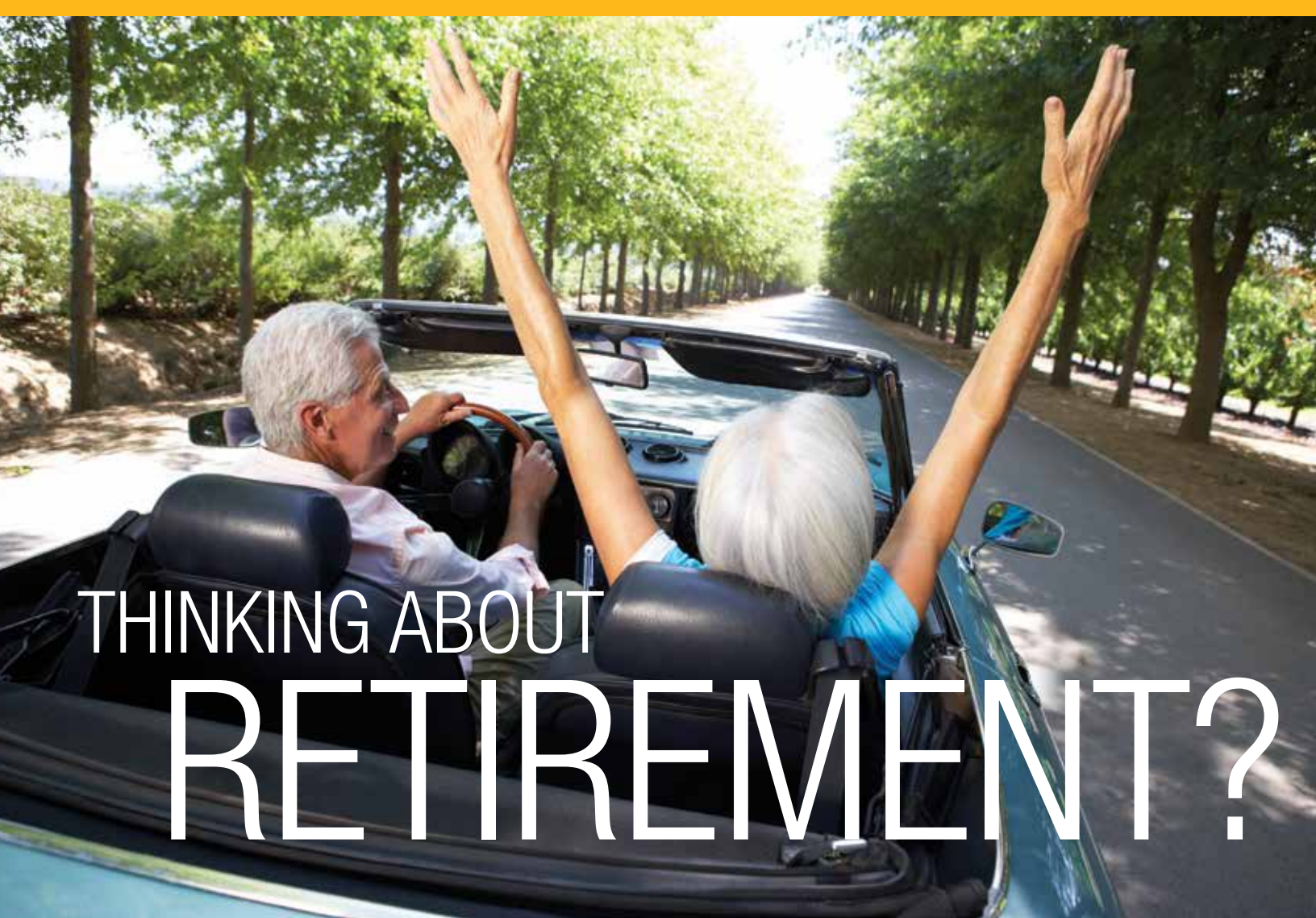
APRIL 23 – 25, 2017 ★ HUTTON HOTEL, NASHVILLE

PREVIEW ON PAGE 69

MEMBER FEATURE

Walter Birdwell, Jr.
Citizens Bank, Carthage

PAGE 14



THINKING ABOUT RETIREMENT?

As **YOUR** association's insurance agency
call us for answers to all your Medicare questions
before making the big decision.



Ask for Karen Stewart or Matt Dressel
800-456-5191, 615-244-5100

211 Athens Way, Ste 100
Nashville, TN 37228-1383
FinancialPSI.com

A wholly owned subsidiary
of the Tennessee Bankers Association





IN THIS ISSUE

March/April 2017 | Volume CV | Number 2

14 **WALTER BIRDWELL, JR.**

After 63 years at Citizens Bank in Carthage, he still enjoys 'keeping it simple'



14

29 **ANNUAL MEETING SPEAKERS ANNOUNCED**

Proven business leaders, strategists, practitioners, and peers present a snapshot of the most transformative ideas shaping our future



29

36 **LEGISLATIVE RECEPTION EVENT RECAP**

Record participation by TBA members and the Tennessee General Assembly



36

50 **WHAT LENDERS NEED TO KNOW**

A recent court decision on Tennessee's strict retainage laws could surprise lenders



50

MORE IN THIS ISSUE

- 6 From the Executive Office—Colin Barrett:
TBA's strategy for tackling the year ahead
- 8 TBA Online
- 11 On the Hill—Tim Amos:
Bank interest rates: in need of reform?
- 13 ABA Washington Update—Rob Nichols:
Getting into Washington's business
- 14 Member Feature—Walter Birdwell, Jr.
*'Keeping it simple' for 63 years
at Citizens Bank in Carthage*
- 20 Event Recap:
Credit Conference
- 29 TBA's 127th Annual Meeting:
 - Anirban Basu, Sage Policy Group, Inc
New year, new President
 - Bret Anderson, NetGain Technologies
*Enter an era of disruption
to community banks*
 - Sponsors and exhibitors
- 36 Event Recap:
Legislative Reception
- 42 Q&A with Rep. Ron Travis
- 44 TBA Endorsed Partner
—Harland Clarke:
*Customer Experience:
Beyond the Net Promoter Score*
- 46 TBA Endorsed Partner
—Steven Rice, EverFi:
*Top 5 mistakes bank marketers make
when targeting millennials*
- 48 Event Preview:
Introduction to Banking with Craig Holland,
First Farmers and Merchants Bank
- 50 Guest Column—David K. Taylor,
Bradley Arant Boult Cummings LLP
What lenders need to know
- 52 Event Recap:
The Southeastern School
of Advanced Commercial Lending
- 57 Guest Column—Jim Wilkson, BankSmart
*Five ways to save money
on data processing expenses—now*
- 58 New Associate Members
- 60 People on the Move/Bank Notes/
Community Corner
- 65 From the Vault
- 66 Employment Opportunities
- 68 Featured Events
- 70 TBA Professional Development Calendar

20



42



52



64



ON THE COVER

The Young Bankers Division Leadership Convention is, April 23-25 at the Hutton Hotel in Nashville.

COVER DESIGN BY:
MATT RADFORD



OFFICERS

GORDON MAJORS, Chairman
The Hardin County Bank, Savannah

LEE M. MOSS, Chairman-elect
Franklin Synergy Bank, Murfreesboro

JOHN MUSE, Vice Chairman
Farmers State Bank, Mountain City

STAFF

ADMINISTRATION

COLIN BARRETT, President

STACEY LANGFORD, Sr. Vice President
of Membership

STEVE CURTIS, Vice President
of Information Technology

SHARON JUSTICE-MCCRAY, Vice President
of Human Resources/Facilities

PENNY L. POWLAS, Executive Assistant,
Administration/Legal

T'LANIE LUU, Member Services Specialist

SANDRA JOHNSON
Training Center Coordinator

LACY YORK, Receptionist

ACCOUNTING/INSURANCE

ANGELA D. GRIFFIN, CPA
Executive Vice President/CFO

MIKE AILINGER, Staff Accountant

SHEMEKA GREER, Accounts Receivable Clerk/
Accounts Payable Clerk

LEGAL/GOVERNMENT RELATIONS

TIMOTHY L. AMOS, Executive Vice President/
General Counsel

AMY HEASLET, Sr. Vice President/
Deputy Counsel

EDUCATION

DEBBIE M. BRICKLES, IOM
Sr. Vice President of Training and Development

SUSAN R. TAYLOR, CMP
Sr. Vice President of Professional Development

MONIQUE JENKINS
Education Services Specialist

COMMUNICATIONS

TYLER NELSON, Director of Communications

MATT RADFORD, Creative Director

LILA GRIFFIN, Proofreader

CONTRIBUTORS

KEITH MILES, Partner,
McNeely Pigott & Fox Public Relations

ROGER SHIRLEY, Editorial Director,
McNeely Pigott & Fox Public Relations

The Tennessee Banker (ISSN 0040-3199) is published bi-monthly by the Tennessee Bankers Association, 211 Athens Way, Ste 100, Nashville, TN 37228-1381; telephone 615-244-4871. Advertising rates available upon request. Subscriptions: \$40.00 per year for TBA members; \$55.00 for nonmembers; single copies, \$6. Tennessee residents add 9.25% sales tax. Periodicals postage paid at Nashville, TN. POSTMASTER: send address changes to The Tennessee Banker, 211 Athens Way, Ste 100, Nashville, TN 37228-1381.

Copyright © 2017, Tennessee Bankers Association; all rights reserved. The Tennessee Bankers Association disclaims all responsibility for opinion expressed in addresses, papers, or communications published in The Tennessee Banker unless such opinion has been endorsed by the Tennessee Bankers Association.

Correspondent Banking

Account Services

Federal Funds

Servis1st Access

Settlement Services

International Services

Credit Services

Participation Loans

Holding Company Loans

Accommodation Loans

Credit Card Services



CORRESPONDENT BANK DIVISION

Steve Shelton

Senior Vice President

901.634.1608

sshelton@servisfirstbank.com

Andrew Barrett

Vice President

615.498.8079

abarrett@servisfirstbank.com



Member FDIC | Equal Housing Lender

TBA's strategy for tackling the year ahead



COLIN BARRETT
President, Tennessee
Bankers Association

THREE THINGS TO DO

1.

Book your flight to DC for the annual *Washington Conference* from May 1-3. For more information, contact Penny Powlas at ppowlas@TNBankers.org.

2.

Learn more about Medicare supplements that are available through the TBA by contacting Matt Dressel at mdressel@financialpsi.com, or Karen Stewart at kstewart@financialpsi.com.

3.

Participate in the 20th anniversary of Teach Children to Save Day on April 28 by visiting with a local school in your community. For more information, contact T'Lanie Luu at tluu@TNBankers.org.

We have witnessed some incredible sports victories over the past year. The Chicago Cubs, Clemson Tigers, and New England Patriots were all counted out before coming back to win from improbable, if not impossible, odds. They stayed the course, trusted their instincts, and did the same things they had done to put them in the championship game. All in all, they stuck with their plan.

At the TBA, planning is an essential part of our success. Each January, our team meets to review our past year's plan and prepare for the next, with the ultimate goal being to serve the banking industry better than we did the year before.

Looking back, 2016 was a strong year for the Association. Among the goals we accomplished were creating the *Executive Development Academy* and *Women in Banking Conference*; engaging our Congressmen in their districts through our membership meetings and roundtables; increasing our trust programming and participation; engaging more bankers than ever in our state legislative efforts; and making the TBA more digitally accessible. We ultimately accomplished 16 goals that strengthened the way we serve our members across the state.

For 2017, we have identified five strategic directions for the association to take. These directions, and the goals supporting them, were developed with your input through the December membership survey. We plan to evaluate these directions annually to ensure we are effectively meeting your needs.

INCREASE THE TBA'S PROFILE AND REPUTATION

We are already the strongest trade association in Tennessee, and one of the best banking associations in the country, but we are looking for ways to reach the next level. To do this, we are implementing a media relations strategy to strengthen our relationships and presence with newspapers and television stations across the state. We are also going to take advantage of social media by increasing our presence on Twitter, Facebook, and LinkedIn. Tyler Nelson, our communications director, is doing some great work in this space and I encourage you to engage with TBA on social media.

UTILIZE TECHNOLOGY TO BETTER SERVE THE INDUSTRY

Technology is the future of the Association, and we are just scratching the surface. Over the next year we will identify ways for bankers to use email and text tools for our lobbying efforts. We will reorganize our website to simplify program registration and make *TNBankers.org* more user-friendly. Finally, we want to make sure we are communicating with you effectively and will be updating our communication tools to do just that.

FOCUS ON STRONG MEMBER ENGAGEMENT

The success of the Association will always be tied to member engagement. And in our recent membership survey, 100 percent of respondents (yes, every single one) said the Association's focus this year should be on regulatory relief. So in addition to our trips to Washington,

we are going to find more opportunities to connect bankers with our Congressional delegation and regulators, including through our bi-weekly conference calls and in-district roundtables.

DEVELOP THE NEXT GENERATION OF BANKERS

The membership survey asked, "What keeps you up at night?" Increasingly, right up there with non-bank competition and regulatory burden is the growing concern about attracting talent, both in recruiting recent graduates and finding experienced bankers.

As for recruiting the next generation of bankers, we will promote banking careers on social media and expand the strong relationships with our colleges and universities.

To help in finding experienced bankers, we will expand our job listings, conduct education on recruitment and retention, and provide job description assistance to our members.

SECURE THE FINANCIAL POSITION OF THE ASSOCIATION

In the last three years, 36 Tennessee banks (approximately 15 percent) have been acquired, which affects the association's revenue from membership, endorsed partners, and especially education. And while today the association is in a strong financial position, focusing on our long term viability is a priority.

First, we will take a hard look at our education programs to see which are utilized, which can go online, and which need to be conducted bi-annually. We will market the training center for outside use, a revenue area that has grown significantly in the last few years, and we'll market our endorsed partners. Finally, we will examine our dues structure—the lowest in the country.

I'm proud of the plan that has been established for 2017, and I look forward to seeing it through to better serve you and your banks. 🇺🇸

-Colin

Order Your 2017/2018 BANKERS DIRECTORY



The Bankers Directory, published by the Tennessee Bankers Association, contains a listing of all Tennessee commercial banks, thrifts, and savings banks along with their officers, directors, mailing addresses, telephone numbers, and highlights of their "Statement of Condition."

PLUS find contact information for:

- Officers and staff of the Tennessee Bankers Association
- Regulatory agencies for financial institutions
- Major banking associations
- Tennessee's congressional delegation
- State officials
- Members of the General Assembly
- Tennessee court clerks and court houses
- TBA associate members and endorsed products

Visit TNBankers.org to order, or contact T'Lanie Luu at tluu@tnbankers.org or 800-964-5525.

Order deadline: July 14
Directories will ship in August.



TENNESSEE BANKERS
ASSOCIATION *Service Since 1890*

TBA Online

We're on social media. Follow us for the latest in all TBA news, events, and much more.



tnbankers
January 23

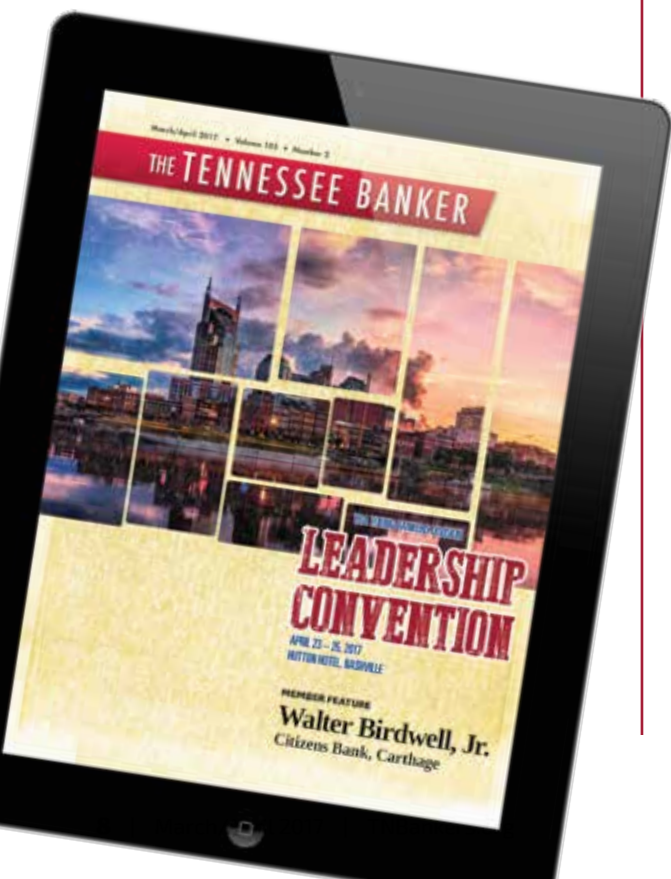
The TBA team is spending the afternoon volunteering at @2harvestmidtn. Excited to serve this amazing organization!



VISIT TNBANKERS.ORG

Read the latest magazine at
TNBankers.org/news/tennessee_banker

This simple and intuitive design allows you an interactive digital experience that works beautifully on desktops, tablets, and mobile devices.



