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*First Farmers
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COLIN BARRETT
President/CEO,
Tennessee Bankers
Association

Young Bankers Division provides solutions to recruitment, retention

THREE THINGS TO DO THIS MONTH

1.

Engage in the Young Bankers Division by contacting Caroline Latham at clatham@TNBankers.org.

2.

Enhance your bank's marketing efforts through Bank Marketing Center, a partner of the TBA. For more information, contact Stacey Langford at slangford@TNBankers.org.

3.

Make sure your bank is represented at the TBA's Women in Banking Conference October 20. Register online or with Sheena Frech, sfrech@TNBankers.org.

If you find yourself prone to worrying, these last few years have given you plenty to fret about. From the pandemic to the economy, war to political infighting there is no shortage of topics to keep your mind busy and your heart racing. And when it comes to banking, there seems to be one particular area of concern—recruiting and retaining young professionals.

Banks, like many other businesses, are in the midst of a “war for talent.” Although this term was first used in the 1990s to refer to a shortage of high-level executives, it has recently been

co-opted to address the need for workers at all levels of an organization. And that need isn't a surprise. In 2021, a record-shattering 47.4 million people voluntarily left their jobs.

The banking industry is feeling the impact of The Great Resignation as well. According to the Bureau of Labor Statistics, roughly 24% of the American workforce is over 55. And it is a safe to say that a significant number of bankers fall into that category. With an aging workforce, bank executives must focus on identifying and training the next generation of industry leaders.



2022-2023 Young Bankers Division Board


That's where the TBA can help. We are constantly focused on building a strong future for the banking industry. One way we are doing that is through providing the best in education for all levels of the bank. We have seen a sharp increase in participation at TBA events as banks invest in employee training. But well-rounded professional development requires more than just technical training. There is also a need for building relationships with peers as well as leadership development. And there is no better way to do that than through involvement in TBA's Young Bankers Division.

The Young Bankers Division was created in 1960 by a group of young banking professionals who understood the value of developing the next generation. Since that time, thousands have participated in Division events like *Leadership Convention*, *Day on the Hill*, financial literacy efforts, and *The Southeastern School of Banking*—all programs focused on personal growth, peer networking, and professional development.

Like many aspects of our industry, the Division has evolved over the years to meet the current needs of our future leaders. Under the leadership of Young Banker Division Chairman Justin Nipper, a strong board of directors, and TBA's Caroline Latham, the Division is focused on strengthening its core programming while creating new opportunities for peer networking and professional and leadership development.

This year has seen a significant increase in participation at Young Banker programming. The first-year class of this July's session of *The Southeastern School of Banking* welcomed its largest class in more than a decade. In March, we had a record attendance at *Day on the Hill* as our future leadership advocated on issues facing our industry.

The Young Bankers *Leadership Convention* in Memphis in April welcomed 60 first-time attendees and had the largest crowd in a decade. The networking opportunities at this event provided attendees from across the state an opportunity to build relationships within the industry while developing professionally.

In order to recruit and retain the next generation of bankers, we must invest in the relationship building that is essential to success of our industry. And there is no better way to do that than engaging your future leaders in the Young Bankers Division. 

—Colin

"In order to recruit and retain the next generation of bankers, we must invest in the relationship building that is essential to success of our industry."

—Colin Barrett, TBA President

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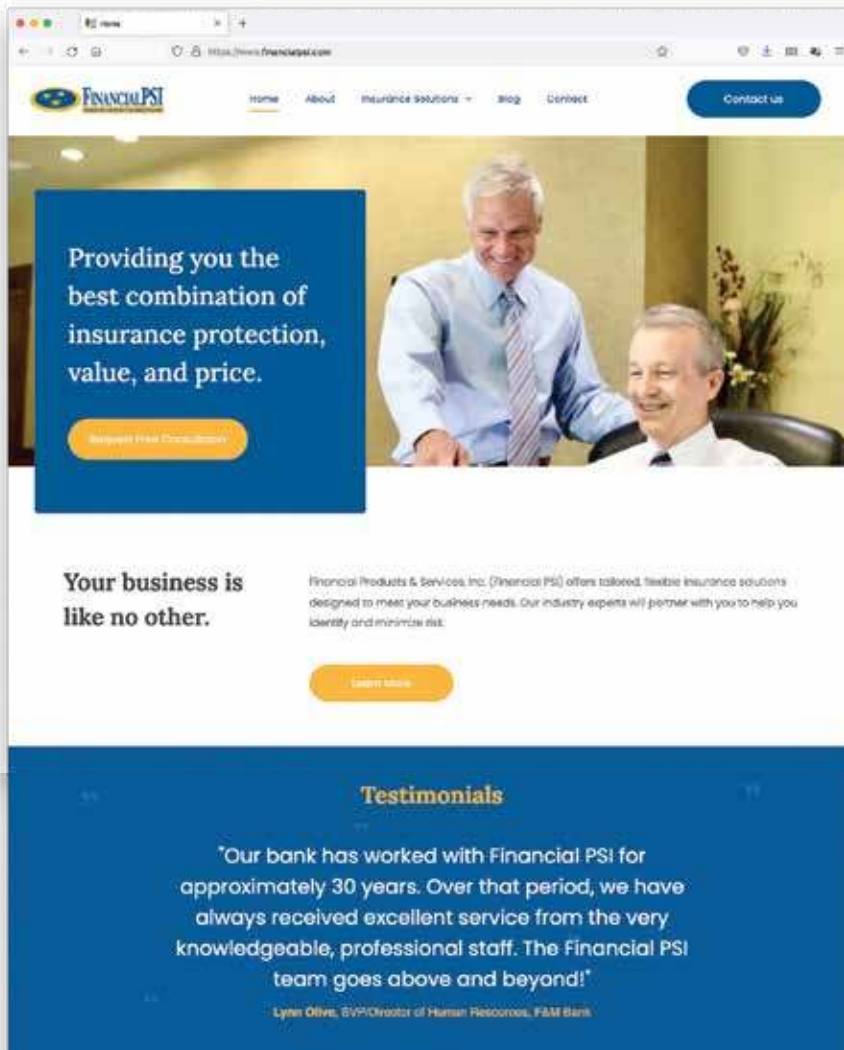
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June 24, 2022

Justin Nipper (The Farmers Bank) hosted the #TNYoungBankers Board for his Chairman's Meeting in Portland, Tenn., where they gave back to the community by sorting the food pantry at Portland Cares.



Financial PSI unveils new website

Financial Products and Services, Inc., recently launched a newly enhanced website.

"Our success is rooted in knowing our clients," said FPSI President Brian Mobley. "Throughout the years, our service model has expertly served our clients, but we understand that as technology evolves so does the means for clients to access information."

The new website offers a clean design with increased navigation functionality and a content-rich site experience.

"These updates are the perfect complement to the direct and responsive customer service that we have developed over the decades within the insurance business," said Mobley. "Our goal is to build on the tradition of quality service, while providing additional ways to serve and to connect with our clients."

Learn more at www.financialpsi.com.



AMY HEASLET

Executive
Vice President/
General Counsel,
Tennessee Bankers
Association

STAY UP-TO-DATE

Stay up-to-date through *This Week* and our legislative update calls during session. TBA also invites member banks' in-house counsel to join our Bank Lawyers Committee. Contact Amy Heaslet to learn more at ahneaslet@TNBankers.org.

Record-breaking BankPac packs a punch

One of the core services TBA provides to our membership is government relations. Representing all banks across the state—legislatively and regulatory—at the federal and state levels presents a unified voice for the industry that is strong and respected. The strength of that unity within our industry is also demonstrated through TBA BankPac.

We've been heavily involved in the election cycle so far and have had great opportunities to meet and support new candidates that were supported by local bankers, as well as supporting legislators who have been our strongest allies. This was only possible because of TBA BankPac and our membership's strong support of it.

In fact, in 2021 we shattered the previous record for the amount raised in a single year. Last year, 122 banks, associate members and TBA staff contributed \$258,755. And thanks to bankers and associate members' continued support, we expect to break that record again, having already raised \$237,395 this year.

Under the leadership of TBA's Pac Chairman Pete Williston, TBA BankPac has undertaken two new initiatives to help drive even stronger fundraising numbers. First, at the end of 2021, we published an Honor Roll where we recognized individual contributors who gave at specific levels ranging from \$100 to \$1,000 and above. That really helped generate increased levels of personal contributions.

Additionally, in June, we began accepting credit card contributions, which has made giving quick, efficient, and possible at in-person events. In under two minutes bankers and associate members can scan the QR code at the bottom and make a personal contribution into our state fund.

Fundraising is only part of how we measure the success of BankPac. The second half is how we put your dollars to work. So far this election cycle, BankPac has contributed more than \$270,000 at the state level, and we expect

to give more than \$400,000 by the end of the November elections. That level of giving will allow TBA to remain one of the top business PACs in the state.

It will also allow us to continue building and strengthening relationships with legislators who are supportive of business and the banking industry. Because of this, we will be in a strong position when the first session of the 113th General Assembly convenes in January 2023.

Although there will be several freshmen members in the General Assembly—three in the Senate and 16, possibly a few more, in the House—no changes are expected in Senate or House leadership. TBA works closely with those in leadership within both parties, so that consistency is beneficial to our advocacy for banking issues.

But I don't want to get too far ahead of myself. We still have the general elections ahead of us. In the next few months we'll continue traveling across the state to meet with new candidates and incumbent legislators alongside bankers in their districts. Establishing relationships early, and displaying the connection between our Association team to their constituent bankers, has been critical to our success on Capitol Hill.

We're having a tremendous year and look forward to deploying BankPac funds to support those who are strong advocates for our industry. The most effective way to do this is through our bankers. Please let us know if there's a candidate in your area you would like BankPac to support, and we will.

As we move past the elections and prepare for session, please let us know if there is anything we can do legislatively to help your bank. Our legislative agenda is driven by banker feedback and focused on enabling banks to efficiently and safely serve their customers and communities. I look forward to hearing from you. 🇺🇸



TBA INDUCTS FOUR LEADERS IN BANKING EXCELLENCE INTO THE 2022 CLASS

Four Tennessee bankers were honored by the TBA at the *Leaders in Banking Excellence* ceremony on August 8, 2022. Commemorative plaques highlighting the careers of each of the honorees were unveiled at the TBA's headquarters building in Nashville. The 2022 inductees are among a distinguished group representing Tennessee bankers past and present who have excelled in the areas of banking, community service, and civic involvement.

The ceremony featured remarks by TBA Chairman McCall Wilson, president and CEO, The Bank of Fayette County, TDFI Commissioner Greg Gonzales, and the honorees/family members. The 2022 honorees were Phil Crawford (First Farmers and Commercial Bank), Carney B. Nicks (Bank of Dickson), Pat A. McClary (UBank), and Jack Reynolds (Peoples Bank of the South).

TBA member banks can submit nominations for the honor. The TBA board of directors reviews and approves the applications.

"One of the main missions of the Tennessee Bankers Association is to recognize our members for being involved in making our industry better and in making their communities better places to work and live," said Colin Barrett, TBA president and CEO. "The *Leaders in Banking Excellence* recognizes those who have made a difference, and we hope it will be an inspiration to other bankers across the state."

For more information about Leaders in Banking Excellence, please visit TNBankers.org.



PHIL CRAWFORD

*First Farmers and Commercial Bank
Pikeville*

Thanks to a nearly 50-year career, Phillip Crawford left a legacy of “people-centered banking” in his hometown of Pikeville, Tenn. Crawford joined the First Farmers and Commercial Bank in 1974, and was named president and CEO in 1981. Under his leadership, he helped grow the institution from \$18 million in assets to \$190 million and he led the bank’s expansion into three adjoining counties. A proponent of the Tennessee Bankers Association, Crawford served on the board of directors, and secretary and treasurer of the Independent Bankers Division. Among his numerous civic engagements, Crawford organized and became the first president for the Pikeville-Bledsoe County Chamber of Commerce and president of the Pikeville Lions Club.



CARNEY B. NICKS

*Bank of Dickson
Dickson*

Carney Nicks led an accomplished life, from his decorated military service to his illustrious banking career. After earning his degree from the University of Tennessee, Nicks proudly served in the United States Navy during World War II. He made landings in North Africa and Sicily, participated in the Normandy invasion, and was a member of the landing party on Okinawa. Upon returning from his service with the Bronze Star and Silver Star, Nicks served two terms as Dickson County Court Clerk. Afterwards, Nicks was one of the seven organizers and an original director of the Bank of Dickson and then served as the bank’s president from 1958 until 1994. He also served as the bank’s chairman and trust officer prior to his passing in 2003.



PAT A. MCCLARY

*UBank
Jellico*

Jellico native Pat McClary began his storied banking career at Chattanooga’s Ridgedale Bank/Hamilton National Bank in 1954, after serving in Korea for the U.S. Army. He was a graduate of Carson Newman College and the Graduate School of Banking at LSU. After two decades, he went back to his hometown to take over as president of Union Bank. Under his leadership, the institution, which would later become UBank, experienced significant growth. McClary retired in 1994, but continued to serve as chairman of the board until 2020. He has served many civic and community service organizations, including the Kiwanis Club, Jellico Community Hospital Chairman of the Board, Dayspring Health Board, and the Gem City Development Corporation, as well as serving as deacon and treasurer of First Baptist Church for many years.



JOHN T. “JACK” REYNOLDS

*Peoples Bank of the South
LaFollette*

John T. “Jack” Reynolds proudly continued the family tradition of serving the people of LaFollette and surrounding area at the Peoples Bank of the South. After leaving the U.S. Army in 1953, Reynolds joined the bank, which his father helped establish in 1917. He was elected assistant cashier in 1958, executive vice president in 1959, and then president in 1963. Reynolds retired as CEO in 2014 and continued to serve as chairman of the board. A pillar of the community, he proudly served numerous leadership positions, including president and treasurer with the Campbell County Shrine Club, and had the Campbell County High School football field named in his honor.







Membership Meetings and Young Bankers Division Coffee Breaks host bankers across the state

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This August, TBA Chairman McCall Wilson, CEO, The Bank of Fayette County, and the Tennessee Bankers Association team, traveled across the state for seven Membership Meetings. With record participation in several host cities, nearly 600 bankers and TBA associate members attended to gather with area-peers and learn more about Association priorities.