TBA WEBINARS

Register for these webinars and more at
TNBankers.org/calendar

ACH Specialist Series: ACH Rules Update 2017 March 21

Attend this important webinar for a comprehensive overview and understanding of upcoming ACH rule amendments. Join us to gain insight on the 2017 amendments and glimpse into the future with an overview of NACHA initiatives.

Website & Social Media Common Compliance Violations April 4

Do your institution's website and social media comply with federal consumer protection regulations? In this session you will learn what must be stated on the website and the related timing requirements. You will learn about the regulations that shape website content and language and your regulatory responsibilities.

Agricultural Credit Risk 2017: Answers to Critical Questions April 20

The agricultural economic picture can challenge even the best lenders who are providing debt capital to agriculture and rural America. This informative program is a prime learning environment for experienced ag lenders, as well as new ag lenders, board members, management, and your customers (the growers and producers). Participants will get a financial dashboard with calculations for resilience and growth, recovery, and vulnerable customers, checklist of questions for customers, and more.



THE SECRET IS OUT!

Today's banks are searching everywhere for a technology partner that does business **the same way they do—a commitment to innovation and a focus on service**. Well, look no further than CSI. Our innovative solutions and customer-centric approach are the secret combination you've been waiting for.



csiweb.com/Secret

Core Processing • Managed Services • Regulatory Compliance • Digital Banking • Electronic & Print • Payments Processing • Treasury Management

TENNESSEE BANKERS ASSOCIATION'S

Washington Conference

May 1–3

Washington, D.C.



Meet with the federal bank regulators, national trade associations, and Tennessee congressional delegation to discuss current federal legislative and regulatory issues in a unified voice so that together our industry can be heard.

For more information, please contact Penny Powlas
at ppowlas@TNBankers.org.



Bank interest rates: in need of reform?



TIM AMOS

Executive Vice President/
General Counsel,
Tennessee Bankers
Association

Basic to every lending decision is the loan's interest rate. While the rate charged must be nondiscriminatory; it is based upon the credit risk of the borrower. In essence, the rate to the borrower is set by market conditions. The outer limit of the rate; however, is set by a complicated set of state or national statutes, an excess known as usury.

In Tennessee, the most favorable interest rate and fee combination available to a bank lender is under the Credit Card State Bank Act enacted in 1993. Don't be confused—it is not limited to credit cards, but is instead a general interest rate statute for banks. The maximum interest rate permitted under the statute is 21 percent; however, the fees are unregulated subject only to those included in the contract. In addition, banks under both federal and state parity statutes can charge a rate permitted by other lenders (such as finance companies) or may charge the rate of their home state. This makes deciding the permissible rate a somewhat complicated matter, but more importantly, could impact the decision on the location of the banking operations.

In this increasingly competitive environment, it is timely to ask the question—is a 21 percent state maximum rate still a good decision for Tennessee?

Since 1993, the banking landscape has changed significantly. Interstate banking, cross-county branching, and other geographic factors have changed the decision-making process on where to locate the bank and thus the rate that can be charged. While in 1993 there were only a handful of out-of-state banks operating in Tennessee, now there are 44 banks headquartered out-of-

state with branches in Tennessee. Among new competitors are credit unions, farm credit, credit card companies, mortgage brokers, finance companies, payday lenders, and emerging fintech lenders.

In this increasingly competitive environment, it is timely to ask the question—is a 21 percent state maximum rate still a good decision for Tennessee?

In the current artificially low rate environment, a maximum rate of 21 percent is probably sufficient. But, consider:

- At 21 percent, Tennessee is lower than many surrounding states where banks can locate their operations.
- As consolidation continues, the interest rate could be a factor in a location decision to the disadvantage to Tennessee.
- As the Fed begins to increase interest rates this year, banks' existing loans to high-risk borrowers may be squeezed and credit availability limited or eliminated.
- The Dodd-Frank Act has significantly increased bank compliance cost, thus reducing income.
- Raising the rate to 30 percent, Tennessee would still be below many other states, below other higher-cost lenders and less than the CFPB approved 36 percent rate for high-cost loans to military families.
- A slightly higher rate would permit banks to develop smaller dollar lending products to compete with higher-cost lenders.

Discussion of interest rates will always garner some consumer and media attention. However, the time to have the discussion is when there is not a pressing need. Waiting until there is another credit crunch, interest spike, or crisis is not the time. Permitting an increase in the rate now would help to assure that Tennessee headquartered banks can remain competitive and continue to meet the credit needs of their communities well into the future. 🇺🇸



YOU'RE INVITED!

TEACH CHILDREN TO **SAVE** IS TURNING 20!

Join STASH, the Teach Children to Save pig, and bankers across the country in this 20-year celebration—and pledge to inspire local youth to become savvy savers!

Location: Classrooms and Community Centers across the country

Date: April 28, 2017 and throughout the calendar year

RSVP: aba.com/Teach

#TeachChildrenToSave

 **ABA
FOUNDATION**

Getting into Washington's business



ROB NICHOLS
President/CEO,
American Bankers
Association

Few would dispute that Washington is very much in the business of banking. But who is in the business of Washington?

According to the Congressional Research Service, the members of the 115th Congress include a record number of women (109), African-Americans (52), Hispanic or Latino members (45), and Asian, Indian or Pacific Island Americans (18).

They also include a fairly typical mix of professions, with a heavy dose of members having previously served in public office, business, law and education. A closer look at previous occupations reveals that our current class of lawmakers includes 36 from the real estate industry, 26 farmers or ranchers, 14 physicians, 11 accountants, nine social workers, eight ordained ministers, seven radio talk show hosts, six software company executives, three venture capitalists, two Peace Corps volunteers and one physicist.

So where do bankers rank? There are currently 18 members who came to Congress with a background in banking. Relative to the other professions noted above, 18 bankers may seem like decent representation. But unlike the other professions, banking is an industry that plays a central role in economic growth and job creation. You have relationships with all these other professions, helping to meet their funding, cash management and payroll needs. You also have relationships with more than 112 million American households. That suggests we need far more bankers to serve in Congress, representing not just our institutions, but also the families, customers and communities that we serve.

And if that isn't enough reason, consider that of the 60 men and women who serve on the House Financial Services Committee—one of Congress' largest committees and the one that sets the agenda and oversight of laws governing banking—only five have banking experience. That's absurd.

Now here's the good news. Bankers are already in the business of serving their communities, not just through their bank, but also on the boards of the local nonprofit, hospital and school system. Arguably serving in public office is nothing more than a logical next step rather than a giant leap. The even better news is that ABA has a way to help you take that next step.

This September we are piloting our first ever ABA Candidate School to help bankers—Democrat, Republican or Independent—run for state or federal public office. The nonpartisan school, set for Sept. 13-15, 2017, in Washington, D.C., will provide all the information you need on how to file necessary paperwork, manage paid and earned media, fundraise, research and target, and get out the vote. It will demystify the process.

As you may have heard me say when describing ABA's Power Up initiative, aimed at building our industry's political capacity, if the past decade has taught us anything, it's that more bankers need to be involved in the public policy debates surrounding our industry. And those casting votes on banking policy must fully understand and appreciate the impact their decisions will have on a community and its residents.

So if you have ever considered running for office, or if you have been a vocal advocate on state or federal policy issues and are ready to take your political engagement to the next level, I strongly encourage you to apply to this school. Download an application (due June 1) and learn all the details at aba.com/RunforOffice.

Washington has long been in banking's business. Now it's time to put more bankers in the business of Washington. Because when it comes to setting banking and economic policy, nothing beats your real-world experience. 🇺🇸





Walter Birdwell, Jr.

After 63 years at Citizens Bank in Carthage, he still enjoys ‘keeping it simple’

STORY BY ROGER SHIRLEY

PHOTOS BY TYLER NELSON

There's been a Walter G. Birdwell at the helm of Citizens Bank in Carthage since it opened for business on Oct. 26, 1929, three days before "Black Tuesday" marked the beginning of the Great Depression.

That the bank not only survived the financial collapse but went on to become one of the best performing banks in Tennessee is a testament to Citizens' consistency in leadership and operational approach, which Walter Birdwell Jr. says has always been to "keep it simple."

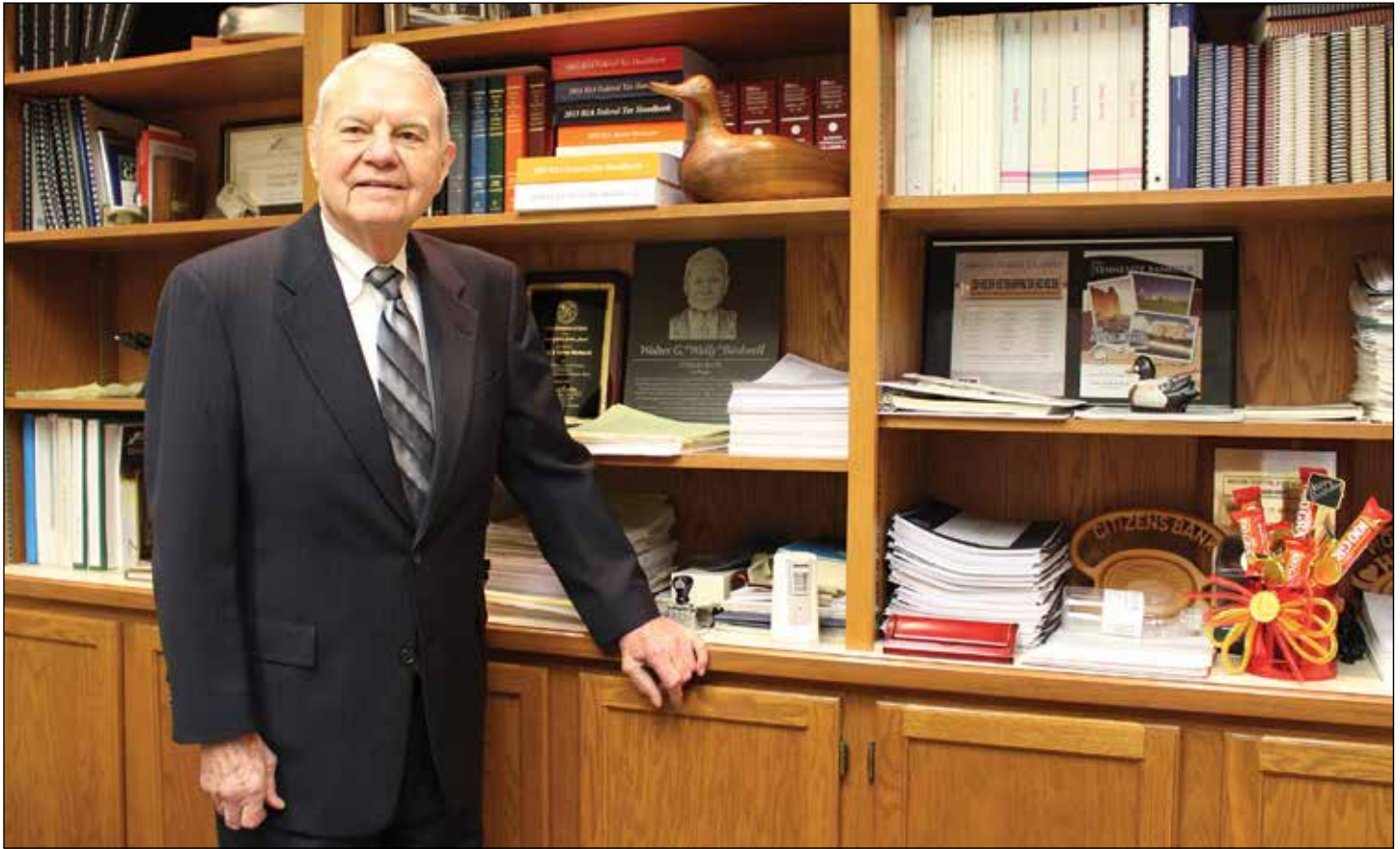
At 88 years old, Birdwell still arrives at the bank's main branch in the heart of the town's small commercial district at 7 a.m. "most every morning." As chairman of the board, he continues to play an active role at the bank,

sitting in on daily 7:30 meetings, serving as the investment officer, and being involved in some of the larger loans.

"Wally," as he is known to his many friends inside and out of the banking industry, clearly relishes his job and the time he spends interacting with his associates and customers. Quick to laugh, Birdwell comes across in conversation as someone who also clearly enjoys life in general, even if he did have to give up snow skiing—a passion he shared with his wife, Helen, and his three children.

"We decided when we turned 80 that we couldn't afford to break a leg. But I loved it. Not too long before that, I skied off the back parking lot here at the bank after a big snow," he said, flashing a trademark smile.

Continued on next page



LEGAL FIELD'S LOSS IS BANKING'S GAIN

Birdwell was born in Gallatin, Tenn., just outside of Nashville, but his family moved some 50 miles east to Carthage in Smith County when he was 9 months old. He's never left, except to attend Vanderbilt University, where he majored in business, and while working two brief stints at the Tennessee Department of Banking sandwiched around serving in the Army during the Korean conflict. During that time he was based at Fort McPherson, Ga., just outside Atlanta, where he processed personnel files and equipment orders using an early IBM computer.

Although his father was a longtime banker by the time Birdwell went to Vanderbilt, he didn't enroll with the intention of following in his footsteps. "Actually, I wanted to be a lawyer, and I took a course at the law school, but it turned out I didn't want to do that," he said. "By the end of my first year I decided I wanted to go into the banking business. I took all the accounting courses I could and got a job with the state banking department as an examiner."

Six months after he started his career in 1951, Birdwell was drafted into the Army. He had served in the personnel department while in the Army Reserve, and when he was called into active service the Army kept him on that same track. "I was lucky to get an office job, I guess," Birdwell said.

After two years in the Army, Birdwell returned to his job as a bank examiner, a position that he said was the best training he could have received to become a banker.

"We went to the very bottom of the bank, counted the cash, looked at the ledgers, and learned how to balance the general books. We worked long hours and traveled a good part of the state, but it was a great experience.

"The relationship between examiners and bankers was a lot easier then," Birdwell said. "We were dealing pretty much with country folks at country banks. There was only one large state bank, and that was Commerce Union in Nashville. The national banks were all under the comptroller's office."

Birdwell joined his father in Carthage at Citizens Bank in June 1954 and 63 years later, he's still there. He says coming to work at the bank wasn't necessarily his plan from the beginning; but the bank needed someone, and it made sense for him to return to his roots. He came on board as an assistant cashier while Birdwell Sr. was the bank's cashier, which in those years meant he was the man in charge.

The elder Birdwell was from Gainesboro, upstream on the Cumberland River northeast of Carthage, and there was no high school in Jackson County; so his parents sent him to David Lipscomb in Nashville, which at that time was a boarding school. "He decided that three years was enough, so he quit and came back home to teach school," Birdwell said with a laugh. "Imagine that, he was a school teacher and didn't even have a high school diploma."

Birdwell Sr. did return to boarding school at Tennessee Tech in Cookeville, and after that got a job as cashier at a bank in Red Boiling Springs. "He and my mother had



We are right at \$100 million in capital, which is pretty good after starting with \$30,000 three days before the depression. Our goal has always been to be a safe bank.

met and wanted to get married, and he heard about a new bank organizing in Nashville—Third National Bank. So he got a job there on opening day, but after a couple of years he wanted to get back to the country. He started looking around at towns that just had one bank, and he decided Carthage would be a good place to start a new bank. He came here and got some business people together, and they raised \$30,000 to capitalize the bank.”

After serving as cashier, Birdwell Sr. began taking on new titles to reflect the changing times, ending his career as chairman in the 1985. Meanwhile, Wally Birdwell began climbing the ranks, working as cashier, vice president, and then president before adding the CEO and chairman titles. Today, Paul Hackett, Birdwell’s longtime right-hand-man, is president and CEO, and Birdwell gives him a lot of credit for keeping the \$550 million bank in such good financial condition.

“We have a very good capital position today,” Birdwell said with pride. “We are right at \$100 million in capital, which is pretty good after starting with \$30,000 three days before the depression. Our goal has always been to be a safe bank.”

Over the years, Birdwell has stressed safety and soundness by continuing to increase capital, plowing much of the bank’s profits back into its capital position to increase the ratio to assets, and pushing to increase deposits each year.

Continued on next page

5 Questions with Birdwell

You had early exposure to working with computers back in the 1950s while you were in the Army. Did that help prepare you for all the technological changes in banking?

Well, we used those old IBM punch cards, but when computers came to banking we went in kicking and screaming. It’s been tough for an old white-haired guy like me. The interesting thing is we got along just fine on the old manual systems. It worked well. People today would think it would never have worked, but it did. We got the same results as we do today.

What were some of the biggest challenges and toughest decisions you have faced as a banker?

I’d say the hardest decision was around getting in to branching. We opened our second branch in the small town of Gordonsville, and then acquired the Bank of White County. After that we did a de novo bank in Cookeville. We needed to grow but we were going into uncharted territory for us. We were egotistical enough to think we could go in there and use our system and it would work fine. But every community is so different. It has turned out well, but it was tough getting it done—it definitely put more gray hair on your head. Now we have our main office and seven branches in three counties.