The Association's mission is to promote, strengthen and grow the Tennessee banking industry. These three focuses guide TBA's efforts on everything from education to government relations to products and services. As the landscape in banking changes rapidly, through strong member engagement, steadfast advocacy, and tools to attract, retain and train future and present leaders in each Tennessee bank—the TBA team presented an optimistic outlook for the industry.

In addition to hearing from the TBA team about TBA initiatives, Congressman John Rose, TN-6, traveled to six of the seven meetings as the state's only representative serving on the House Financial Services Committee. With his background in business and serving on a bank board, he possesses critical knowledge of key issues before the committee. Also joining meetings in their districts were Congressman Tim Burchett in Knoxville, Congressman Chuck Fleischmann in Chattanooga, and Congressman David Kustoff in Jackson and Memphis.

For the first time in 2022, the Young Bankers Division hosted Coffee Break events across the state in conjunction with *Membership Meetings*, reflecting an area of incredible growth and vibrancy at the TBA. This is one way the Division can demonstrate its commitment to helping bankers develop a state-wide network of peers that will ensure the strength of the banking industry, and the Association, for many years to come.

Thank you for joining us in our travels across the state and for your tremendous support of the Association. 🇺🇸









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Following the federal government's foreclosure moratorium expiration last summer, some lenders showed initial hesitancy to return to pre-pandemic practices. With this hesitancy and the housing market providing viable alternatives to foreclosure, the influx of foreclosures that some may have anticipated did not occur. The first half of 2022, however, has seen a significant increase in foreclosure filings nationally, compared with the first half of 2021, albeit not quite at pre-pandemic levels. Thus, with a return of foreclosures, there are a few potential issues to avoid that may arise out of foreclosure and post-foreclosure sales.

WAS THE FORECLOSING DEED OF TRUST IN FIRST POSITION?

Let's start with an easy one: It is important to conduct a full title search to verify and not simply assume that the foreclosing deed of trust was, in fact, in first lien position. If it was not, the foreclosure purchaser takes title subject to any and all liens that had priority over the deed of trust. In some cases, there may be sufficient equity in the property that a buyer is nonetheless willing to buy the property at foreclosure sale, even with the knowledge that it remains subject to existing liens; however, the new buyer and lender's title policy should list the liens as exceptions to coverage.

WAS THE FORECLOSING DEED OF TRUST EXECUTED BY ALL OWNERS?

Consider this scenario: Husband owns property, pre-marriage, in his name only. Once married, husband conveys title to himself and his wife as tenants by the entirety. Husband then refinances his original loan with the same bank who, unaware of the marriage and new deed, prepares the new loan documents with only his name as borrower. The new deed of trust gets recorded. A default and foreclosure subsequently occur. While there is a deed in the chain of title conveying title to husband alone, one cannot assume that because the deed of trust is only

executed by husband as borrower that there have been no intervening conveyances. In this scenario, not only was the wife's interest never encumbered by the deed of trust, but, arguably, no interest was encumbered because title was held by husband and wife as tenants by the entirety. This highlights the importance of searching for any intervening conveyances from the time of the assumed vesting deed to the recording of the deed of trust.

QUESTIONS OF SERVICE AND LESSONS FROM DANIELS V. TROTTER.

T.C.A. § 35-5-101(e) requires that in any sale of real property to foreclose a deed of trust, the lender shall send notice to the debtor and co-debtors, which notice shall be sent to his or her last known mailing address or any other address the debtor or co-debtor has designated for the specific purpose of receiving notice. However, T.C.A. § 35-5-106 provides that "[s]hould the officer, or other person making the sale, proceed to sell without pursuing the provisions of this chapter, the sale shall not, on that account, be either void or voidable." In interpreting these provisions, the Tennessee Court of Appeals has previously held that with the enactment of T.C.A. § 35-5-106, the General Assembly clearly intended to eliminate uncertainty with land titles resulting from foreclosure sales. See *McSwain v. Am.Gen.Fin., Inc.* (1994). Thus, the failure to provide proper notice will not serve as a basis to invalidate a foreclosure sale, particularly where T.C.A. § 35-5-107 provides for other remedies to the damaged party.

With this as background, the Tennessee Court of Appeals recently issued an opinion on July 20, 2022, in the case of *Daniels v. Trotter*. *Daniels* involved the unusual circumstance where the beneficiary on the foreclosing deed of trust was the city of Chattanooga. The foreclosure sale resulted in the property being purchased by Vince Trotter, with title being transferred to him by successor trustee's deed in 2018. The *Daniels*,

who were co-debtors on the mortgage, did not live at the property but resided in Columbia, Maryland, as listed in their loan application. The Daniels did not receive notice of the non-judicial foreclosure sale, as the notices were only sent to the property address and not to their residence in Maryland. Thus, the Daniels were unaware of the sale until after title had been transferred to Trotter and subsequently commenced an action to have the sale set aside.

Because the beneficiary was the city of Chattanooga, the Daniels argued that the foreclosure sale occurring without proper notice constituted a “taking” by a governmental entity without due process, and the court should consider the constitutional implications of T.C.A. §35-5-106 as applied to mortgagees who are governmental entities. The Court of Appeals determined that the question of whether state action is involved where a governmental entity is the foreclosing mortgagee needed to be given further

consideration by the trial court and that notice needed to be provided to the Tennessee Attorney General in order to participate in the constitutional challenge. Thus, they remanded the case to the trial court to consider this issue.

While the direct outcome of this case will likely have little impact on most institutional lenders, Daniels is nonetheless a case that bears watching as the constitutionality question may compel changes to the Tennessee Code governing trust sales. At a minimum, Daniels serves as a good reminder that insufficient service will not invalidate transfers via foreclosure sales but could expose foreclosing lenders to potentially significant damages. 🇺🇸

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For community banks, the sun also rises

Solar tax credit investments now more accessible



JOSH MILLER,
CEO,
KeyState Renewables

MORE FROM KEYSTATE

The KeyState Companies manages tax advantaged investment and insurance structures for over 130 community banks across the country. KeyState Renewables launched its solar tax equity fund platform, SOLCAP, in 2019. To date, SOLCAP has financed over \$120 million across 35 mid-size U.S. solar projects in seven states.

For more than a decade, large financial institutions like U.S. Bank and Wells Fargo, joined by Fortune 500 giants like Apple and Google, have been the dominant players in solar investment tax credits (ITCs). Driven by federal incentives, these companies have provided funding for the largest solar projects in the country, collecting healthy returns while raising their corporate profiles as environmental/social/governance (ESG) leaders.

The benefits of solar ITCs are hard to ignore. Tax credit investors funding renewable energy projects can significantly offset their federal tax liability and recognize a meaningful annual GAAP earnings benefit. From 2005-20, renewable energy tax credits have fueled the explosive growth of solar and wind power production nearly 18-fold.

Large corporate investors continue to focus on major, utility-scale renewable energy projects in an effort to deploy their capital at scale. However, the landscape is beginning to shift, catalyzed by higher natural gas prices and stark geopolitical realities that make the call for sustainable energy more urgent. State legislatures across the U.S. have passed renewable energy generation targets and mandates, creating a growing pipeline of mid-size solar projects that must be built and financed.

Community banks are a logical source of financing for these mid-size renewable projects. Solar ITCs have a notably better return profile than other types of tax credit investments commonly made by banks. Solar ITCs and the accelerated depreciation associated with a solar power project are fully recognized once it is built and begins producing power. This is quite different from other tax credit investments, such as new markets tax credits (NMTCs), low-income housing tax credits (LIHTCs) and historic rehabilitation tax credits (HTCs), where credits are recog-

nized over the holding period of the investment (5, 7, 10, or 15 years).

Like other tax equity investments, solar tax equity investments require complex deal structures, specialized project diligence and underwriting, and active ongoing monitoring. Specialty investment management firms like KeyState provide support to community banks hoping to make solar tax credit (i.e., "solar tax equity") investments by syndicating the investments across small groups of community banks. Without support, community banks may struggle to consistently identify suitable solar project investment opportunities built by qualified solar development partners.

Not all solar projects are created equally, and it is critical for a community bank to properly evaluate all aspects of a solar tax equity investment. Investment in particular types of solar projects including utility, C&I, municipal, and community solar projects, can provide stable and predictable returns. However, a community bank investor should perform considerable due diligence or partner with a firm to assist with the diligence. There are typically three stages of diligence:

- The bank should review the return profile and GAAP model with their tax and audit firms to validate the benefits illustrated by the solar developer and the anticipated impact of the investment on the bank's earnings profile and capital.
- The bank should work with regulatory counsel to identify the path to approval for the investment. Solar tax equity investments are permissible for national (little "n") banks under an April 1, 2021 OCC Rule (12 CFR 7.1025). Banks have been making solar tax equity investments based on OCC published guidance for more than a decade. In 2021, this new OCC rule codified that guidance. It provides a straightforward roadmap and goes so



far as to encourage community banks to consider solar tax equity investments. Alternatively, under Section 4(c)(6) of the Bank Holding Company Act, holding companies under \$10 billion in assets may also invest in a properly structured solar tax equity fund managed by a professional asset manager.

- The bank must underwrite the solar developer and each individual solar project. Community banks should partner with a firm that has experience evaluating and underwriting solar projects, and the bank's diligence should ensure that there are structural mitigants in place to fully address the unique risks associated with solar tax equity financings.

Beyond the compelling return profile and stable and predictable cash flows offered by conservative, investment-grade solar projects, achieving energy independence and reducing carbon emissions are critical goals in and of themselves. Solar tax credit investments can be a key component to a bank's

broader ESG strategy. The bank can monitor and report the amount of clean energy generation being produced by the projects it has financed and include this information in an annual renewable energy finance impact report or a broader annual sustainability report. 🌞

Community banks are a logical source of financing for mid-size, solar projects.



Unfair? Deceptive? Unlawful?

The battle over NSF fees for re-presentments



THEODORE KELLY
Associate General Counsel,
Compliance Alliance

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Not just a compliance solution, Compliance Alliance is a regulatory bank compliance advisory that works in partnership with your institution. Comprehensive and all-inclusive, C/A mitigates your organizational consumer and federal compliance risk while lifting the burden of your day-to-day regulatory compliance efforts. To learn more, email info@compliancealliance.com or visit compliancealliance.com.

Unfortunately, consumers occasionally have ACH transactions or checks presented against their bank account when their account doesn't have the money to cover that presentment. Financial institutions commonly charge a non-sufficient funds (NSF) fee in these instances when charges are presented but cannot be covered by the balance in the account. These fees are typically disclosed in the account agreement as being charged, "per item," or "per transaction." If you've been hearing troubling things about this process and these fees, you're not alone.


In the normal course of business, after having these ACH transactions or checks declined merchants will often re-present the charges. The NACHA rules allow two retries following an initial return, for a total of up to three attempts to present a particular ACH transaction. Federal regulations do not limit the number of times a check may be re-presented for payment, but it is common for it to be re-presented two or three times as well. Although not done by all financial institutions, it has been commonplace in the industry for institutions to charge NSF fees for each re-presentment of the charge. Either practice has historically been acceptable, and federal regulation does not contain an express prohibition against charging NSF fees for re-presentments.

There are three separate issues that are currently being scrutinized regarding these NSF re-presentment fees: 1) whether account agreements have clearly stated that a separate NSF fee may be charged for each re-presentment, and if not whether that constitutes a breach of contract, 2) whether this potentially unclear language in an account agreement constitutes a deceptive practice and 3) whether the practice of charging multiple NSF fees for the same transaction is an inherently unfair practice.

Not only are there are pending class action lawsuits against banks regarding the above issues, the FDIC discussed this issues in the

Spring 2022 Consumer Compliance Supervisory Highlights, and the CFPB published a blog post regarding the issues. At present a lot of these issues have yet to be resolved, leaving a lot of questions unanswered.

Additionally, we're hearing unusual stories from our members about their examinations and how this issue is affecting them. In one such example a bank that had already updated their disclosures and fee schedules to clarify when fees would apply was told early in the exam that if they were to issue refunds for re-presented items, the bank would not be cited for a UDAP violation. Subsequently the territorial manager indicated that the bank might get the UDAP violations regardless and if so, then issuing refunds would be voluntary. In another example a bank proactively changed their disclosures to clarify fees, and it ultimately made the matter worse during the exam. In yet another example a bank was criticized for not taking action to change their disclosures and provide greater clarity about these NSF re-presentment fees.

On the other side of this issue are financial institutions and their operational concerns. Depending on how a transaction is coded there may be no way to know with certainty that the re-presented transaction had been previously presented for payment. For example, the NACHA rules require the use of the code "Retry Pynt" for re-presentments. However, many core systems lack the functionality to run alerts in a manner to identify these resubmitted transactions. In addition, many ACH re-presentments are made using other codes. Regarding checks, there doesn't seem to be a way for most institutions to automate a search to identify re-presented checks, so any such searches would need to be done manually. A further challenge is that a check can be resubmitted as an ACH transaction, further complicating the process of trying to identify re-presented charges. 



VERICAST

Three things to help make cards top-of-wallet



JOSH HATCHER
Vericast

MORE ABOUT VERICAST

Vericast can design, manufacture, and distribute custom credit, debit and gift cards for your institution. It is also a one-stop shop for central issuance and instant issuance. To learn more, visit [Vericast.com](https://www.vericast.com).

There's a lot to consider when creating a gift, debit or credit card program. How a card looks and feels, changing industry regulations, emerging trends and new technologies all must be considered. Achieving top-of-wallet status can be challenging.

As a custom card designer at Vericast, I have created thousands of custom cards for hundreds of clients with millions of cards in circulation in nearly every state. With more than two decades of experience designing custom cards for financial institutions, here are the top three key things to consider that can help make cards top-of-wallet.

1. CARD DESIGN


Card design is essential in maintaining top-of-wallet status. An attractive card design is eye-catching and builds a favorable impression of a business. Consumers like to use cards that look unique and show prestige, and a great looking custom-designed card is used more often. Cards with vibrant colors and embellish-

ments such as metallic inks and matte finishes can make a card stand out.