You were involved in starting the Young Bankers Division of the TBA. How did that happen?

A couple of young bankers, Tommy Butts from Third National Bank in Nashville and Doc Fowlkes from Jackson were on their way back from the Graduate School of Banking at LSU and they thought it would be a good thing to do—to start something with the Association that was aimed specifically at young bankers. I got in with them, and we had some organizational meetings with some other young bankers in their late 20s and early 30s, one of which was held in the dining room of my house. We were so cautious about it that when we had meetings, we didn’t allow alcohol to be served because we were afraid the senior bankers would think we were just a bunch of young guys trying to have a good time.

You mentioned you did a lot of snow skiing up until you were 80. How did you get into that?

Well, we’ve always been a water sports family and we did a lot of fishing and water skiing. When my children started snow skiing, my wife, Helen, and I decided to give it a try, and we loved it! Over the years, we took a lot of snow trips, both in the East and West. Every trip, we tried to ski a different mountain every day and a different trail every run. We’ve skied on 33 mountains.

You and your wife, Helen, are extensive travelers. When did your love of exploring begin?

That really started after a trip we took to Switzerland with the TBA in 1976. There was an executive management conference that we attended, and we toured a few European countries while we were there. That really started our wanderlust, and we’ve been to 50 countries since then. 📍



1.

1. Walter Birdwell was drafted into the U.S. Army on December 31, 1951 and served during the Korean conflict. 2. Birdwell and his wife Helen on their wedding day on September 13, 1952. 3. Birdwell with his wife Helen and daughter Ann Dobson. 4. Birdwell celebrating a birthday with grandsons Walt and Mathew Dobson.



2.

As could be expected, Birdwell's banking style was influenced greatly by his father. When asked if he felt pressure following in his dad's footsteps, he replied with a smile: "Yes I did, big time. My father was always looking over my shoulder."

ALL IN THE FAMILY

Citizens Bank has built its sound financial position through being primarily a consumer bank. Carthage and Smith County were historically a big tobacco market "when tobacco was king," Birdwell says, but while agriculture still plays a role in the economy, it has shifted more toward light manufacturing. "We are lacking in commercial loans, but we make every one we can possibly make. There just is not a lot of demand, and we can't create demand."

Still, Citizens carries a healthy amount of equipment and livestock loans on its books related to the farm economy of the region. At year-end 2016, it had \$182.1 million in loan assets (net of loan loss reserves) and investments of \$340.7 million. The number of shareholders in privately held Citizens Bank has increased from the original 59 to 550 today, with Birdwell and his family members owning a "good block of the stock."

Birdwell's two daughters, Ann Birdwell Dobson and Sue Birdwell Ishee, are currently on the bank's board of directors, and in keeping with the family tradition they went into banking as a career. Both worked at Citizens during

their high school years, with Sue going on to Third National Bank in Nashville and later to banks in Little Rock and Dallas, and Ann working at Citizens Bank before building her career at Third National, First American, and Commerce Union and their successor banks. Birdwell's son, Glenn, also worked at Citizens, as a cashier, vice president, and White County branch manager, before leaving to get into the real estate business in nearby Sparta.

And Birdwell's wife, Helen, a former school teacher, worked at the bank as director of training and as a compliance officer.

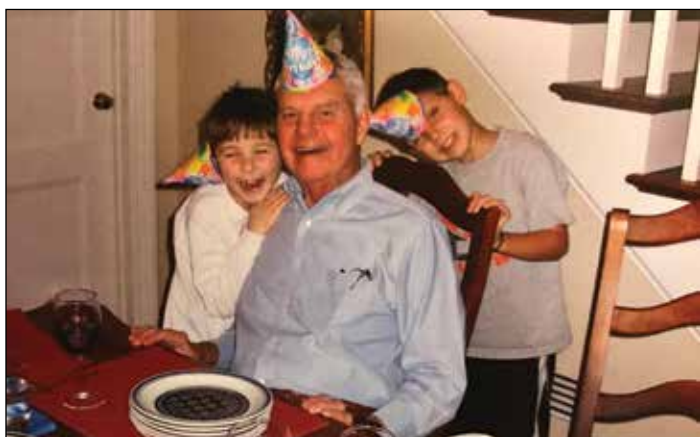
"They are a delightful couple and a great family," said longtime TBA President Brad Barrett, who worked closely with Birdwell at the association. "Wally has been extremely involved in the association since he was a young banker, and has held multiple leadership positions, from heading up the Young Bankers Division in its early days and serving on the TBA board, to chairing the Independent Bankers Division. He was also the Tennessee representative to the ICBA."

"He played a huge role in keeping the TBA together at a time when many state bankers associations were splitting into the large banks and smaller, independent banks," Barrett said. "Wally was a fiercely independent banker, but he understood the importance to the state banking industry for us to remain unified. All of today's TBA members owe him a good deal of gratitude for the contributions he has made."

3.



4.



Indeed, Barrett says, Birdwell is highly respected across the state for his work in the association and also for consistently heading up one of the most profitable banks in the state. “Carthage is a small town, but when anyone in the industry thinks of Carthage and banking, they think of Wally Birdwell.”

It’s no surprise that Birdwell was among the first to be inducted into the TBA’s Leaders in Banking Excellence in 2007, which honors bankers past and present who have excelled in the areas of banking, community service, and civic involvement.

So what advice would Birdwell give his younger self at the start of his career if he could travel back in time? The somewhat silly hypothetical question seemed to stump him momentarily. Then he smiled and said, “Probably not to do it.” With a laugh, he quickly said, “No that’s not true. Banking is so ingrained in me, it’s all I’ve done all these years. It’s been a good occupation, and it still is. I just wish it weren’t so complicated. All these regulations are killing us—they are burdensome and unnecessary for a bank of our size.”

Perhaps some relief is coming sooner rather than later, perhaps not. Either way, Wally Birdwell plans on being at his desk at the bank’s office on Main Street to find out.

“No, I’m not planning on retiring anytime soon,” he said. “I’m not sure what else I would be doing.” 🇺🇸



More than 575 bankers attend *Credit Conference*

THANK YOU TO OUR SPONSORS



**Kirkland
Financial LLC**



SYNOVUS


The *Credit Conference* is an unparalleled gathering of the Tennessee banking community and is always a highlight of the Association year. The Credit Committee, led by committee chair and emcee of the conference, Tina Cline, First Century Bank, Tazewell, put together a strong business program with timely and informative general session topics and breakout sessions. TBA members responded with an attendance of more than 575.

Credit Conference boasted timely topics relating to the credit arena and outstanding speakers, including Mark Zinder, John Barrickman, and Dave Sanderson.

To find out what's ahead, Zinder looked back at other historical events—the Industrial Revolution, the railroad revolution, electrification, and mass production—for comparison. He explained how technology revolutions always complete their cycle in 45 to 60 years and that we are in the early stages of the current information revolution.

Barrickman explored the current credit cycle and gave insight on what your bank should be doing now. His insight included: assessing your bank's risk appetite, risk culture and risk tolerance, critically assessing your bank's credit process, and tightening underwriting guidelines.

Sanderson discussed his harrowing experience on US Airways Flight 1549, or "The Miracle on the Hudson." When this plane crashed into the Hudson River on January 15, 2009, Sanderson was the last passenger to seek safety since he helped many others off the plane. Sanderson shared his motivational leadership message and the importance of doing the right thing.

Make plans now to join us for the 2018 *Credit Conference*, February 22–23, at the Omni Nashville. 









WHAT ATTENDEES SAID ON SOCIAL MEDIA



 **Monte Jones**
@MjonesMonty

Always a great speaker!
RT @TNBankers: TDFI Commissioner
Greg Gonzales provides an update on our
state's banking climate and what's ahead.
#TBAcredit



 **SmartBank**
@SmartBank

SmartBank Team @TNBankers' 2017 Credit
Conference in Nashville! #TBAcredit
#SMBK



 **Robby J. Moore**
@mayormoore2002

@TNBankers TBAcredit2017 will start
the day off in the perfect way with
@gsblsu_banking breakfast! #TCOYBF





1.



2.



3.

UNIVERSITY STUDENTS ATTEND CREDIT CONFERENCE

As is a *Credit Conference* tradition, banking and finance students from the University of Tennessee at Martin, East Tennessee State University, and Tennessee Technological University participated in the conference thanks to sponsorships from banks in the schools' area.

1. UT Martin students and bank sponsors: John Clark (The Horace and Sara Dunagan Chair of Excellence in Banking), Tony Gregory (Simmons Bank), Bill Joyner (Security Bank), Shannon Barton (The Bank of Milan), Randy Huffstetler (Greenfield Banking Co.), Jermecia Hudson, Garrison Jones, Heather Warf, Jeff Lewis (First Bank, Lexington), Courtney Carroll, Holly Cole, Keagan Parker, Haley Coleman, Jennifer Schlicht, assistant to the Dunagan Chair of Excellence).

2. ETSU students and bank sponsors: John Muse (Farmers State Bank), Zachary Clevinger, Christopher Parker, David Brown (TruPoint Bank), Jenny Hensley, Larry Estepp (Citizens Bank), Dr. Larry White (John H. Poteat Chair of Banking), Mike Comer (Citizens National Bank), Katheryne Vantrump, Austin Brooks, Landon Reagan, Paul Penland (First Community Bank of east Tennessee), Bill Edwards (Mountain Commerce Bank), Dana Parkinson (First Community Bank of East Tennessee), Steve Droke (First Community Bank of East Tennessee).

3. Tennessee Tech students: Chase Womble, Jay Rudwall, Dr. Mark Melichar, Forrest Allard, Farzana Afrin, Mercy Akinrinsade, and Rachel Tuck.





GO TO *Your Happy Place*

**RISK, VENDOR AND
CONTRACT MANAGEMENT**



Ncontracts is the leading provider of risk and vendor management software and services to financial institutions. Tennessee bankers trust our comprehensive and secure online product suite backed by an exceptional team of legal, financial and technology professionals. We are here to make your job easier and get you a little closer to your happy place.



www.ncontracts.com




THE RITZ-CARLTON | NAPLES, FL
JUNE 4-6, 2017

Trends, new strategies, and innovations in the banking industry happen all the time. You need stay up-to-date with the latest knowledge to equip you to succeed.

Join us for the Tennessee Bankers Association's 127th Annual Meeting and discover what's on the horizon.

TBA's Annual Meeting speakers are proven business leaders, strategists, practitioners, and peers, and they will present a snapshot of the most transformative ideas shaping our future.

The next few pages highlight speakers Anirban Basu discussing how President Trump's actions in office will determine economic impact, and Bret Anderson explaining why community banks should take notice of recent "disruptions" to industries such as hotels and taxis. 

GENERAL SESSION SPEAKERS



Anirban Basu, Sage Policy Group, Inc.
*Markets, He Wrote:
Looking for Clues into the Economy's Direction*



Mark Cleveland, Tennessee Entrepreneur and Business Owner
No Normal: Embracing Disruption, Innovation and Failure



Edward Krei, Independent Bank Consultant
Five Keys to Your Bank's Success

BREAKOUT SESSION SPEAKERS



Bret Anderson, NetGain Technologies
*One Step Ahead:
A Bank's Conservative Approach to Radical Disruption*



Anthony Burnett, Level 5 LLC
*Omni Channel Banking
—Is the Branch Dead? Or Is it the Future?*



Jason Caskey, Elliott Davis Decosimo
*Today's Conversations for a Better Tomorrow:
5 Key Areas the Board of Directors Should be Discussing*



Jon Goodson and Ted Frizen, Financial PSI
Protecting Your Bank: What Every Banker Should Know



Chris Nichols, CenterState Bank
"Wowing" Your Customer: Truly Setting Your Bank Apart



Christopher Olsen, Olsen Palmer
*M&A Best Practices: A Roadmap for Maximizing
the Success of a Bank Acquisition*

JOIN US FOR THE 127TH ANNUAL MEETING

For more information and to register, please visit
TNBankers.org/annual

New year, new President

President Trump's actions in office will determine economic impact



ANIRBAN BASU
Economist,
Sage Policy Group, Inc.



JUNE 4-6
RITZ-CARLTON, NAPLES, FL
TNBankers.org/annual

Economists, pundits, and most of America have been puzzling over what the election results from this past November will mean for the U.S., both in terms of public policy and economic performance. President Donald Trump has already indicated that he plans to slash corporate and personal income taxes, renegotiate trade deals with U.S. partners, end commitments to follow certain environmental rules, follow through with his promises on immigration reform, and partially deregulate banking. He's also promised an infrastructure-led stimulus package and significant reforms to America's health insurance set-up.

Trump and his coterie of advisors believe these moves will supercharge the sluggish U.S. economy, which has failed to expand more than 3 percent or better since the middle of the last decade. Many economists have expressed skepticism regarding the wisdom of this package of economic promises, indicating that such policies could ramp up the national debt, initiate trade wars, speed global warming, and accelerate inflation.

For Trump and his ilk, these appear to be speculative, longer-term problems. In the near-term, the U.S. economy is expected to enjoy added stimulus even as the country already approaches full employment. The stimulus the president promises will likely push prospective economic weakness back towards the end of the current decade, possibly beyond. When the next recession does arrive; however, it may be much deeper than it otherwise would have been.

For now, equity markets are ebullient. Some of the rise in stock prices was perfectly predictable. After all, if corporate taxes are reduced, corporate after-tax profits rise all things being equal. This translates into healthier balance sheets and perhaps larger dividends, which renders holding U.S. equities more valuable.

But there's something more at work. Economists have a tough time accounting for the impact of so-called animal spirits, but we know that psychology plays a role. CEO sentiment has seemingly improved markedly since the election. The notion among many is that America's period of stagnant growth is coming to an end. The next few years will be associated with faster economic growth and more inflation, creating better opportunities for companies and boosting corporate earnings. That altered expectation may translate into more business investment today as corporations seek positions to take full advantage of the faster growth to come.

There is, of course, more at work than a new president. According to FactSet, the blended earnings growth rate for the S&P 500 during the fourth quarter of last year was 3.4 percent. Earnings have expanded for two consecutive quarters; this is the first time that's happened since late-2014/early-2015.

The broader U.S. economy also continues to perform. The U.S. Bureau of Labor Statistics reports that America added 156,000 nonfarm jobs on net in December. The last three months of 2016 saw the nation add just shy of half a million jobs. Unemployment remains below five percent and the IMF recently upgraded its outlook for U.S. economic growth for both 2017 and 2018.

Ironically, the improving macroeconomy is creating a new set of risks. Inflationary pressures are building whether in the form of rents, healthcare costs, fuel, or wages. The average hourly earnings of all private employees increased 0.4 percent on a monthly basis and 2.9 percent on a year-ago basis in December. The year-over-year figure represents the largest wage increase since June 2009.

There are also an abundance of geopolitical risks, including North Korean missiles, a possible Sino-U.S. trade war, and rapid

deterioration of the Chinese economy. For now, equity markets have largely looked past these and other risks, but that shouldn't be interpreted as supplying space for complacency.

Things change quickly, and not just politically. The year 1999 was a splendid one for the U.S. economy. That year, GDP expanded 4.8 percent after expanding 4.5 percent the previous year. Two years later, the economy was in recession. The year 2005 was also decent, especially for the housing market. That year, the U.S. economy expanded more than 3 percent only to find itself in recession just two years later.

For now, the U.S. economy appears to enjoy plentiful momentum in the form of reasonably strong consumer outlays and accelerating business spending. Potential tax cuts and stepped up spending on infrastructure and defense are likely to provide additional support to the economy in 2017 and 2018. The forecast beyond that point is pure guesswork. 🇺🇸



The stimulus the president promises will likely push prospective economic weakness back towards the end of the current decade, possibly beyond.

PHOTO BY SHUTTERSTOCK.COM

BancCard THE TRANSACTION COMPANY

Providing Merchant Card Services to Community Banks!

Face to face old fashion service:

Offices in: **Nashville**
 Memphis
 Knoxville
 Jackson
 Tri-Cities

Contact: **Mark Barrett**
 1-888-741-2262
 Fax: 615-352-6946
 mbarrett@banccard.com

www.banccard.com

Enter an era of disruption to community banks

From Airbnb, Uber, and Dollar Shave Club to the 2016 Presidential race, disruption is touching every aspect of our personal and professional lives



BRET ANDERSON

Vice President of
Marketing & Development
NetGain Technologies



JUNE 4-6

RITZ-CARLTON, NAPLES, FL
TNBankers.org/annual

2016 was the year “disruption” shifted from a business buzzword to the new norm. If the word “disruption” brings to mind Netflix killing Blockbuster’s business model, or Facebook surpassing traditional news media as an information source, think again. It’s not just technology companies. Think about the many traditional industries affected by new ways of doing things.

In 2005, Procter & Gamble purchased Gillette for \$56 billion. The high margin disposable razor industry was an attractive market for the multinational consumer goods company. After all, their business is about shelf positions and facings. How else can you compete without those prized display locations?