2. CARD MATERIAL

A card's material is just as important as its design and can leave a positive impression of your brand. A variety of card materials like metal and color core cards are available. Recovered ocean bound plastic cards are an important consideration as they can be a reputation differentiator. In a recent consumer survey, 73% of respondents said that it is important that their financial institution is environmentally conscious while more than half are willing to switch to another financial institution if it offered such cards. It is estimated that for every one million payment cards produced with recovered ocean bound plastic, more than one ton of plastic will be diverted from entering the world's oceans, waterways and shorelines. Not only are ocean bound plastic cards environmentally friendly, they're also compatible with EMV® and contactless payment technologies.

3. INSTANT ISSUANCE

Consumers expect convenience and a hassle-free experience. Giving customers instant access to activate cards at the branch is a game changer. With print-on-demand in-branch card issuance, a customer can receive their card on-the-spot instead of waiting several days to receive via traditional mailing. This helps you deliver a better in branch experience, increase customer satisfaction, and decrease fulfillment operational costs. Because 47% of cards are used within eight hours, instant card issuance can help increase card transactions, activation and usage. 



The Southeastern School of Banking

Forty-seven graduate from an intensive two-year school dedicated to developing the analytical skills and management techniques

The Southeastern School of Banking (TSSB), held for the eighth year at Belmont University, conducted another strong session in July.

The first- and second-year sessions met concurrently July 17-22, with 58 students enrolled in the first-year class and 47 graduating as the class of 2022 at the end of their second year.

TSSB is an intensive, intermediate-level banking school dedicated to developing the analytical skills and management techniques of higher-ranking staff or junior- to mid-management bankers.

“The banking industry continues to change at a rapid rate, both from technology and ever-changing regulations that banks must navigate,” said Colin Barrett, president of the Tennessee Bankers Association. “Our Southeastern School of Banking provides the kind of high-level training that our graduates can take back to their banks, helping not only themselves but also others who they manage or work with.”

Bankers attending the school received 70 hours of classroom instruction in two sessions over two years. In addition to traditional banking classes, Year 1 students participated in the ABA's BankExec Simulation and Year 2 students took part in the Stanford Bank Management Game. The bank-simulation program provides students a real-world bank management experience.

HONORS AND SCHOLARSHIP RECIPIENTS

Each year, the school recognizes graduates ranking in the top 10 percent of their class. Honors this year went to:


- **Jordan Allen**, Carroll Bank and Trust, Huntingdon
- **Rebekah Moore**, Citizens National Bank, Sevierville
- **Ralph Mullenax**, CapStar Bank, Nashville
- **Drew Sanders**, Studio Bank, Nashville

Class rankings are based on student performance in several areas: final exams for years I and II, an exam on the Stanford Bank Management Game/ABA's BankExec Simulation, four home study problems, bank projects, SIM performance, and faculty evaluations.

In addition to TSSB's honors recognition, each year outstanding students are selected based on multiple criteria as the recipient of a scholarship covering first-year tuition at the *Graduate School of Banking at LSU*. This year's scholarship recipients are Galen Longo of TriStar Bank in Columbia and Nikki Lowder of Wilson Bank & Trust in Hendersonville. Recipients are selected based on school performance, instructor evaluations, and committee interviews.

2023 TSSB ENROLLMENT

Invest in the future of your bank and enroll qualified candidates in *The Southeastern School of Banking*.

The 2023 concurrent year I and year II sessions are scheduled for July. If you would like more information on TSSB or any of TBA's Southeastern Schools, please visit TNBankers.org or contact Monique White, via email at mwhite@TNBankers.org, or by phone at 615-244-4871. 



2022 TSSB year two students

2022 TSSB GRADUATES

***JORDAN ALLEN**, Carroll Bank and Trust, Huntingdon
JEREMY BARNES, The First National Bank of Oneida, Oneida
CHRIS BECKMAN, Wayne County Bank, Waynesboro
TREVOR BISHOP, The Hardin County Bank, Savannah
ALLIE BIXLER, Mountain Commerce Bank, Knoxville
NIA BUNTIN, CapStar Bank, Nashville
ASTILBE CHANDLER, Apex Bank, Knoxville
CINDY CLAYTON, The Hardin County Bank, Savannah
STACY CONNATSER, Mountain Commerce Bank, Knoxville
RYAN COTHORN, Macon Bank and Trust Company, Lafayette
KAYLEE CREWS, Wayne County Bank, Waynesboro
JUSTIN DAVIS, CB&S Bank Inc., Adamsville
DANIEL DAVIS, TriStar Bank, Dickson
JAYLEN DAVIS, CapStar Bank, Nashville
ANDREW EMBERTON, Macon Bank and Trust Company, Lafayette
FAITH FORGEY, SimplyBank, Dayton
MACK GARVIN, TriStar Bank, Columbia
TRISTEN HAGGARD, Wayne County Bank, Waynesboro
KEITH HEAD, First National Bank, Hendersonville
DAVID HICKMAN, Peoples Bank of the South, La Follette
ELVIS HUFF, Wilson Bank & Trust, Lebanon
DEVIN KERSEY, SimplyBank, Dayton
ASHLEY LEDBETTER, First National Bank of Tennessee, Livingston
ALLISON LEE, First National Bank of Tennessee, Cookeville
****GALEN LONGO**, TriStar Bank, Columbia
****NIKKI LOWDER**, Wilson Bank & Trust, Hendersonville
DIANA MCCASLIN, Decatur County Bank, Parsons
***REBEKAH MOORE**, Citizens National Bank, Sevierville
***RALPH MULLENAX**, CapStar Bank, Nashville
MARC MULLINS, First National Bank of Tennessee, Livingston
KRISTIN MURGUIA, InsBank, Nashville
JACOB NAVE, CapStar Bank, Nashville

TARA NICOLAZZI, Macon Bank and Trust Company, Lafayette
TRENT NIVENS, First National Bank of Tennessee, Livingston
RENEE PEACE, First Community Bank of Tennessee, Shelbyville
JOHN PRESLEY, Wilson Bank & Trust, Lebanon
JOSEPH RABY, HORNE LLP, Brentwood
BRIONNA REECE, Johnson County Bank, Mountain City
TROY REED, CB&S Bank Inc., Ardmore
RYAN ROBERTS, Citizens Bank of Lafayette, Lafayette
***DREW SANDERS**, Studio Bank, Nashville
ROBERT SHUTT, Central Bank, Savannah
DYLAN SIMMONS, INSOUTH Bank, Brownsville
GERALD TAYLOR, Carroll Bank and Trust, Huntingdon
RODNEY VANHOOSE, Central Bank, Counce
TRACI WHITE, CapStar Bank, Athens
ERIC YATES, Carroll Bank and Trust, Milan

*Denotes Honor Graduate

**Denotes Graduate School of Banking at LSU Scholarship Recipient

2022 TSSB YEAR TWO STUDENT PROFILE

EDUCATION

(Highest Level Achieved)

Some College6
 Associate Degree3
 Bachelors29
 Graduate9

YEARS OF BANK EXPERIENCE

Less than 1 Year5
 1 to 5 Years28
 6 to 10 Years4
 11 to 20 Years10







Q&A with Jay England

*Chairman, Independent Bankers Division,
Tennessee Bankers Association
President & CEO, Decatur County Bank, Decaturville*

Jay England chairs the Independent Bankers Division Board, which is responsible for designing the programs for TBA's *Community Banking Conference* and the *Bank Directors Retreat*. The focus of the *Community Banking Conference*, scheduled for October 26-27 in Nashville, is to provide tools and information necessary to preserve the strong future of independently owned community banks in Tennessee. This conference will be held directly prior to the *Bank Directors Retreat*, October 27-28, to optimize bank leaders' time away from the office.