You do what Unilever did in 2016—you buy Dollar Shave Club for \$55 billion less than what P&G paid for Gillette and avoid the “middleman” altogether. Today, mail order razors account for 8 percent of the market. Not bad for an industry that didn’t exist five years ago. Disruptive?

Airbnb and hotels, Uber and taxis... Community banks, you're next

Airbnb’s year-over-year growth was 113 percent compared to Marriott’s 8 percent and Wyndham’s 6 percent from 2014 to 2015. Airbnb started in 2010 and last year had 500,000 guests per day. Today, one of every 30 lodging units in the entire U.S. market is an Airbnb listing. Not too bad, considering Silicon Valley investors denied to fund the start-up when it sought \$150,000 in 2008 for seed money.

Would you consider Airbnb’s reach growing 353 times what it was five years ago disruptive?

Oh, Airbnb also eliminates the “middleman.”

Any article on disruption wouldn’t be complete without a take on Uber. Right?

To say Uber is doing well is an understatement. In 2013 its bookings were just under \$700 million. Uber projected \$26 billion in bookings in 2016. That’s a staggering 3,614 percent growth in just three years!

Disruptive? You bet your bookings it is.

But there is another side to Uber’s success: What does Wall Street think?

Uber is still a “NFL” private company. By NFL I mean, Not For Long. Its valuation rests in the \$63 billion range.

So what does Wall Street have to say?

Let’s take a look at Medallion Financial Corporation (MFIN). They provide financing to taxi companies. In 2013 their stock hit a high of \$17.74. However, in 2012 Uber launched UberX. UberX gives an ordinary person with an ordinary car the ability to jump in the private car service business. Wall Street responded, and MFIN’s stock price plummeted. Today their stock hovers around \$4.00. A 75-plus percent decline in just three years.

Disruptive? Umm, yes.

So if 2016 was the year of disruption, will 2017 continue the trend? Sure it will.

What can community banks do about it?

Disruption to community banks is not a new topic. First came the ATM. Then online and mobile banking. Now bank unbundling and peer-to-peer payments are disrupting the traditional bank experience.

But that’s not all bankers need to worry about.

According to Tiffani Bova, former Gartner VP, distinguished analyst, and research fellow, and now Salesforce.com’s “global, customer growth, sales, and innovation evangelist” (a newly created w—another disruption), customer experience is the next disruptor.

Here is what she said in a recent interview


when asked, "What do you think are the top trends shaping the industry?"

"Looking at it from sales and growth specifically, the biggest trend right now is how important customer experience is in developing and supporting a brand and improving sales performance. The customer decides when and how they want to interact with brands, and this impacts the way companies sell to their customers. Big macro trends such as social, mobile, cloud, big data, and IoT help create different experiences, but ultimately

the customer is becoming far more disruptive than the technology itself and shaping entirely new industries."

So there we have it; from razors, to hotels and auto service to community banking... disruption is everywhere.

Customer experience is the key to not just success, but survival.

If you don't give the customer what they want, they just might eliminate you from the equation. 

The Uber Effect: Taxi Disruption

Medallion Financial Corporation (MFN) provides financing to taxi companies. In 2013 their stock hit a high of \$17.74. However, in 2012 UberX launched. Today their stock hovers around \$4.00. A 75-plus percent decline in just three years.

ILLUSTRATION FREEPIK.COM



2012: UberX Launched



**November 2013:
MFN Stock = \$17.74**



**December 2016:
MFN Stock = \$3.65**

THE KIND OF PEACE OF MIND
YOU CAN'T FIND ONLINE.



human
mortgage™

by  First Community Mortgage



HELPING YOU BUILD AND KEEP RELATIONSHIPS
THROUGHOUT THE MORTGAGE PROCESS.

Call us. We are here for you.

**Correspondent &
Wholesale**

NMLS# 629700



Steven Hage
Regional Sales Manager
(615) 525-0739
www.fcmpartners.com



JUNE 4–6
RITZ-CARLTON, NAPLES, FL
TNBankers.org/annual

Sponsors and exhibitors

ANNUAL MEETING SPONSORS

Platinum

Financial Products and Services Inc, Nashville, Tenn.—*Banquet*
FTN Financial, Memphis, Tenn.—*TBA Board Dinner*
Investors Title Insurance Co, Chapel Hill, N.C.—*Dessert Reception*
Olsen Palmer, Washington, D.C.—*Chairman's Reception*



Gold

Crowe Horwath LLP, Franklin, Tenn.—*Guest Room Key Cards*
Elliott Davis Decosimo LLC, Franklin, Tenn.—*"Double Sunshine" Boat Cruise*
Federal Home Loan Bank of Cincinnati, Cincinnati, Ohio—*Closing Reception*
Pathway Lending, Nashville, Tenn.—*Golf Tournament and Chairman's Private Reception*

Silver

Alexander Thompson Arnold, PLLC, Milan, Tenn.—*Dessert Reception Music*
Bankers Healthcare Group, Syracuse, N.Y.—*Mobile App*
Centerstate Bank, Brentwood, Tenn.—*Photography Session*
Earl R. Whaley and Company, Alcoa, Tenn.—*Agenda-at-a-Glance*
First Community Mortgage Inc, Murfreesboro, Tenn.—*Program Printing*
First National Bankers Bank, Birmingham, Ala.—*Grand Prize Giveaway and Pens*
Helms Briscoe, Atlanta, GA—*TBA Board Dinner*
Mauldin & Jenkins CPA, LLC, Chattanooga, Tenn.—*Banquet Wine*
Pugh CPAs, Knoxville, Tenn.—*Banquet Centerpieces*
Shazam, Collierville, Tenn.—*Coffee Bar*

Bronze

Level 5, Atlanta, Ga.—*Charging Station*
PYA, Knoxville, Tenn.—*Note Pads*
ServisFirst Bank, Birmingham, Ala.—*Bags at Reception*
The Plateau Group Inc, Crossville, Tenn.—*Bus Transportation for Cruise*
Travelers, Charlotte, N.C.—*Boxed Lunches for Golfers*

General Sponsors

American Bankers Association, Washington, D.C.
S&P Global Market Intelligence, Charlottesville, Va.

ANNUAL MEETING EXHIBITORS

AmTrust North America, Cleveland, Ohio
Baird, Nashville, Tenn.
Bank Financial Services Group Inc, Nashville, Tenn.
Bankers Healthcare Group, LLC, Syracuse, N.Y.
Bankpak Inc, Morrison, Tenn.
BrandPoint Design, Brookfield, Wis.
CBSi, Pegram, Tenn.
Comptroller of the Currency, Washington, D.C.
Construction Consultants, Chattanooga, Tenn.
CSI, Paducah, Ky.
Eclipse Brand Builders, Suwanee, Ga.
Ellsworth Systems, LLC, Franklin, Tenn.
Federal Home Loan Bank of Cincinnati, Cincinnati, Ohio
Financial PSI, Nashville, Tenn.
First Community Mortgage Inc, Murfreesboro, Tenn.
FNB Mortgage, McMinnville, Tenn.
Harland Clarke, San Antonio, Texas
High Cotton, Birmingham, Ala.
Integrity Solutions, Nashville, Tenn.
Investors Title Ins Company, Chapel Hill, Tenn.
Kasasa, Austin, Texas
KraftCPAs PLLC, Nashville, Tenn.
National Payment Systems, Greenbrier, Tenn.
Ncontracts, Brentwood, Tenn.
NCR, Franklin, Tenn.
NetGain Technologies, Chattanooga, Tenn.
NewGround, Chesterfield, Mo.
NFP Executive Benefits, Brentwood, Tenn.
Office Depot, Murfreesboro, Tenn.
Pathway Lending, Nashville, Tenn.
ProBank Austin, Brentwood, Tenn.
Promontory Interfinancial Network, LLC, Arlington, Va.
PYA, Knoxville, Tenn.
SBS CyberSecurity, Nashville, Tenn.
TraceSecurity, Baton Rouge, La.
TransFund, Tulsa, Okla.
Travelers, Charlotte N.C.
VGM FORBIN, Waterloo, Iowa
Vinings Sparks, Memphis, Tenn.

*Helping community banks think globally
with International Services.*




First Tennessee Correspondent Services brings foreign markets and resources into reach with a wide range of International Services that address your customers' global financial needs. When you work with First Tennessee, you'll benefit from the personalized service and expertise that community banks have come to trust for over 100 years.

**TALK TO A RELATIONSHIP MANAGER ABOUT YOUR BANK'S NEEDS.
CALL 800-453-7686 OR EMAIL CORRESPONDENTSERVICES@FTB.COM**

Foreign Currency Exchange | Letters of Credit | International Wire Transfer
Foreign Check Collection | Import/Export Trade



TBA's *Legislative Reception* unites bankers and legislators

The *Legislative Reception* is the cornerstone event of TBA's advocacy efforts at the state level. The 2017 reception was hugely successful with record participation by both TBA members and members of the Tennessee General Assembly. Honorable guests also included Secretary of State Tre Hargett and TN Department of Financial Institutions Commissioner Greg Gonzales. Make plans to join us next year for *Legislative Reception* Wednesday, February 21, 2018, preceding the 2018 *Credit Conference*. 

PHOTOS BY BROOKE RAINEY AND TYLER NELSON

1. Speaker Beth Harwell, Rep. Pat Marsh, and Bill Marsh.
2. Rep. Bryan Terry and Rep. Tilman Goins
3. Ron DeBerry and Rep. Sabi Kumar. 4. Rep. Art Swann, Rep. Michael Curcio, Rep. Sam Whitson. 5. Sen. Jim Tracy and Logan Hickman. 6. Sen. Bill Ketron and TBA chairman-elect Lee Moss. 7. Steve Ledbetter, Sen. Mike Bell, and Richard Burnette.



2.



3.





4.



5.



6.



7.



1. Rep. Bill Sanderson, Jeff Agee, and Rep. Ed Jackson.
2. TBA president Colin Barrett, Rep. Dwayne Thompson, and Mike Edwards.
3. Rep. Ron Travis and Terry Eastwood.
4. Earl Whaley, Jr., Rep. Bob Ramsey, and TBA vice-chairman John Muse.
5. Rep. Glen Casada and Dan Dellinger.
6. Secretary of State Tre Hargett and McCall Wilson.
7. Sen. Jack Johnson and Tim Amos.
8. Colin Barrett, Paul Summers, Rep. Michael Curcio, and Ted Williams.
9. TBA chairman Gordon Majors with TDFI commissioner Greg Gonzales.
10. Tim Griggs and Paul Newbill.



1.



2.



3.



4.



5.

6.



7.



8.



9.



10.



1. Earl Whaley, Jr., Rep. Craig Fitzhugh, and Larry Estepp. **2.** Jim Windrow and Rep. Johnny Shaw. **3.** Michael Davis, Nina Gourley, Wendy Geurin Smith, and Wynne Baker. **4.** Andrew Harrington, Jeff Agee, and Paul Newbill. **5.** Brad Barrett, Dan Dellinger, and Stacey Langford. **6.** Speaker Beth Harwell and Jim Rieniets. **7.** David Verble and Sen. Doug Overbey. **8.** Larry Estepp, Rep. David Hawk, Brandon Hull, Doug Debusk, and Jim Vaughn.



1.



2.



3.



4.



5.



6.



7.



8.



Q&A with Rep. Ron Travis

Chairman, House Committee on Insurance and Banking

Ron Travis has served as a member of the House of Representatives, serving District 31, in the 108th through 110th Tennessee General Assemblies. In the 110th General Assembly, which convened January 10, 2017, Rep. Travis was named chairman of the House Committee on Insurance and Banking. Chairman Travis also serves on that committee's subcommittee, and as a member of the House Transportation Committee, House Calendar and Rules Committee, and Joint Fiscal Review Committee.

You have been an insurance agent and business owner for more than 30 years, operating agencies in five counties in East Tennessee. What is one piece of business advice that sticks with you?

My father told me when I started, if I lay a good foundation, the building of the business would come easier. Build customer relations with honesty and respect.

What is one observation that you've made about how business has changed over the years, for better or worse?

Change is good—but more importantly, it is necessary. If you are not changing, you are not growing.

What was your initial motivation for running for a seat in the General Assembly?

I saw an opportunity to help my hometown and the surrounding counties grow and succeed. I wanted to be a leader that placed our district front and center within state government.

What about serving in the House have you found most rewarding?

Serving the people in my district. It is a great feeling knowing you can help people in your community and state.

What is the best way for individual bankers to let you know their views on legislation that affect their business?

I have an open-door policy and can be reached through my Nashville office or by email at rep.ron.travis@capitol.tn.gov. I look forward to hearing from you.



Rep. Ron Travis spoke at TBA's Leadership Luncheon in Chattanooga in 2016.
PHOTO BY STACEY LANGFORD



Left to right are: Bill Marsh, Rep. Pat Marsh, Rep. Ron Travis, and Terry Eastwood at TBA's Legislative Reception.

PHOTO BY BROOKE RAINEY

What's on your personal wish list for the legislature this year?

My wish is that our general assembly will make great decisions that will strengthen the state of Tennessee and the people within its borders.

What do you anticipate to be among the top issues before the Insurance & Banking Committee this session?

Health insurance mandates will be a large obstacle this year due to the hit the industry has taken from the Affordable Care Act. These mandates will continue to increase the cost of health insurance premiums and continue to stress the foundations of healthcare.

Your district includes Bledsoe, Sequatchie, Rhea and part of Roane County. What would you put on a must-do agenda for a visitor's day in District 31?

County by county, there is really too much to do in District 31 in one day.

Rhea County has its historic downtown—the courthouse is home to the 1925 Scopes Trial Museum. Bryan College is a beautiful college campus to explore and there are several waterfalls with hiking trails.

Bledsoe County is home to Fall Creek Falls State Park, a new veterans' park and has an historic downtown.

Sequatchie County has a Veterans Memorial Park, walking trails and the famous coke ovens.

Roane County's portion of the Tennessee River offers great recreation, boating, and fishing. 🐟

When it comes to the banking industry, KraftCPAs has the bases covered.



Serving the banking industry for more than 50 years.

- » external & internal audit
- » compliance reviews
- » SOX documentation & testing
- » tax planning & compliance
- » loan reviews & grading systems
- » employee benefit plan audits
- » merger/acquisition assistance
- » valuation services
- » FFIEC audits
- » risk assurance & advisory services
- » IT risk assessment & audits
- » enterprise risk management (ERP)
- » social engineering
- » forensic accounting
- » network vulnerability & penetration testing

Contacts:

Beverly Horner
Member, Financial Institutions Team
615-346-2431

Michael Davis
Member, Financial Institutions Team
615-346-2487

Gina Pruitt
Member, Risk Assurance & Advisory Services
615-782-4207



www.kraftcpas.com/banking.htm

Customer experience: beyond the Net Promoter Score

MORE FROM HARLAND CLARKE

To learn how Harland Clarke can help your bank gather direct account holder feedback and create a customer-centric culture, contact Harland Clarke's Keith Potts at 615-295-4378 or keith.potts@harlandclarke.com.

Consumers no longer use just one source to inform their purchasing decisions. So why use one metric to gauge your bank's customer experience?

Customer Experience: What's the Big Deal?

Improving the customer experience is the number one priority of business and technology leaders.

- Customer experience was found to be the most critical driver in increasing customer loyalty.
- 41 percent of customers who opened a new account in 2014 did so because of a positive customer experience.
- A one percent change in customer satisfaction is associated with a 4.6 percent change in market value.

After a positive experience, more than 85 percent of customers increased their value to their financial institution by purchasing more products, while more than 70 percent reduced their commitment after a negative experience.

The 2015 Forrester U.S. Customer Experience Index shows that customer experience in the digital era correlates strongly with brand loyalty. Increased customer satisfaction generates brand loyalty and a greater likelihood of customers recommending your bank.

A single negative episode shared in a matter of seconds via social media causes a ripple effect that is disproportionate to the severity of the episode itself.

Losing a single customer or account holder due to poor service is bad enough. But with so many channels available to voice displeasure (social media, email, websites, blogs), a single lost customer can exponentially cause a brand to lose future customers or even other existing customers.

Thus, it's vital that financial institutions focus on measuring—and improving—customer experience and customer satisfaction.

Measuring Customer Satisfaction: Net Promoter Score

Net Promoter Score (NPS) has long been the standard by which companies gauge customer satisfaction. Based on one simple question, "How likely are you to recommend this business to a friend or family member?" the NPS separates customers into three categories:

1. Detractors—unhappy customers
2. Passives—those who are ambivalent about your services and offerings
3. Promoters—those who will happily recommend you to others

The biggest drawback is that while NPS will tell you if account holders are satisfied or unsatisfied with your financial institution, it doesn't tell you why they feel this way. The one-dimensional view provided by NPS doesn't provide the complete story of account holders' experiences and interactions with your financial institution.

The Digital Experience and the Evolution of Consumer Information

Social media has drastically changed the way consumers interact with financial institutions. Account holders now have more options at their fingertips and can quickly investigate a new product or service with the tap of a screen.