Decatur County Bank is headquartered in Decaturville, which has a population under 1,000. What role does the TBA's Independent Division play in preserving the community banking model so that a town that size can continue to be home to a banking headquarters?

I am very proud of the fact that there are still a handful of banks headquartered and operated in towns of this size, and the Independent Division plays a vital role. Its two main areas of focus are *The Southeastern School of Banking*, which educates and trains some of the best and brightest bankers in Tennessee, and the *Community Banking Conference*, with an agenda specifically geared toward operating a successful, independent community bank.

Communities such as Decaturville, Lobelville, Frankewing and Ooltewah rely on the banks that call those places home and we rely on them just as much. The Independent Division provides a lot of the tools that help us make the decisions, train the staff and engage the community, so that this continues to be the case for years to come.

The Community Banking Conference takes a deep dive into the challenges of independent banks. What is the greatest challenge that you anticipate for a community bank like yours in 5 or 10 years that is not a significant issue today?

Keeping deposits in our communities and independent community banks. The largest banks in the United States and throughout the world are very much focused on growing consumer deposits, while embedded finance, digital currency and alternative investments have become mainstream options as well. The better job we do now explaining to our customers and communities just how important it is that deposits are kept local in order to fund local growth and initiatives, the better chance we have to meet that challenge and be the leaders of that local growth, as banks have for generations.

You have led your bank into new markets and through significant growth over the last few years. What are some leadership traits or advice that you rely on to guide the bank through those transitions?

My father is celebrating 50 years in banking this year, and he always made sure that I attended TBA events, so I could hear firsthand the passion and expertise that fellow bankers have for what they do. By spending time and visiting with great bankers, who were even better people, I heard a lot of great advice. Almost all of it came down to the importance of taking care of people. My grandfather played college football, fought in the Pacific in World War II and finished second in his Law School class at Vanderbilt. He was my hero and gave me a lifetime worth of leadership advice, just by his interaction with other people.

Those two men, and the people that they made sure were in my life, taught me that if you love and take care of people first, the rest comes easy.

As a member of the Board of Trustees for the Southeastern School of Banking you spent some time with the students during their week of school in July. What do you think students who are early in their banking careers should be most excited about ahead of them?

The most exciting part of banking, and being a banker, is the impact that your work can have on your community, your state and your industry. No matter what role you hold in the bank, throughout your career, the things you do, projects you help with and decisions you



make have an enormous impact on so many lives. That is incredibly rewarding and will make you excited to get to the bank every day!

Tell us something about you that most people might not know.

Outside of my family, my high school basketball coach has been one of my greatest supporters, friends and mentors. Coach Sam Fisher, who is a member of the TSSAA Hall of Fame, gave all of his players a different kind of playbook, called *The Winning Edge*, which is more about attitude, leadership and commitment than basketball.

Even though I was a below average player, at best, the influence of Coach Fisher made me want to be a coach as well, and I have been fortunate enough to do so. Now I get to help coach my kids, Jase, Blair and Ross, which is by far the most rewarding job I have ever had. 🏀

Labor shortage? Maybe it's an appreciation shortage

More than a dozen ways to say thanks without breaking the bank



RICHARD HADDEN, CSP
Author

HEAR MORE AT TBA'S COMMUNITY BANKING CONFERENCE

Richard Hadden will speak at TBA's Community Banking Conference, held Oct. 26 & 27 at The Westin in Nashville. Register now at TNBankers.org.

It's hard to beat the ROI of a simple, sincere "Thank you," however you might express it.

While almost every employer in the developed world is grappling with a labor shortage, one of the underlying causes is, in fact, an appreciation shortage.

As with any other relationship, the moment one party begins to feel taken for granted by the other, the grass starts to brown, sparking a hunt for something greener—double entendre intended.

This helps explain the massive reshuffling of the workforce in recent months. Most of the 4 million U.S. workers who quit their jobs on average each month in 2022 didn't go sit at home, unemployed. They left one job for another, where perhaps they'd be better appreciated. And for many, that means more money.

Those of us who study employee retention have long said, "It's not just the money." But let's be honest. Today, it's probably more about the money than it has been in a long time. If that's the problem in your case, and you have the means, you already know what you have to do. And, by the way, your employees are convinced that you do have the means.

Paying people less than they deserve is rarely a success strategy. But if you're pretty well maxed out on monetary compensation, other ways to express appreciation can take you a long way.

And it doesn't have to be expensive.

Over the last two years, I've polled more than 2,400 audience members in presentations I've delivered across the country, asking "How would you most like to be thanked?" In my unscientific results, verbal thanks from a manager beat time off with pay, and a handwritten thank you beat a monetary award or

gift card. We may have overcomplicated this.

If you are appreciative of those on your team, but wondering how to express it, here are some ideas my clients have shared with me that have worked for them.

- First, scrap Employee of the Month. Or at least don't expect it to carry the load for employee appreciation. We can all do better than this.
- Commit yourself to establishing a culture of thanks. Simply saying the words, "Thank you," along with what you appreciate and why, will do more than another bank-branded water bottle, or expensive crystal trinket picked out of a catalog.
- Send handwritten thank you notes. Easy. Cheap. Huge value. People will save these forever and toss the corporate chotchies during their next de-cluttering.
- Remember, one size fits one. Get to know the people you're thanking, and do something special, just for them.
 - They come into the bank most days with something from Starbucks? Thank them with a Starbucks gift card.
 - You know they're a fan of your local sports team? Find a way to get them to a game.
 - If someone has a link to a particular nonprofit or arts organization, make a donation in their name.
- Celebrate big deals. Failure to do so qualifies as taking for granted. Things like:
 - Wooing the business of a big local company away from a competitor
 - Successful completion of a big project
 - Overcoming a major challenge
- Include families in recognition and appreciation when you can:
 - A woman had been working unusually long hours and traveling a lot. Her manager treated the family to dinner at their



favorite dining spot. Mom came out the hero in that one.

–A loan officer’s daughter won the state spelling bee. The bank president sent a congratulatory letter to the young woman, along with an Amazon gift card.

- Bring in a food truck, and tell your employees to put their money away.

If you ever wonder how you can show your genuine appreciation to the people you work with, surely something on this list will provide some inspiration. Just remember:

- While saying thanks is no substitute for monetary compensation, it is a valuable supplement.
- Personalized thanks almost always beats generic.
- Saying thanks doesn’t have to be expensive. In fact, it might cost nothing at all. 🇺🇸

Three strategies to combat analysis paralysis



CHRIS ALIOTTA
CEO and Co-Founder,
Quantalytix

MORE ABOUT QUANTALYTIX

Quantalytix was founded by two former bankers who launched a cloud-based loan portfolio management platform that provides community financial institutions with actionable insights and key drivers of the loan portfolio via enriched, interactive dashboards. Learn more at www.quantalytix.com.

The challenge most banks face is not a lack of data, but having too much data.

Financial institutions send millions of data points through expensive networks and applications to process, transmit and maintain daily operations. This inundation of data is often the primary obstacle that hinders rather than helps bankers make smarter decisions and more optimal choices, leading to analysis paralysis, the inability to effectively monetize data or information in a meaningful way that results in action.

As many banks have quickly discovered, the true value is not in simply having an abundance of data, but rather, being able to easily turn this cache of data into actionable insights that drive the institution's ability to serve its community, streamline operations and ultimately, and compete with larger institutions and non-bank competitors.

1. The first step to combat analysis paralysis is to have a single source of truth and a centralized data strategy. Far too often, different departments within the same organization produce conflicting reports with conflicting results despite relying on the "same" input and data sources. This is problematic for several reasons, but most significantly, it limits a banker's ability to make critical decisions. Establishing a common data repository, defining the data structure and flow with an agreed-upon lexicon is critical to positioning the bank for future success.
2. Step two is to increase the trust, reliability, and availability of your data. Generally, bad data is considered data that is inaccurate, incomplete, non-conforming, duplicative or the result of poor data input. Similarly, data that is aggregated or siloed in a way that makes it inaccessible or unusable or data that fails to garner any meaning or insight into business practices or is not available in a timely manner is also bad data. Data that is not normalized, is not agreed-upon, from

an organizational perspective, is one that's going to create issues. If you are not scrubbing the data that is collected to make sure it is complete, accurate, and most importantly useful, you waste valuable company resources.

3. The last step is to align your data strategy with your business strategy. Data strategy corresponds with how you will measure and monitor the success of your bank. Understanding the right data to collect and anticipating the future expectation to not only access, but also aggregate data in a meaningful way is paramount to enduring success in this new "big data" era. For example, if you want to take advantage of artificial intelligence (AI) and predictive capabilities in the future, the success of those initiatives is contingent upon aligning your data strategy with your business strategy.

Good data strategy paired with business strategy leads to strong decision-making. When an organization has access to critical consumer information or insights into market tendencies, it is equipped to make decisions that increase revenue, market share and operational efficiencies. When meaningful data is presented in a timely and easy-to-digest manner, executives can react quickly to changes affecting the organization, rather than waiting until the end of the quarter or the next strategic planning meeting before taking action.

At the end of the day, every institution's data tells a very unique story. When banks become paralyzed by the data, they lose the ability to guide their story, becoming much more reactive than proactive and ultimately, miss out on opportunities to propel the bank forward and position the bank for future success. Eliminating the paralysis from the analysis ensures data is driving the strategy, instead of handicapping your bank. 📊

Elevate and accelerate success for women



**DR. MELISSA J. FURMAN,
MS, DBA**
*Founder and Owner,
Career Potential, LLC*

HEAR MORE AT TBA'S WOMEN IN BANKING CONFERENCE

Dr. Melissa J. Furman, will speak at TBA's *Women in Banking Conference*, held Oct. 20 at Franklin Marriott Cool Springs in Franklin, Tenn. Register now at TNBankers.org.

Approximately 50% of the workforce is comprised of women and more women are serving in leadership roles than in the past. Although there is much work to be done and progress to be made, progress is occurring.

Banking organizations are positioned to assist women with elevating their career success through programming designed specifically for women. Regardless of the generation or career stage, women face unique challenges in the workplace and can benefit from programs addressing topics such as:

Personal branding and self-promotion: Personal branding and self-promotion are critical for career advancement and unfortunately, historical culture norms within the United States do not encourage this behavior among girls and women. Many women define themselves as “hardworking”, “loyal,” and “dependable”, but many are also very humble and shy about promoting their accomplishments. Women should reflect upon the following questions:

How do others view you?

What do people say about you when you leave the room?

Do you have a positive first impression?

What messages are you sending by the way you behave? Dress? Communicate?

Do you promote your skills, abilities, and accomplishments on a regular basis?

What skills, abilities, and experience are valued within your organization or industry? Are you actively promoting them?

What is your strategy to be recognized by key decision makers?

Negotiation skills: Negotiation skills are a powerful business tool that can be used daily and women need to develop their negotiation skills. Additionally, they need to feel comfort-

able and confident utilizing their negotiation skills to maximize their success.

Overcoming unconscious bias and gender barriers: All humans have unconscious biases due to the lens that is created through past experiences and exposures. Unfortunately, unconscious biases, by both men and women, are hurting the success of women and women need to learn how to navigate the challenges and barriers created by such biases.

Developing professional relationships (i.e. mentors, sponsors, role models, endorsers, etc.): Most professionals have learned the importance of developing mentoring relationships; however, women can benefit from additional relationships such as sponsors, role models, and endorsers to name a few.

Communicating with power and influence: Societal and cultural norms have established expectations for “acceptable” communication styles from men and women and unfortunately, women are faced with double standards. As a result, women may need to adjust their communication style slightly to be able to communicate with power and influence without being perceived negatively.

Many women believe that gender-specific, specialized programming for women can be counterproductive to the many efforts to achieve gender equality and equity. However, until equity and equality are achieved, women will continue to face unique challenges within the workplace that was historically designed by men. As more women are serving in leadership roles and are changing the landscape of the workplace, the need for gender-specific, specialized programming for women will decrease, but until then, the programing can be very beneficial to helping women maximize their success.

The silver lining of today's inflation



CHRIS STENNETT, CFP®
Senior Financial Advisor,
Financial Advisory
Services,
Saltmarsh Cleaveland &
Gund

HEAR MORE AT TBA'S TRUST & WEALTH MANAGEMENT CONFERENCE

Chris Stennett will speak at TBA's *Trust & Wealth Management Conference*, held Nov. 1 & 2 at the TBA Training Center in Nashville. Register now at TNBankers.org.

Five months into the new year, it's clear that 2022 will be just as unpredictable as the last five years have been.

At the present moment, the S&P 500 Index (Large U.S. Stocks) is down almost -14% on the year. The Bloomberg Barclays Aggregate Index (U.S. Bond Market) is down -10% on the year. Inflation has persisted and has forced the Federal Reserve to tighten the money supply. Though the challenges investors face this year are substantial, it's important to keep in mind a few things.

MARKETS DON'T ALWAYS GO UP —AND THAT'S OK

The fundamental goal of investing is to make money. We've talked in the past about how investing involves a trade-off between expected risk and returns with stocks, investors have the potential for unlimited returns, as there is no cap on the price of a stock. The "risk-tradeoff" is that stock prices don't always go up, and the potential exists to lose 100% of the money invested. With bonds, investors typically see a more stable price and more predictable investment returns. The risk-tradeoff is that bonds might not keep up with inflation, eroding their future purchasing power. That's one of the reasons why retirees typically hold stocks and bonds in their portfolio, rather than just bonds.

Non-retired investors benefit from markets going down as well. Every few weeks, millions of non-retired investors get paid, and a portion of that pay is diverted to their 401k/workplace retirement plan. Those dollars purchase stocks and/or bonds at those current prices, meaning when prices are down, more shares can be purchased.