Even consumers who prefer to go into a brick-and-mortar store often go online first to vet products or services. In fact, more than 46 percent read reviews and blogs before buying, and 84 percent peruse at least one social site before making a purchase. As a result, digital interactions influence 36 cents for every dollar spent in stores.



With 70 percent of purchases being based on how customers feel they are being treated, financial institutions can no longer afford to eschew legitimate research into consumer emotions when interacting with their brand. If account holders are not satisfied with the experiences you provide, they can easily share their sentiments with others and find other options.

PHOTO BY SHUTTERSTOCK.COM

If a financial institution doesn't respond fast enough, the potential account holder quickly searches an alternative. Research has shown that companies that attempt to respond within an hour of an inquiry are seven times more likely to earn a purchase. This is of particular concern to financial institutions—24 percent of which take more than 24 hours to respond to online leads.

Better Ways to Measure Customer Satisfaction

While the Net Promoter Score is still a key metric, there are other effective methods of measuring customer satisfaction.

- The Customer Satisfaction Score (CSAT) measures how satisfied a customer is with a specific transaction and were they excited enough to tell someone.
- The Customer Effort Score measures how much effort customers expended in purchasing a product or service, or in resolving an issue.
- The Customer Experience Index (CX Index) measures if and how a customer's needs were met, how they felt about it, and if they enjoyed the overall experience.

While each of these metrics offers unique insight, on their own they won't tell the whole story of an account holder's experience. That's why financial institutions should build measurements using all three of these metrics—and others. The information will help you understand not only if your account holders are satisfied, but also how satisfied they are and why.

Key Drivers of Customer Satisfaction

Key drivers of customer satisfaction are defined by what account holders consider important. They are specific to each financial

institution and possibly to segments within it. Improving key drivers will improve the customer experience and customer satisfaction, leading to stronger brand loyalty and, ultimately, better financial performance.

For financial institutions that fall short of their customer experience standards, the breadth of data provided above will inform an actionable plan for improvement. For institutions that are performing well, they can use this data to drive growth and new business. It's vital to have the right information for developing a comprehensive plan that addresses every opportunity for improvement.

Building your own measurement model can be overwhelming, particularly for financial institutions that don't have customer experience professionals on staff. There are companies that can help conduct customer experience research on behalf of your institution, but be sure to select one that engages each of your financial institution's customer-facing touchpoints, not just the "major" or most visible one(s). The provider should also deliver statistically significant data and comprehensive, actionable insight.

With 70 percent of purchases being based on how customers feel they are being treated, financial institutions can no longer afford to eschew legitimate research into consumer emotions when interacting with their brand. If account holders are not satisfied with the experiences you provide, they can easily share their sentiments with others and find other options.

The good news is that financial institutions that deliver a customer experience that meets or exceeds account holder expectations reap the benefits of increased loyalty and vocal brand ambassadors in the marketplace. 📱



Top 5 mistakes bank marketers make when targeting millennials



STEVEN RICE
Executive Vice President,
Financial Education,
EverFi

MORE FROM EVERFI

EverFi drives lasting, large-scale change to the financial capability of learners of all ages. They help banks make transformative impact on the livelihoods of their communities, consumers, and employees through online education, data, and services. Learn more by visiting everfi.com/financialled.

Our communities—and particularly the younger members among them—learn and bank differently than they did just a few short years ago. From ATMs to mobile deposits, technology has changed how banks and their account holders connect. Banks with no digital branch, or with a substandard e-banking experience, can no longer compete or much less—grow. And yet this same technology has reduced attention spans and made it difficult to connect meaningfully. Without traditional face-to-face interactions, how can banks engage and win over prospects?

The answer lies in that same technology. Banks must meet this demographic on its own turf by embracing the online and mobile technology that millennials have woven throughout their lifestyles, with tools tailored to fit their financial needs, technology expectations, and lifestyles.

Banks that truly grasp this concept will find multiple opportunities to acquire new millennial clients, as well as cross-selling them on relevant products and services. Below are five common mistakes to address as you develop a millennial engagement strategy for your bank.

1. Making content too long, or text-based

Technology and mobile devices have changed the way we digest information: most users spend less than 15 seconds on the average website, while a tweet is limited to a mere 140 characters. Today, few of us have the time or desire to listen to long lectures or to digest massive amounts of information. Quick, to-the-point lessons are crucial for reaching multitasking millennials as well as their busy parents.

2. Neglecting to target or personalize

To be effective, financial education must meet a current need and must be available at the appropriate milestones. Your account holders don't need to know about saving for college right after graduation, or about buying a house when they're 19. Educational content must be available to your members and their families as they make relevant life decisions.


3. Tackling mobile experience "later"

Today, much of our down-time is spent on mobile devices. It's hard to find time to hunker down at a laptop for a financial lesson, but while riding to work or school, standing in line, or just while bouncing from app to app, mobile education is easier and more palatable to millennials who are accustomed to having the world at our fingertips.

4. Featuring products, not values

Millennials, with their strong support for local businesses and social causes, but their often-jaded attitudes towards traditional media and marketing, are described as "cynical do-gooders." They value authentic relationships, and once they choose a brand, they tend to be loyal and enthusiastic, recommending it to friends and even endorsing it on social media. The rewards for connecting meaningfully with them are substantial—for your bank and for them.

5. Telling, not educating

Educating your prospects provides an excellent opportunity to upsell related products and services—but there's a fine line between helpful and pushy. To encourage marketing-savvy millennials to become your brand ambassadors, ensure that you upsell carefully, connecting them to products relevant to their interests and needs, and offer content that is informative. 



SHAZAM's focused on strengthening community financial institutions by offering choice and flexibility for all your core processing needs. Call us today to learn more about SHAZAM Core Services.

Now that's epic.



Strengthening Community Financial Institutions

shazam.net/epic | 855.314.1212 | @SHAZAMNetwork

Learn the history, concepts, and principles of banking

Introduction to Banking program gives those new to the profession a general understanding of the industry



CRAIG HOLLAND
Senior Operations Officer,
First Farmers
and Merchants Bank

PROGRAM DETAILS

March 30

**TBA Barrett
Training Center**

Nashville

**Member pricing
by March 23: \$255**

**Register now at
TNBankers.org**

The Introduction to Banking seminar offered by the Tennessee Bankers Association is a great way for individuals new to the banking industry to learn the basic concepts and principles of how banks today are organized and operate. The course takes a look at our business from the perspective of “where have we been,” “where are we now,” and “where we’re going” as an industry.

Today, as compared to just 10 years ago, the banking environment is much more highly regulated and restricted in how we interact and do business with our customers. Requirements to provide expanded disclosures on products, services, and fees as well as how the bankers evaluate customers’ needs and ultimately recommend our products and services is becoming ever more important. Compliance costs as a percentage of noninterest expense continue to grow as a result. Banks today are spending a significant portion of their budgets on becoming or remaining compliant.

Another challenge banks face today is the increased competition from digital or technical companies frequently referred to as Fintech. These digital outlets provide online account opening processes and procedures as well as loan origination platforms. These companies continue to be attractive alternatives to those customers seeking convenience and ease of conducting their banking business. Community banks face major challenges in this arena. Challenges include the costs associated with purchasing and launching new programs and automated platforms. In

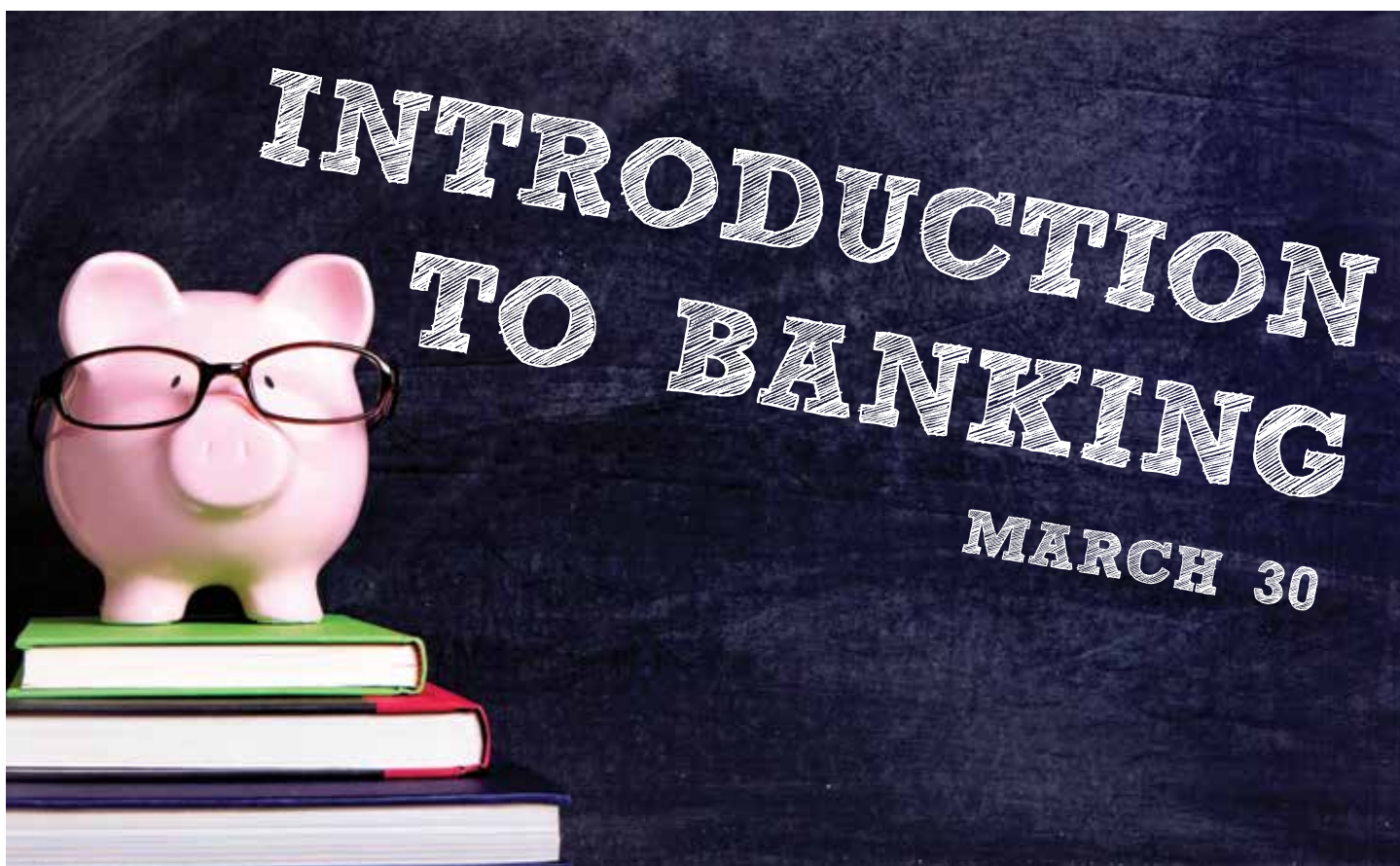
addition, the mindsets of management and employees too often hinder the efforts to move forward into the digital world. Change isn’t always easy!

We also have to recognize that fewer people will head to branches to conduct business in the foreseeable future. In fact, Mark Hamrick, senior economic analyst for *Bankrate.com*, says the number of Americans foregoing branch visits is on the rise.

“Four in 10 Americans haven’t visited a branch in the last six months,” he says, citing *Bankrate’s Financial Security Index* survey last month. “That number’s risen from 18 months earlier.”

That said, more and more banks today are focusing sales and service efforts on what is termed “the customer experience.” In other words, how can banks ensure customers are receiving optimal service levels and satisfaction with the entire process when conducting their banking business whether it is online or in person. Some of the ways community banks are addressing this opportunity is by conducting specialized training in sales and service techniques for not only its frontline staff but throughout all departments within the organization. This is done to help ensure everyone in the organization is speaking the same language and has the same customer centric focus as it pertains to our customers.

A portion of the *Introduction to Banking* seminar is dedicated to variety of sales and service topics. Bankers today need to be skilled in the technical aspects of their products and services they sell and also boast well-defined and developed skills related



to handling the customer interactions. For example, skills such as using open-ended questions as opposed to the old closed-ended questions that are answered with a yes or a no are techniques taught today.

These techniques are designed to help bankers uncover additional opportunities with individual customers, convert those opportunities into meaningful and well thought out service recommendations and ultimately into additional closed business for the bank. When we consider the typical customer has some financial relationship with seven financial services firms, it should become clear that customers are buying products and services, and it's our job to intervene in the sales cycle to influence the decision to buy from us.

The seminar covers a broad range of topics, and the material presented will be both beneficial for general knowledge and useful in the everyday performance of a banker's job. Key components of the seminar include the opportunity to meet other community bankers and discuss with peers the trends we see today and how our respective banks are handling these challenges and opportunities. I hope to see you there! 📍

When we consider the typical customer has some financial relationship with seven financial services firms, it should become clear that customers are buying products and services, and it's our job to intervene in the sales cycle to influence the decision to buy from us.

What lenders need to know

A recent court decision on Tennessee's strict retainage laws could surprise lenders



DAVID K. TAYLOR
Bradley Arant
Boult Cummings LLP

The most ignored set of laws in Tennessee that impact commercial developers and their lenders are the construction “retainage” laws. Typically during a commercial project, once a draw is approved/funded by the lender, the owner withholds from every approved contractor’s pay application a percentage of the application, commonly called “retainage.” Under the construction contract, retainage is then released to the contractor at the successful completion of the project.

These laws have been revised over the years to favor contractors and previous changes were significant—and still ignored: (1) retainage cannot exceed 5 percent of any pay application; (2) if retainage is withheld and the construction contract exceeds \$500,000, it is mandatory that the owner, every time retainage is withheld, place the retainage into a separate, interest-bearing escrow account with a third party; and (3) when deposited, the retainage becomes the “property” of the contractor.

Typically, the lender serves as the escrow agent and creates the escrow account under a third-party escrow agreement between the lender, the owner, and the contractor. It is an open legal question whether without the contractor’s agreement, the monies placed in the retainage account, when again funded become the contractor’s legal property, can be subject to the lender’s prior security interest.

To be clear, banks are not subject to the retainage laws, but a loan can be put in jeopardy if the borrower/owner chooses to ignore the laws. “Ignorance of the law” is no excuse. Failure of an owner to comply with these laws is not only a criminal violation (a Class C misdemeanor), but if the escrow mandate is ignored, the owner has to pay the contractor a daily penalty of \$300—from the very first day that retainage was withheld and not escrowed. In a recent case, an owner who did not escrow \$50,000 in retainage for 1,000 days was forced to pay the contractor a \$300,000 penalty. The escrow laws were given teeth by the

A loan can be put in jeopardy if the borrower/owner chooses to ignore the retainage laws. “Ignorance of the law” is no excuse. Failure of an owner to comply with these laws is not only a criminal violation (a Class C misdemeanor), but if the escrow mandate is ignored, the owner has to pay the contractor a daily penalty of \$300—from the very first day that retainage was withheld and not escrowed.

PHOTO SHUTTERSTOCK




Legislature because of instances—arising out of the 2008 collapse—where projects and single-use developers went belly up; lenders foreclosed and wiped out any mechanics liens; and the earned, approved but un-escrowed “retainage” was part of the “unfunded” (and defaulted) loan. The contractors and their subcontractors were then left out in the cold. Their retainage was lost even if a third-party purchased the property and improvements from the lender after foreclosure.

The most recent development will not be believed by lenders and developers. In their minds, the sole purpose of withholding retainage is to protect the project, so that if there is a dispute with the contractor, whether it is defective/incomplete work, or the project is late—assessment of delay or liquidated damages—retainage can and will be withheld from the contractor, used as leverage. Most every construction contract’s retainage and payment provisions provide this protection. However, a 2016 decision of the Tennessee Court of Appeals calls this common sense “purpose of retainage” into question.

The retainage laws have always contained a provision that specifies when retainage has to be released to the contractor. Retainage must be released 90 days from the earlier of: (1) when an owner begins to use the project; (2) when the codes department issues a certificate of occupancy; or (3) when the project architect signs a typical “certificate of substantial completion.” However, no one ever believed that this provision could prevent owners from withholding retainage when there is a dispute with their contractor.

The Court of Appeals ruled that, regardless of what the contract says about an owner withholding retainage, even if there is serious defective work which far exceeds the retainage amount, retainage must be released to the contractor within the 90-day period. To make this even clearer, assume there is \$100,000 in properly escrowed retainage, but it is discovered near the end of the project that the entire roof is defective, needs replacing, and will cost \$300,000 to repair. Assume further that the owner and lender did not require a performance bond. Under this new case, even if the contractor is financially unstable, or even out of business, the owner is required to fork over the \$100,000. This Court of Appeals case is now used

by lawyers for contractors in hotly disputed state court lawsuit to recover their withheld retainage.

What’s the bottom-line lesson for lenders and their lawyers? (1) Know what’s required of their borrowers under the retainage laws; (2) protect the lender’s rights to escrowed retainage by drafting sound retainage escrow agreements; and (3) be aware that even if there is a failed project, caused by the contractor, withheld retainage may have to be paid to that contractor. 



Looking for New Non-Interest Fee Income?

The Banker Suite

With the CRS Data Banker Suite, you can bring evaluations in-house and create a new revenue stream in the process.

- Stay fully compliant with all 8 points of the Interagency Guidance to help you service more real estate loans in-house.
- Quickly and easily determine FEMA flood zones to meet Biggert-Waters requirements and bypass unnecessary fines.
- Establish new non-interest fee income.
- Navigate changes made through the Dodd-Frank Act while saving time and money. We're all about putting the power back in your teams' hands.
- Improve your bank's efficiency ratio.

Schedule a Presentation Today.

Alwyn Staley | abstaley@crsdata.com | 800.374.7488 ext. 150 | crsdata.com/banking

©2016 CRS, Courthouse Retrieval Systems. All Rights Reserved. The Banker Suite is property of CRS Data, Inc.


The Southeastern School of Advanced Commercial Lending

Students learned advanced cash flow and loan structure, commercial real estate lending, and more

The Tennessee Bankers Association conducted the 2017 session of The Southeastern School of Advanced Commercial Lending (TSSACL) on February 20-22 with 30 bankers, 23 from Tennessee and seven from five surrounding states, completing requirements for graduation.

TSSACL focused on advanced cash flow and loan structure, commercial real estate lending, and showed students new approaches to predicting portfolio credit performance and managing portfolio risk.

TSSACL was founded in 1994 and is cosponsored with the Georgia, Louisiana, and Mississippi bankers associations.

For additional information about TSSACL, or any of the four other Southeastern Schools, please visit our website, www.TNBankers.org. 





2017 TSSACL students

2017 TSSACL GRADUATES

COERS ADAMS, Triumph Bank, Memphis
KEELA BUCKLEY, Citizens Bank, Knoxville
PATSY CHANDLER, The Hardin County Bank, Savannah
TAMMY CLEVINGER, First Community Bank of East Tennessee, Rogersville
JONATHAN CROSBY, Triumph Bank, Memphis
HUNTER DEBERRY, TriStar Bank, Columbia
BEN DORMAN, American City Bank of Tullahoma, Tullahoma
DON EDWARDS, Trustmark National Bank, Santa Rosa Beach, Fla.
LAURA GALBRAITH, The Hardin County Bank, Savannah
PATRICK GASS, Home Federal Bank of Tennessee, Knoxville
COTY GRISSOM, Homeland Community Bank, McMinnville
ELI GROSS, Trustmark National Bank, Oxford, Miss.
JONATHAN GWINN, Clayton Bank and Trust, Knoxville
JOHN HAWKINS, First Freedom Bank, Lebanon
JEREMY HOWARD, Bank of Putnam County, Jamestown
TALITHIA JAMES, The Bank of Waynesboro, Waynesboro
JAMES JOHNSON, First Citizens National Bank, Dyersburg
MATTHEW KEANEY, Clayton Bank and Trust, Knoxville
JOHN LIDDY, Farmers & Merchants Bank, Adamsville
AMELIA MAGETTE, Legends Bank, Clarksville
JOSH MCFARLAND, The Citizens Bank, Hickman, Ky.
RYAN MCSHANE, Renasant Bank, Birmingham, Ala.
ADAM MILLIGAN, First South Bank, Jackson
PATRICIA PARKER, Trustmark National Bank, Santa Rosa Beach, Fla.
KACY PENDERGRASS, Reliant Bank, Brentwood
BRYAN RAINEY, Carroll Bank and Trust, Milan
ERIC REED, First Bank, Carmi, Ill.
WESLEY SUMNER, Planters Bank Inc, Clarksville
HENRY VAUGHAN, Bank of Commerce, Greenwood, Miss.
JOHN WADE, Triumph Bank, Memphis

2017 TSSACL STUDENT PROFILE

EDUCATION

(Highest Level Achieved)

High School	1
Associate Degree	3
Bachelors	20
Graduate	6

YEARS OF BANK EXPERIENCE

Less than 1 Year	1
1 to 5 Years	11
6 to 10 Years	7
11 to 20 Years	8
20+ Years	3

SIZE OF BANK'S

LOAN PORTFOLIO

1 to 5 Million	7
11 to 50 Million	1
51 to 100 Million	2
Over 100 Million	20

SIZE OF BANK'S ASSETS

Under 50 million	8
101 to 500 million	17
501 million to 1 billion	5

GENERAL PROFILE DATA

Female Students	8
Male Students	22
Tennessee Students	23
Out of State Students	7
Alabama	1
Florida	2
Illinois	1
Kentucky	1
Mississippi	2

FACULTY



JOHN R. BARRICKMAN, president, New Horizons Financial Group, LLC, Amelia Island, Fla.



JOHN COCHRAN, president, Cochran Associates, LLC, Jefferson City, Mo.



MICHAEL E. HENDREN, senior credit officer, Pinnacle Bank, Nashville, Tenn.

BOARD OF TRUSTEES

CHAIRMAN: MITCH HIGDON, Executive Vice President/Senior Credit Officer, First Citizens National Bank, Munford

VICE CHAIRMAN: DAVID MIESNER, Executive Vice President/Chief Lending Officer, Reelfoot Bank, Union City

PAST CHAIRMAN: TERRY EASTWOOD, CEO, First Bank of Tennessee, Dayton

KIRK GOEHRING, Chief Lending Officer/Senior Vice President, First South Bank, Jackson

W. LYMAN COX, Executive Vice President/Senior Lender, First National Bank of Pulaski, Pulaski

RICHARD SHAFFER, Executive Vice President/Commercial Services Director, First Tennessee Bank, N.A., Memphis

BRENT BALL, Chief Lending Officer, Clayton Bank and Trust, Knoxville

TIM SHANKS, Community President/Union City, Commercial Bank & Trust Co, Union City

DANIEL (DEE) LENDERMAN, Chief Credit Officer, BankTennessee, Collierville

WILLIAM M. FORBES, Market President/Commercial Team Leader, U.S. Bank, N.A., Knoxville

J.B. OWENS, Senior Vice President/Director of Commercial Banking, First Freedom Bank, Lebanon





WE'VE **BREWED** UP A GREAT OFFER FOR YOU!



SPECIAL PRICE

Keurig K140 for **\$34.99** with the purchase of 4 boxes of K-Cup® 24 Ct.

Brewer Item # 655430

Enter coupon code 14226896 to receive special pricing, after ordering Brewer and K-Cups, see below for K-Cup choices and details.



SPECIAL PRICE

Keurig K150 for **\$58.99** with the purchase of 8 boxes of K-Cup® 24Ct.

Brewer Item # 217926

Enter Coupon code 53027486 to receive special pricing, after ordering Brewer and K-Cups, see below for K-Cup choices and details.

K-CUP® BEVERAGE VARIETIES LIMITED TO YOUR CHOICE OF:



Item # 864715



Item # 864750



Item # 837499



Item # 864673



Item # 864743



Item # 864638



Item # 864659



Item # 479415



Item # 864687



Item # 464025

KEURIG | Office DEPOT

www.business.officedepot.com 888-2-OFFICE (888-263-3423)



RECYCLABLE K-CUP® PODS

Valid only at business.officedepot.com or by phone at 888.2.OFFICE or fax at 888.813.7272 and limited to in-stock items only. Offer not valid for government contract accounts. Not combinable with Store Purchasing or Procurement Cards. Use the coupon code for phone or fax orders or enter the coupon code to cart online at checkout. Coupon is good for use only, is not transferable, is not for resale or auction and cannot be combined with other offers or promotions. While supplies last. No rain checks. No cash back. Void where prohibited. Coupon valid January 1, 2017 - March 31, 2017.

Office Depot® is a trademark of The Office Club, Inc. © 2016 Office Depot, Inc. All rights reserved.

Five ways to save money on data processing expenses—now



JIM WILKSON
President,
BankSmart

MORE FROM BANKSMART

TBA Associate Member BankSmart is a bank operations consulting company that helps banks renegotiate data processing vendor agreements or assist with evaluating new processors. BankSmart also offers tools to help with mergers and acquisitions, new branch openings, and de novo bank openings. Visit their website at BankSmart.com, email Jim at JWilkson@BankSmart.com, or call 813-774-8000.

Most banks outsource some—or all—of their data processing services. Even if your bank uses an in-house core processing system, services like ATM and debit card processing, internet banking, and bill payment services are usually outsourced. If you've seen your vendor invoices then you know they're charging you pennies, nickels, dimes, and dollars for everything they do for you, so now is a good time to find ways to minimize those expenses. Here are five ways to find cost savings now.

1. Purge closed accounts.

Service bureau pricing is often based on the number of open and closed accounts on your core processing system. Many in-house license agreements also base fees on the total number of accounts being maintained on your systems. Certain accounts must be maintained on the system until annual tax reporting is completed, but other accounts can be purged on a periodic basis. Even when purged, many core systems will maintain a shadow record of the account for future reference and usually at no charge—especially for closed loans. Even if your system doesn't display purged account information, closed account information will be available in your report storage system.

2. Delete closed account and inactive ATM and debit card records.

Many bankers think that once the checking account is closed the related ancillary services tied to that account is also closed. In many cases that is not true and you continue to be charged for these unused services. Find reports—or work with your processor(s) to create reports to identify ATM and debit card accounts that are attached to closed accounts and get them deleted. Also identify those ATM and debit accounts that have been inactive for a period of time—like six months or more—and determine if they can be closed.

3. Delete closed account and inactive Internet banking accounts.


Like ATM and debit cards, many vendors charge for every record maintained on the system. Identify records tied to closed accounts and delete them. Also identify records that have been inactive and determine if they can also be closed. This philosophy also applies to services like bill payment and mobile banking accounts.

4. Monitor the number of users or terminals.

If you are charged by your core processor for the number of users or terminals on the system, make sure you purge former users periodically and monitor the number of terminals you are charged for. The same applies for ancillary services like business analytics report users. Are you paying for users who never touch the system? Are you paying for super-users who are really casual users?

5. Monitor monthly invoices from your core processor.

You can build an easy spreadsheet that will let you compare month-to-month costs. Also, eyeball volumes for reasonableness. Our clients sometimes find they are charged for more client-enrolled services than are actually using the service. Think about services like remote deposit customers. If you find anomalies or discrepancies, contact your vendor right away.

In order to position yourself for even greater cost savings in the future, monitor the terms of your processing agreements and begin thinking about the renewal or re-evaluation of those vendors and contracts 18 to 24 months in advance of their expiration; then talk to an experienced professional at BankSmart about how we can help evaluate and negotiate your services and contracts for greater cost savings. 



New Associate Members

The following companies have joined the Tennessee Bankers Association as associate members. TBA's associate members deliver valuable products and services that help Tennessee's financial institutions serve their customers. In addition, they provide considerable support to TBA efforts and programs. You will find a complete list of TBA associate members on the TBA website at www.TNBankers.org/associates/ or in a special section of the 2016-2017 Bankers Directory. If you have questions about TBA's associate members, please contact Stacey Langford at slangford@TNBankers.org.

BANK EQUIPMENT/SUPPLIES

Quality Data Systems

8655 Crown Crescent Ct
Charlotte, NC 28227-6783
Phone: 704-282-2000
Toll-free: 800-258-1168
Fax: 704-282-2009
www.qualitydatasystems.com
Contact: Sean Farrell
sfarrell@qualitydatasystems.com

QDS is proud to be a family-owned company specializing in helping financial institutions deliver their Branch of the Future strategy through the latest cash automation and ATM technology. With decades of experience and a variety of products to offer our clients, we can better serve our customers by providing the best solutions to solve their specific needs.

FACILITY PLANNING

NewGround

15450 South Outer 40 Dr
Chesterfield, MO 63017-2066
Phone: 636-898-8100
Fax: 636-898-8111
www.newground.com
Contact: Tim Murphy
tmurphy@newground.com

At NewGround, we believe that a new building has the potential to be a business' greatest impression on the world. It is your most visible relationship with your community, which is why we start with strategy when crafting financial, corporate and healthcare building solutions. This very strategy ensures your building tells the story of who you are and where you want to go.

INFORMATION TECHNOLOGY

Acumen Technology, LLC

300 10th Ave S
Nashville, TN, 37203-4125
Phone: 615-744-2000
Mailing address:
PO Box 24989
37202-4989
www.acumentechnology.com
Contact: Christy Perez
cperez@acumentechnology.com

Acumen Technology is comprised of the original founders and key employees of a highly respected Nashville IT Consulting firm. Our core strength is our ability to identify and securely deploy the right technology to meet our clients' goals. We specifically service community banks, healthcare providers, and professional services because we understand their needs and have extensive IT experience in servicing these markets. If you have an IT related question or concern, please feel free to contact us. Our team is friendly, client focused, and prefers using informal language over technical jargon. Let us know how Acumen can help you today.

WrightCore

725 Cool Springs Blvd, Ste 420
Franklin, TN 37067-2702
Phone: 615-610-3410
Fax: 615-777-3212
www.wrightcore.com
Contact: Frank Bryant
fbryant@wrightcore.com

WrightCore is a solutions provider focusing on data center and networking solutions that include: virtualization, storage, wireless, security, and unified communications. We offer managed project-based staffing and product fulfillment services. WrightCore is headquartered in Franklin, Tenn., with offices throughout Tennessee, Alabama, Mississippi, Georgia, and Arkansas.

PROCESSING SERVICES

Payscape

22B Middleton St.
Nashville, TN 37210-2041
Phone: 863-443-0813
www.payscape.com
Contact: Logan Palmer
logan.palmer@payscape.com

Payscape provides small to mid-size business owners with financial technologies that allow them to accept payments, streamline their business, and increase cash flow. Our dedication to payment technology and industry innovation is consistent; our mission is clear: to make it simple for business owners to collect money. Whether you accept credit cards at your retail storefront, process payments on your mobile phone, promote gift cards, operate an online shopping cart, or electronically invoice clients, Payscape offers financial products and services guaranteed to satisfy your cash flow needs.

SECURITY SERVICES

Asylas

500 Church St, Ste 425
Nashville, 37219-3310
Phone: 615-499-7600
www.asylas.com
Contact: Mary-Michael Horowitz
marymichael@asylas.com

Asylas is a Nashville-based security, privacy, and risk consulting firm that empowers security-focused businesses to mitigate threats in a more meaningful way. Our ultimate goal is to not only help our customers prevent or mitigate the risk of costly data breaches but to be a long-term partner by empowering them to improve their overall security posture from reactionary and unaware to confident and prepared.

eSentire

1 Penn Plz, Ste 4501
New York, NY 10119-4599
Phone: 519-651-2200
Toll-free: 866-579-2200
www.esentire.com
Contact: Alan Porten
alan.porten@esentire.com

eSentire is an industry leader, providing managed detection and response services to mid-sized organizations, keeping them safe from constantly evolving cyberattacks that traditional security defenses simply can't detect. eSentire combines people, process, and proprietary technology to deliver an unmatched, premium-level service that hunts, detects, remediates, and communicates sophisticated cyber threats in real-time, 24x7. Protecting more than \$3.2 trillion in Assets under Management (AuM), eSentire is the award-winning choice for security decision-makers in mid-size enterprises. eSentire has received multiple accolades for exceptional service, including *Hedge Fund Manager (HFM) Service and Technology Awards*, listed on *Deloitte's Technology Fast 50™* and *Fast 500™* lists, and named a leader in the 2016 *Market Guide for Managed Detection and Response Services* by Gartner, Inc. For more information, visit www.esentire.com and follow @esentire.

TraceSecurity

6300 Corporate Blvd, Ste 200
Baton Rouge, LA 70809-1097
Phone: 225-612-2121
Toll-free: 877-275-3009
Fax: 225-612-2115
www.tracesecurity.com
Contact: Kelly Kutche
kellyk@tracesecurity.com

As a leader in cybersecurity software and services, TraceSecurity provides risk management and compliance solutions for financial institutions that need to protect critical data from cyber attacks and meet regulatory requirements. Our comprehensive portfolio of solutions helps organizations identify and respond to network and infrastructure vulnerabilities, enabling them to significantly improve their security posture.

SOFTWARE/COMPUTERS

Baker Hill Solutions


12900 N Meridian St, Ste 200
Carmel, IN 46032-5476
Phone: 317-814-1652
Toll-free: 800-821-8664
www.bakerhill.com
Contact: Dan Oberbroeckling
dan.oberbroeckling@bakerhill.com

We deliver highly customized business insights that enable our clients to make informed lending decisions, effectively manage accounts, deepen relationships, and drive growth across their entire enterprise.

TRAINING

Integrity Solutions

1801 West End Ave, Ste 530
Nashville, TN 37203-2515
Phone: 615-385-2246
Toll-free: 800-646-8347
Fax: 615-806-8747
www.integritysolutions.com
Contact: Mike Fisher
mfisher@integritysolutions.com

Integrity Solutions help financial institutions create customer value that translates into long-term customer loyalty, increased sales, and market share growth. Our emphasis on aligning values, ethics, attitudes, and beliefs provides the skillful behaviors employees need to build strong customer relationships. Integrity Solutions sales, service, coaching, and account strategy courses have been implemented with over 200 financial services clients in over 130 countries worldwide. 

People on the Move

The Bank of Nashville, a div. of Synovus, Nashville, has named **Joe Levi** as senior vice president of investments and financial consultants; **Steve Chapel** as vice president and commercial banker; and **Mike Russell** as commercial banking manager.

Bank of Tennessee, Kingsport, has named bank veteran **David Haynes** as Knoxville president. The Knoxville office is expected to open by the end of 2017.



HAYNES

CapStar Bank, Nashville, has named **David Bertani** as senior vice president of the health care group, **Robert LaMendola** as senior credit officer, and **Jonathan Denton** as system administrator for credit.

Community First Bank & Trust, Columbia, has promoted **Debbie Blankenship** to branch manager.

The Federal Reserve Bank of St. Louis has promoted **Douglas Scarboro** to senior vice president of the District 8, **Memphis Branch**.

F&M Bank, Clarksville, has named **Matthew French** as junior agricultural lender at the Springfield office. F&M Investments has named **Jim Gibbs** as financial advisor with Raymond James Financial Services in the Hendersonville Indian Lake office.

Fifth Third Bank, Nashville, has promoted **Chris Logue** to manager for the Tennessee and Georgia regions and **Brad Pinson** to commercial relationship manager. The firm has named **Kelly Johnson** as business banking market manager for Tennessee.

First Advantage Bank, Clarksville, has promoted **Cole Norris** to branch manager.

FirstBank, Nashville, has named **Mary Lankford** as Franklin city president and **Karen Clark** as senior vice president and private banker.

First Farmers and Merchants Bank, Franklin, has named **Darryl G. Clark** to serve as branch manager for the new financial center at 121 1st Ave. South in historic downtown Franklin.



CLARK

First Freedom Bank, Cookeville, announce **Ladell Medley**, vice president and office manager at the Algood location, has assumed additional responsibility for the Cookeville office. First Freedom Bank has promoted **Joshua Hall** to personal banker for the Algood branch office. In addition, **Mallory Doyle** has joined the bank as customer service representative in the Cookeville office.



MEDLEY



DOYLE



ELMORE



HOLBERT



SHAFFER

First Freedom Bank, Lebanon, has promoted **Nicole Frank** to mortgage specialist; **Karen Elmore** to customer service manager in the Lebanon office; and **Kayla Holbert** to customer service manager in the Providence office. In addition, the bank has named **Katie Shaffer** as a customer service representative and **Justin Mauldin** as deposit operations representative in the Mount Juliet office.

First Tennessee Bank, N.A., Memphis, has named **Stephanie Farmer** as vice president and business banking relationship manager.

Paragon Bank, Memphis, has named **Lea Carr** as assistant vice president and community development officer, assistant vice president, private banking; **John Christy** as vice president and commercial lending; and **Nancy Walls** as assistant vice president and community development officer.

Pinnacle Financial Partners, Memphis, has welcomed **Andy Watkins** as financial advisor assistant.



INDERMUHLE



BAILEY



MOORE

Pinnacle Financial Partners, Nashville, has named **Debbie Indermuhle** as a senior vice president and financial advisor for the firm's Hendersonville office. **Pinnacle Financial Partners, Nashville,** also has named **Ralph Bailey** and **Preston Moore** to the consumer loan services team; **Brittany Dodds** as a client service specialist; **Laurie Drake** as business analyst and project manager; and **Kate Dailey** as a office leader.

ProBank Austin, Brentwood, has welcomed **Lisa Fleet**, CRCM, as a consultant to the firm's regulatory compliance division. Fleet brings more than 20 years of banking and compliance experience, plus expertise in loan operations emphasizing commercial construction administration.



JENNE BURRIS TURNER

SmartBank, Pigeon Forge, has named **Matt Jenne** as senior vice president, Cleveland market leader; **Beau Burris** as first vice president, relationship manager; and **Tina Turner** as loan administrator to its Cleveland team.

SunTrust Bank, Nashville, has promoted **Michael Davenport** to relationship manager; **Ashleigh Overly** to managing director for the sports and entertainment specialty group; and **Peter Erickson** to commercial relationship manager for the sports and entertainment group. **John Fink** was named as a relationship manager. In addition, **Ted Miller** has joined as senior vice president at a Memphis branch.

Wilson Bank & Trust, Lebanon, has promoted **Clark Oakley** to executive vice president and COO, who prior to his January 1 promotion, was overseeing all banking functions in DeKalb, Putnam, Smith, and Trousdale counties and Watertown in Wilson County. The bank has promoted CFO **Lisa Pominski**, one of the original employees who started with the bank in 1987, to executive vice president. In addition, the bank has named **Rodney Wright** as a financial adviser.



OAKLEY



POMINSKI

BDO USA, Nashville, has promoted **Clint Pearson** to tax partner.

Burch, Porter & Johnson, PLLC, Memphis, has promoted **Tannera Gibson** to member and named **Lani Lester** and **William Payne** as associates.

Dixon Hughes Goodman LLP, Memphis, has promoted **Paul Morrow** to manager.

Gullett Sanford Robinson & Martin PLLC, Nashville, has named **Suzanne Hartness** as chief operating officer and **Heather Derrick** as an associate.

Horne LLP, Jackson, has promoted **Heather Parker** to supervisor and **Mike Vaughn** to associate.

KraftCPAs, Nashville, has promoted **David Lister** and **Sean Owens** to members/owners.

LBMC, Brentwood, has named **Sheryl Benedict** as manager of risk services; **Hannah Horton**, **Kimberly Quick**, **Maggie Thomas**, and **Hayley Weinstein** as staff accountants for audit and advisory; **Tricia Mathisen** as human resources representative; **Kate Skolits** as health care valuation analyst; **Taylor McIntyre** as client experience specialist. In addition, the firm has named **Steven Clark** as senior business analyst for the project management group; **Chris Newman** as operations coordinator; **Kipkosgei Magut** as account payable specialist; **Tyler Collico** as valuation analyst; **Jordan Warhurst** as staff analyst, **Megan Berman**, **Alex Gomer**, and **Annie Talley** as staff accountants.



Bank Notes



GOODIN

Amy Goodin, vice president, compliance officer with **Athens Federal Community Bank, Athens**, was featured in the January issue *ICBA Independent Banker* magazine, as the spotlight of the publication's "15 Minutes with ..." column.

Diversified Trust's managing principal for the Nashville office, **Robyn Hari**, has received the 2016 *Distinguished Achievement in Business Award* from Union University.

F&M Bank, Clarksville, has opened a new 10,000 sq. ft. office at 221 Indian Lake Blvd in the heart of Hendersonville's Indian Lake commercial district, replacing the bank's former headquarters at 100 Bluegrass Commons. The new office is headed by two bankers who were with F&M when they first entered into Sumner County: Brad Edwards as vice president and branch manager; and Brian Maggart as vice president and mortgage manager.



HOLBERT



JENNETTE



MARSH

First Freedom Bank, Lebanon, has announced its 2016 *Outstanding Employee Award* winners, voted by the employees of First Freedom. **Kayla Holbert**, customer service representative manager, **Providence** office, was the winner of the bank's highest honor--the *Red Carpet Service Award*--for enhancing the customer experience and rendering service above and beyond the call of duty. **Debbie Marsh**, mortgage administration officer, **Lebanon** office, was recognized with the *Internal Service Award*—given to the employee who provides the best service specifically to other First Freedom employees. **April Jennette**, office manager, **Mount Juliet**, was honored with the *Financial Planning Award*—given to the employee who does the best job of recognizing customer needs in the areas of financial planning, retirement planning, and investment services.

In September 2016, **Apex Bancorp Inc.**, the third unit of Knoxville, Tenn.-based Clayton HC Inc., announced plans to acquire American Patriot Bank based in Greeneville.

First Freedom Bank's assistant vice president and deposit operations manager, **Laura Johnson**, has achieved the certified anti-money laundering specialist.



JOHNSON



FirstBank Financial Corp., Nashville, entered into a stock purchase agreement for its unit FirstBank to buy Clayton HC Inc. units Knoxville-based Clayton Bank and Trust and Tullahoma-based American City Bank. The deal is valued at about \$284.2 million, based on FB Financial's common stock closing price as of Feb. 7. The acquisition is expected to close in the third quarter and is subject to approval by regulators and the shareholders of both holding companies. Both Clayton bank subsidiaries are S-corporations, and they are expected to be merged into FirstBank after the completion of the merger. As of Dec. 31, 2016, Clayton Bank and Trust had \$886.9 million in assets, American City Bank had \$307.9 million in assets, and FirstBank had \$3.28 billion in assets.

The CPA firm of McLean & Associates, PLLC, Bartlett, has merged with **Milan's Alexander Thompson Arnold, PLLC,** January 1, and clients and the local community were invited to attend the ribbon cutting ceremony January 11. Charles McLean and Lisa Ragsdale will join ATA in their Memphis office.



MCLEAN

Nashville's Pinnacle Financial Partners Inc announced in January that it is acquiring **BNC Bancorp,** parent of Bank of North Carolina, High Point, N.C. for approximately \$35.70 per share, or a total of \$1.9 billion, based on the acquirer's 20-day trailing average closing price as of January 20. Post-merger, Pinnacle will have assets of \$20 billion, loans of \$14 billion, and deposits of \$15 billion, on a pro forma basis; and operate locations in four states, with BNC's current president and CEO, Richard Callicutt II, serving as chairman of Virginia and the Carolinas. BNC chief financial officer David Spencer will serve as executive vice president. Callicutt and three other BNC directors will join Pinnacle board of directors. Pending regulatory and shareholder approvals, the deal is expected to close in the third quarter.

In **Nashville, Pinnacle Financial Partners' James Hare** was named number two on *Bank Investment Consultant* magazine's list of Top 100 Bank Advisors.

Professional Bank Services, Inc, Louisville, Ky. and Austin Associates, LLC, Toledo, Ohio, have completed a strategic merger effective January 17. This new company, **ProBank Austin,** will continue operations from offices in Louisville, Nashville, and Toledo. Chris Hargrove, CEO of PBS, Inc. will continue to serve in this leadership role at ProBank Austin. Additional information regarding the services of ProBank Austin is available at www.probank.com and www.austinassociates.com.

Rayburn Fitzgerald, PC, Brentwood, has merged with the certified public accounting firm of **Carr, Riggs & Ingram, LLC, Nashville,** and the combined company will operate under the name of Carr, Riggs & Ingram. CRI, is based in Enterprise, Ala. with an office in Nashville, and is ranked in the top 25 accounting firms in the United States by *Accounting Today*.

Tennessee Bankers Association's Amy Heaslet,

SVP and deputy counsel, was elected January 10 to serve a three-year term on the board of directors of the Tennessee Lobbyist Association. The association represents over 270 registered lobbyists in Tennessee and advocates for fair and equitable laws to protect their clients' rights to petition elected officials.



HEASLET

Tupelo, Miss.-based **Renasant Corp.** announced plans to acquire Ridgeland, Miss.-based Metropolitan BancGroup Inc. in an all-stock transaction valued at around \$190.2 million. Metropolitan is the privately held bank holding company of **Metropolitan Bank, Memphis** that had about \$1.2 billion in total assets as of Dec. 31, 2016 and Renasant Corp. had assets of \$8.7 billion at Dec. 31, 2016. Through the deal Renasant Corp. will expand in Tennessee by seven branches. 

Community Corner

John T. (Jack) Reynolds, chairman of the board of directors at **Peoples Bank of the South, LaFollette**, is Campbell County's 2017 *Boy Scouts of America Good Scout Award* honoree and was recognized in March at an annual ceremony and dinner charity event in support of Campbell County scouting. In 1953, he began his banking career at the bank his father helped organize in 1917, and Jack Reynolds' own service spanned 63 years and included leadership roles from executive vice president to president to CEO, and now board chairman.



In January, **Franklin Synergy Bank, Franklin**, presented a donation of \$10,000 to support High Hopes Inclusive Preschool & Pediatric Therapy Clinic in Franklin.




Last fall, 165 employees from **The Hardin County Bank** raced in their inaugural Pink Powder Fun Run, and they raised \$3,000. In January, they used the funds to purchase and donate 300 blankets to the Darryl Worley Cancer Treatment Center in Savannah. Pictured L to R is Kacey Pickle, Laurie Willoughby, Sunshine Renfro, Christy Shelby, Tamara Jerrolds, Ginger Erwin, Kim Denson, Amber Whitten, Lyndie Cummings and Jeff Cummings. 📷

Ridin' shotgun up Church

It was time to move Nashville's Third National Bank. Their current location at 170 4th Avenue North was too small for the growing bank, and the building was showing its age. The 12-story "skyscraper"—the city's first—was built in 1905 and boasted rapid, reliable elevators. Third National Bank acquired the building in 1938, and, with an addition to the east side, doubled the size of the building.

New Art Deco detailing replaced the exterior's original Neoclassical ornamentation. The additional building was also among the first

air-conditioned buildings in Nashville. But after a few decades, they found a new home just a few blocks away.

So in early 1968, the bank moved into their new headquarters—a 20-story bronze tower named Third National Bank Building—up the street to 201 4th Avenue North. When they moved the contents of their vault to the building, Church Street was lined with policemen and plainclothesmen. The lock boxes were moved in sections with Metropolitan police "ridin' shotgun." 





Employment Opportunities

1702-10 COMMERCIAL BANKER I

Position: Commercial Banker I. **Location:** Columbia, TN. **Position Purpose:** You're a Commercial Banker, a staple in the growth of your community. You are driven by the fact that your individual performance directly affects the profitability of the bank and the economic stability of the place you call home. Developing and managing your own portfolio takes dedication, an attribute of your personality business owners never have to question. They trust that you will guide them through the borrowing process with your knowledge of lending programs, banking policy, and Federal and State regulatory requirements. You're known for both exceptional customer service and your reputation for ethical practices. Does this describe you? Do you want to be with a bank that values the impact you've made in your community? If yes, let's talk because the only thing stronger than the community we live in is the individual that helped make it that way! **Essential Duties and Responsibilities:** Develops new and retain existing Agriculture and Commercial relationships while maintaining asset quality standards; Interviews loan applicants; analyze financial and related data to determine the general credit worthiness of the prospect and the merits of the specific loan request; Establishes and negotiates the terms under which credit will be extended including cost, risk, and profitability determining the method, schedule and collateral requirements; Monitors loan repayment activities, the collection of past due accounts, and credit and collateral deficiencies; Adheres to loan policies and procedures with complete documented files to ensure satisfactory reviews from internal and external audits; Maintains continuing contact with assigned customer accounts, including, but not limited to, handling credit requests, review of annual lines, including analysis of financial statement changes and solicitation of additional business from active account relationships; Market and cross-sell other products and services that will be beneficial to existing and potential prospects, including, but not limited to, Investments, Trust, Cash Management, and Merchant Services; Participates in community affairs to increase the bank's visibility and to enhance new business opportunities; Ensures all departmental documents and activities are performed in compliance with applicable laws, regulations, policies and procedures as applicable to this position, including completion of required compliance training; Performs other duties and responsibilities as assigned. **Qualifications:** Exceptional customer service and communication skills; Attention to detail – you maintain accurate credit and loan files and follow through in all aspects of the job; Sales ability – you know how to market and promote

loan products by utilizing a variety of tools and techniques; Proven track record of ethical behavior. **Required and Desired Skills & Experience:** Bachelor's degree from an accredited university; 2-4 years of experience in Commercial Lending. **About Simmons Bank:** For 113 years, we've been dedicated to helping people and businesses achieve their financial goals. Today, Simmons First National Corporation is a publicly traded company with \$7.6 Billion in assets. We have more than 175 branch and ATM locations in 96 communities throughout Arkansas, Kansas, Missouri, and Tennessee. Although our portfolio of services can compete with those of larger banks, the people of Simmons Bank are deeply committed to providing customers with the warm welcome, friendly service and one-on-one relationship that neighborhood banks are known for. This culture of customer service extends into the community as well. Our employees are dedicated to supporting, developing and energizing educational, civic and charitable programs in the communities we call home. We are proud to serve more customers and communities than ever before—and we are especially proud and honored that you are growing along with us. Simmons Bank is an Equal Opportunity Employer. Please apply at: www.simmons-bank.com/careers. If questions, email jobs@simmonsbank.com.

1702-3 REGULATORY COMPLIANCE SPECIALIST

Job Description: The Compliance Specialist audits and reviews the audit selections for each Client Bank. Our company is comprised of passionate people who strive for excellence while demonstrating servant leadership in everything we do! Here are the basics: we work hard, we have fun, and we make a difference! Due to growth, we are seeking a Regulatory Compliance Specialist. **What You Need To Know:** Conducting compliance audits to ensure compliance with federal and state laws, etc., determining the adequacy of internal controls; Generating audit/management reports; Assistance with Scheduling of Compliance Audits of all Client Banks; Responsible for researching, analyzing, and drawing conclusions related to all significant federal and state legal and regulatory requirements (i.e., Regulations B, C, D, E, AA, BB, CC, DD, O, X, Z, HOEPA, Fair Housing Act, Fair Credit Reporting Act, FACT Act, MDIA and HPML Provisions of Regulation Z) and their applicability to Client Bank's products, services and systems; Serve as a compliance resource to our Client Banks and assist President with maintaining a cutting edge awareness of regulatory compliance and legislative developments and industry trends; Additional responsibilities as assigned by President; Provide training in compliance matters and reg-

ulations to Client Bank Personnel as assigned and directed by President; Provide Consulting Assistance to Client Banks regarding updating policies and procedures, as necessary; and other duties that may be assigned by President. **What We Are Looking For:** Commitment to the highest level of integrity, ethical behavior and professional character; Ability to communicate both written and verbally with regards to audit findings; Strong team player, able to manage multiple projects at once; Bachelor's degree in related field preferred; 1+ years of regulatory compliance experience preferred; CRCM Certification preferred, but not required; Awareness of regulatory rules such as HMDA, ECOA, RESPA, TILA and TRID; Proficient in Word, Excel, and PowerPoint; Highly motivated and driven with desire to learn and be challenged. Self-starter and conscientious; Travel required to Client Bank Locations within Tennessee and Alabama. **Benefit Package:** Competitive pay; Medical and dental insurance; Excellent career growth opportunity; Fun, team-focused working environment. Qualified candidates may send their resumes to ppowlas@tnbankers.org.

1702-2 POST CLOSING QUALITY CONTROL ANALYST

Job Description: The Post-Closing Quality Control Analyst audits and reviews the monthly audit selections for each Client Bank. Our company is comprised of passionate people who strive for excellence while demonstrating servant leadership in everything we do! Here are the basics: we work hard, we have fun, and we make a difference! Due to growth, we are seeking a Post-Closing Quality Control Analyst. **What You Need To Know:** Completes full audit process in a timely manner; Reviews audit files in their entirety for any errors from origination to closing; Assists in auditing routine audit selections, including early payment default selections; Analyzes and compares all pertinent quality control items and disclosures; Accurately answers all audit questions, while providing ample clarification on findings within the audit. **What We Are Looking For:** Commitment to the highest level of integrity, ethical behavior and professional character; Ability to communicate both written and verbally with regards to audit findings; Strong team player, able to manage multiple projects at once; Bachelor's degree in related field preferred; 1+ years of mortgage loan processor experience preferred; Knowledge of agency and investor QC requirements (FNMA, FHLMC, FHA); Awareness of regulatory rules such as HMDA, ECOA, RESPA, TILA and TRID; Aptitude for analyzing and validating credit, capacity, assets, and collateral; Proficient in Word, Excel, and PowerPoint; Highly motivated and driven with desire to learn and be challenged; BytePro and


Encompass Experience a plus. Benefit Package: Competitive pay; Medical and dental insurance; Excellent career growth opportunity; Fun, team-focused working environment. Qualified candidates may send their resumes to ppowlas@tnbankers.org.

1702-1 VICE PRESIDENT

Locally owned community bank is seeking a Vice President for its Powell branch office. Responsible for coaching, directing, and managing the activities of branch team members to cultivate a culture of exceptional customer service. Will provide leadership and support for daily branch operations, and will ensure clients receive unparalleled personal attention through the loan application and new account opening process. Responsible for meeting branch deposit and loan growth goals to influence positive market share expansion. Will regularly makes sales calls to internal customers and business prospects that result in new deposit and loan relationships. Will participate in bank-sponsored events, networking opportunities, and civic activities to enhance the bank's community presence. Successful candidate will have proven leadership ability, solid understanding of lending and deposit areas, and strong sales, communication, and organizational skills. Qualified candidates may send their resumes to ppowlas@tnbankers.org.

1612-8 CHIEF INFORMATION OFFICER

Department: Information Technology/Deposit Operations. Reports to: CEO. Supervises: Data Processing, Proof and Bookkeeping departments. Position Location: Main Office, Lafayette, TN. Summary: Manages the Bank's technology, information, and deposit operations resources. Job Requirements: College degree in business administration, finance or related field, with extensive background in bank technology and operations management, preferably at senior management level. Commensurate experience in the absence of a degree. Minimum of 10 years or more in a senior management level position in a financial institution. Extensive and proven track record in bank technology and operations. Significant background in bank administration, regulations, operations and procedures. Excellent ability to define problems, collect data, establish facts, draw valid conclusions, and interpret government regulations and legal documents. Excellent supervisory, interpersonal, organizational, communication, analytical and financial management skills. Superior management skills to evaluate areas in need of improvement

and the ability to find and implement solutions while considering all aspects, departments and individuals affected. Ability to interact within all levels of the Bank. Specific Job Functions: Manages the evaluation, implementation and support activity for the Bank's internal, automated information processing systems and services, including all software, hardware, and related equipment; Manages the evaluation, implementation, and support activity for the Bank's office automation systems including, but not limited to, local and wide area networks, telecommunications systems, software, hardware and related equipment; Manages the evaluation, implementation and support activity for the Bank's external, electronic banking systems. Citizens Bank promotes an equal employment opportunity workplace which includes reasonable accommodation of otherwise qualified disabled applicants and employees. Qualified candidates may send their resumes to srogers@citizens-bank.org. Please contact the bank's Personnel Officer should you have questions about this policy or these job duties. 

Tennessee banks and associate members may list positions free-of-charge as a benefit of their membership in the Tennessee Bankers Association. Those interested in placing an ad or replying to position openings (refer to position number) should direct their inquiries to Penny Powlas at ppowlas@TNBankers.org, or 800-964-5525 or 615-244-4871. View more positions at TNBankers.org/products/jobbank.

New name. Same commitment to banks.

SNL Financial + S&P Capital IQ is now S&P Global Market Intelligence.

Complex markets and evolving regulatory demands mean that the definition of success is always changing. Stay one step ahead of the competition with banking insight from SNL Financial and credit risk and surveillance tools from S&P Capital IQ.

Now operating jointly as S&P Global Market Intelligence, we offer the industry's deepest data, sector-focused news, and powerful analytics.

spglobal.com/marketintelligence

S&P Global
Market Intelligence

Copyright © 2017 by S&P Global Market Intelligence, a division of S&P Global Inc. All rights reserved.

Featured Events

For more information or to register for these events, visit TNBankers.org/calendar.

**APRIL
4 & 5**

STRATEGIC TECHNOLOGY & OPERATIONS CONFERENCE

Embassy Suites Hotel & Conference Center, Murfreesboro

Early Registration Deadline: March 21

TBA Member/Associate Member Early Registration: \$475

TBA Contact: Susan Taylor, staylor@TNBankers.org

This conference and trade show, designed for community bank CEOs, CIOs, CFOs, COOs, senior department heads, and senior officers who have strategic planning responsibilities for their institutions, focuses on the community bankers' technology planning needs. It features nationally-known speakers, who are experts in the areas of financial institution technology, as well as a sold out exhibit hall featuring the latest in financial services technology. Team discounts are available for multiple registrations from the same institution. Please see the program brochure for complete pricing information.

**Thank You
Sponsors**



**APRIL
11 & 12**

BSA/AML COMPLIANCE SCHOOL

Sheraton Music City Hotel, Nashville

Early Registration Deadline: March 28

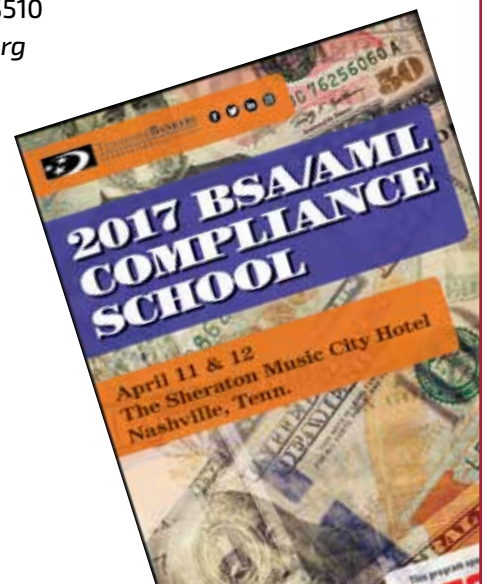
Hotel Room Block: SOLD OUT

TBA Member/Associate Member Early Registration: \$510

TBA Contact: Debbie Brickles, dbrickles@TNBankers.org

Maintaining or auditing a Bank Secrecy Act (BSA) compliance effort and an anti-money laundering (AML) program, led by Ken Golliher, Pegasus Educational Services, requires a solid foundation in current regulations and regulatory philosophies. This two-day program addresses the BSA/AML issues of the day. The curriculum is updated annually to include current BSA/AML compliance management issues, in addition to a review of technical compliance requirements. The program is supported by comprehensive materials that serve as a detailed reference for your BSA/AML compliance efforts.

**Program
Sponsor**



APRIL 23-25

YOUNG BANKERS DIVISION'S LEADERSHIP CONVENTION

Hutton Hotel, Nashville

Early Registration Deadline: April 10

Hotel Deadline: March 31

TBA Member/Associate Member Early Registration: \$300

TBA Contact: Stacey Langford, slangford@TNBankers.org

Register at TNBankers.org/leadership

The *Leadership Convention* is the premier event of the Tennessee Bankers Association's Young Bankers Division. The Convention welcomes future leaders of the Tennessee banking industry for professional development, and the opportunity to grow relationships with peers from across the state that will benefit individuals and their institutions for decades to come.

Why should you attend?

- Get access to top industry thought leaders and grow your network.
- Share ideas with peers and get strategies for solving your challenges.
- Get answers to professional problems that you can put in action.
- Gain insight to help you influence positive change within your organization.

Don't miss these additional events:

Sunday, April 23

- Opening Night Networking Reception at Union Common

Monday, April 24

- PEP Financial Literacy Awards Luncheon at Hutton Hotel
- Election of Young Bankers Division Officers and Directors
- Evening Reception at Waller Law

Reserve your room

Get the most out of *Leadership Convention*. Stay onsite at the Hutton Hotel (1808 West End Avenue, Nashville), which features boutique elegance in the heart of Nashville's Midtown neighborhood. Call 615-340-9333 or email hreservations@huttonhotel.com and request the Tennessee Bankers Association room block for a special rate of \$205 per night. **Due to a limited room block, secure your reservation now. The deadline is March 31.**

Thank You Sponsors



Crowe Horwath



EARL R. WHALEY & COMPANY



elliott davis
decosimo



Hear from industry and business experts.



DR. MARK GREEN

Tennessee State Senator,
President/CEO Align MD
Leadership in the Midst of Chaos



SCOTT COLBERT

Chief Economist and Director
of Fixed Income,
The Commerce Trust Company
2017 Outlook for the Financial Markets



GREYSON TUCK

Gerrish Smith Tuck, PC
*A Practical Guide
to Community Bank Independence*



GREG GONZALES

TDFI Commissioner
*PEP Financial Literacy Awards
Luncheon Speaker*



DR. DANIEL LEBRETON

Impavid Consulting
*Inspiring Action through
Golden Circle Communication*



ANTHONY BURNETT

LEVEL 5, LLC
*Loan Growth: Ripples Through
the Main Office*



MORGAN COX

Long Snapper,
Baltimore Ravens



Professional Development Calendar

March 14 & 15

Human Resources Conference

Embassy Suites Hotel & Conference Center, Murfreesboro

March 23

NEW **WEBCAST**

TRID for Construction Loans

Online

March 24

IT/Operations/Information Security Officer Forums – Session 1 of 3

TBA Barrett Training Center, Nashville

March 28, 29, 30

Basic IRA Seminar

Knoxville, Jackson, Nashville

March 28

Writing an Effective Credit Memo

TBA Barrett Training Center, Nashville

March 30

Introduction to Banking

TBA Barrett Training Center, Nashville

April 4

Branch Management School

– Session 1 of 4

TBA Barrett Training Center, Nashville

April 4 & 5

Strategic Technology & Operations Conference

Embassy Suites Hotel & Conference Center, Murfreesboro

April 5

2016–2017 Retail Banking Officer Forums

– Session 3 of 3

TBA Barrett Training Center, Nashville

April 11 & 12

BSA/AML Compliance School

Sheraton Music City Hotel, Nashville

April 23–25

Leadership Convention

Hutton Hotel, Nashville

April 26

NEW Identifying Common Mistakes During the Appraisal Compliance Review

TBA Barrett Training Center, Nashville

April 27

2016–2017 Senior Bank Marketing Director Series – Session 3 of 3

TBA Barrett Training Center, Nashville

May 1 & 2, 3 & 4

Real Estate Lending Compliance

Knoxville, Nashville

May 1–3

Washington Conference

Marriott Marquis, Washington, D.C.

May 8–10

Executive Development Academy – Session 1 of 3

TBA Barrett Training Center, Nashville

May 16

Branch Management School

– Session 2 of 4

TBA Barrett Training Center, Nashville

May 17

Information Security Officer (ISO) Education

TBA Barrett Training Center, Nashville

May 17, 18, 19

2016–2017 Senior Lender Forums – Session 3 of 3

TBA Gilliam Board Room, Nashville

May 18

2016–2017 Senior Compliance Officer Forums – Session 3 of 4

TBA Barrett Training Center, Nashville

May 21–26

The Southeastern School of Commercial LendingSM

TBA Barrett Training Center, Nashville

May 23

Loan Assistant and Loan Processor Workshop

TBA Barrett Training Center, Nashville

May 25

NEW **WEBCAST**

Military Lending Act Essentials

Online

May 30, May 31, June 1

CEO Forums – Session 2 of 3

TBA Gilliam Board Room, Nashville

June 4–6

127th TBA Annual Meeting

Ritz-Carlton, Naples, FL

June 20 & 21

SBS Security Manager Institute

TBA Barrett Training Center, Nashville

June 27

2016–2017 Senior Human Resources Forums – Session 2 of 3

TBA Barrett Training Center, Nashville

June 28, 29, 30

CFO/Controller Forums – Session 2 of 3

TBA Gilliam Board Room, Nashville

July 10–12

Executive Development Academy – Session 2 of 3

TBA Barrett Training Center, Nashville

July 14

IT/Operations/Information Security Officer Forum – Session 2 of 3

TBA Barrett Training Center, Nashville

July 16–21

The Southeastern School of BankingSM I & II

Belmont University, Nashville

August 7, 9

TRID Essentials

Knoxville, Nashville

August 8, 10

HMDA Essentials

TBA Barrett Training Center, Knoxville, Nashville

August 17

2016–2017 Senior Compliance Officer Forums – Session 4 of 4

TBA Barrett Training Center, Nashville

August 22, 23, 24, 25, 28, 29, 30

Membership Meetings

Manchester, Chattanooga, Kingsport, Knoxville, Nashville, Memphis, Jackson

August 22 & 23

Training the Credit Analyst

TBA Barrett Training Center, Nashville

August 24 & 25

Basic Consumer Lending

TBA Barrett Training Center, Nashville

August 29 & 30

Compliance Conference

Franklin Marriott, Franklin

September 6

2016–2017 Retail Banking Officer Forums – Session 1 of 3

TBA Gilliam Board Room, Nashville

NOTE: All programs and dates listed are subject to change. Occasionally other timely programs are added to the calendar throughout the year. We encourage you to visit www.TNBankers.org/calendar for the most current information about TBA events.

Expand your reach.



Synovus Correspondent Banking. Your competitive edge.

**Funding and Credit Services • Correspondent Mortgage Solutions
Investment and Trust Services • Treasury Management • International Services**

With a commitment to service and responsiveness, Synovus is proud to offer comprehensive financial solutions to local community banks throughout the southeast. These strategic partnerships are rooted in a unique understanding of what you and your customers need, because we are a company made up of community banks. With Synovus Correspondent Banking, our strengths and resources are your strengths and resources. Let us help you increase your profits, efficiency and competitive edge.

888.249.4131 | synovus.com

SYNOVUS®

Investment products and services provided by Synovus are offered through Synovus Securities, Inc., Synovus Trust Company, N.A. GLOBALT Investments, a separately identifiable division of STC and Creative Financial Group, a division of Synovus Securities. The registered broker-dealer offering brokerage products for Synovus is Synovus Securities, Inc., member FINRA/SIPC. Synovus Securities, Inc. is a subsidiary of Synovus Financial Corp and an affiliate of Synovus Bank. Synovus Trust Company, N.A. is a subsidiary of Synovus Bank.

NOT FDIC INSURED

NO BANK GUARANTEE

MAY LOSE VALUE



Deposit accounts subject to approval. Loans, credit cards and lines of credit subject to credit approval.

Banking products are provided by Synovus Bank, Member FDIC. Divisions of Synovus Bank operate under multiple trade names across the Southeast.

NetLink Exchange / WIN



An image check exchange network exclusively for community banks.

Community banks throughout the Southeast take advantage of NetLink Exchange/WIN to expedite processing and lower clearing item fees. Using the least-cost routing method items are cleared at preferred rates. Items participating banks have drawn on each other are recognized as Within Network (WIN) and are cleared at no cost.

- Secure network
- Processor independent
- 100% availability
- Check adjustment processing platform
- Automated settlement
- Ongoing training



Learn more & experience:

SERVICE BEYOND COMPARISON

bankers-bank.com

800.318.6272