YOU HAVE A LOT TO LOSE —BUT IT TAKES A LOT TO LOSE IT

Another point to keep in mind is how well the stock market has done in recent years. The Nasdaq 100 (Large US Stocks excluding Financials) has returned more than 702% (cumulative) over the last 10 years. To put those gains into perspective, a 20% decline in the index would bring you back to 2021 levels. A 30% decline in the index would bring you back to 2020 levels. A 60% decline in the index would bring you back to 2019 levels, and a 70% decline in the index would bring you back to 2017 levels. Hopefully, that provides some comfort if stock prices continue to slide. As noted above, those large declines will likely still benefit millions of non-retired investors as they make regular 401k contributions.

MOST INVESTORS NEEDED (SOME) INFLATION

Bonds are a big part of long-term investing and are held in most investors' accounts in some form. Bonds tend to move in the opposite direction of stocks (but not always as we've seen this year) so they are often used to dampen risk. Bonds also offer income to investors through their interest payments. Because interest rates have been very low since the 2008 financial crisis, prevailing bond interest payments have also been low. To receive higher interest payments from bonds, general interest rates first needed to rise. But the Fed controls interest rates and until recently, there's been no reason for the Fed to intervene.

Due to a variety of forces, inflation is higher than it's been in recent years, forcing the Fed

to act and begin to raise interest rates. While this initial rise in rates negatively impacts bond prices—hence why the bond market is currently down—those new rates set the bar for the prevailing bond market. New bonds being issued will be offering higher interest rates, which offer more income to investors as they make their way into investor portfolios. It may be hard to stomach right now, but many investors needed this inflation to give their portfolio an income boost.

Finally, there's no substitute for a sound investment plan. When markets go down, investors tend to make emotional decisions, often to their detriment. Rather than letting market movements be the driving factor in your investment decisions, let your Investment Policy Statement guide your decision-making. 📈



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Hearts and thoughts fade away, but a dragnet clause means your deed of trust's lien may not



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MORE ABOUT MCGLINCHHEY STAFFORD

McGlinchey Stafford counsels financial institutions of all sizes and scopes on issues of regulatory compliance and litigation; class action defense; commercial litigation; corporate and transactional; government and internal investigations; insurance regulation, compliance, coverage, among others. For more, contact Michael B. Schwegler at mschwegler@mcglinchey.com

A “dragnet” clause—a/k/a “cross-collateralization” clause—states that collateral pledged to secure a borrower’s obligations also secures the borrower’s different obligations to the same lender.

DRAGNET CLAUSES IN PRACTICE.

In June, I attended a Pearl Jam concert in Berlin. The band, as usual, performed a terrific show. The crowd was great, but I seemed to recognize that their faces were, to be charitable, “of a certain age” (i.e. my age). It struck me that as institutional as the band is, and as many of its songs have become rock ‘n roll staples, there is an entire generation of music listeners who do not recognize the breath of one of the most commercially and critically successful rock groups of all time.

I also saw a parallel in my day-to-day work: regardless of whether the economy sinks into recession, there is an entire generation of bankers, loan officers, and credit analysts that have no real exposure to the haunting, familiar flood of widespread defaults and unpaid loans that blew up (or fell apart) in the 2008-2010 financial crisis. This, of course, will inevitably change. It also reminds me that this new generation of younger lenders might benefit from some basic lessons about commercial lending terms that may make or break collections activities on loans that end up in the next bucket of special assets.

THE STORY OF A NOT-SO ELDERLY BORROWER IN DEFAULT.

Several years ago, I was retained by a long-time client, the Bank, to foreclose a commercial Deed of Trust on a loan that was long in default. The loan was for business purposes, the Borrower was Husband, and the loan was secured by a second-priority security interest in Husband’s and Wife’s personal residence.

The Deed of Trust evidencing the lien was, accordingly, executed by both Husband and Wife. The loan went into payment default shortly after funding, and several extensions of time or other forbearances were negotiated (the last of which expired in December Year 0). Ultimately, the indebtedness was reduced to a Judgment against Borrower in October Year 1. The Judgment was promptly recorded in the small town’s county land records and perfected as a Judgment Lien.

Critically, the Deed of Trust contained (i) a power-of-attorney granted in favor of Bank, and (ii) a cross-collateralization clause covering:

the payment and performance of all present and future indebtedness, liabilities, obligations and covenants of Borrower or Grantor (cumulatively “Obligations”) to Lender pursuant to...

* * *

all other presently existing or future written evidences of indebtedness, obligations, agreements, instruments, guaranties or otherwise with Lender (whether incurred for the same or different purposes than the foregoing).

After noticing the non-judicial foreclosure sale for early Year 11 and following some back-and-forth with the Borrower’s counsel, Borrower and his Wife filed suit against the Bank seeking (a) an injunction preventing the foreclosure, (b) a judicial declaration that any foreclosure was untimely and illegal, and (c) lots of money. Plaintiffs argued that the foreclosure sale was invalid because the original indebtedness appeared to have matured in December Year 0, which was stuck upon the shelf more than 10 years before the scheduled

foreclosure sale. This position was based on Tennessee statutes setting the (i) 10-year statute of limitations for the lien of a Deed of Trust (commencing from the date of maturity of the original principal), and (ii) 10-year enforceability period of a Judgment Lien.

Their argument seemed compelling at first, but it ultimately failed. Why?

THE SCOPE OF THE DRAGNET CLAUSE.

Plaintiffs' (and their attorneys') fatal mistake was that they ignored that the fact that the holder of the Judgment Lien, the Bank, was also the original Deed of Trust's mortgagee. So the lien of the Deed of Trust secured payment of not just the original principal, but also the separate "evidence of indebtedness" shown by the Judgment Lien. The critical issue became whether the Judgment Lien, which "matured" the same day it was perfected by recordation in October Year 1, was still enforceable. Ultimately, the power-of-attorney granted to the Bank authorized it to execute, on Borrower's behalf and in his name, documentation renewing the Judgment Lien for

another 10 years. With that renewal in place, Borrower's indebtedness to Bank evidenced by the Judgment Lien remained secured by—and foreclosable under—the Deed of Trust due to its dragnet clause.

WHAT DOES THIS MEAN?

If all of this sounds a little arcane, that is because it is. The facts were also very unusual. But the lessons to be drawn are simple. To frame them in the immortal words of Eddie Vedder: First, not changing at all may predict your fate. That is, read your loan documents and if collection efforts commence, do not be afraid to use and rely upon the benefit of any cross-collateralization language. Second, you do not want to lose the candle of thought. That is, keep track of the dates of all of your judgment liens so that they stay enforceable. If you keep these basic principles of commercial lending and collections in mind, you will help advance your collections goals no matter how many of your memories and fingerprints are slowly raising. 🕯️

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Tennessee households are switching banks—are you their choice?



COREY WRINN

Managing Director of
CXLign Banking,
Rivel, Inc.

MORE ABOUT RIVEL

The Rivel Prospect Benchmarks are the largest syndicated banking brand studies in the world. These reports are delivered twice per year and show you how much market share is in play in your trade area and exactly how to capture it. Learn more at www.rivel.com/cxlign.php.

As interest rates rise, mergers increase and competition heats up, so does bank switching. According to the latest Rivel Banking Benchmarks across Tennessee, a whopping 818,000 households and 161,000 businesses are in play right now across the State.

So how do you capture more than your fair share of those businesses and households?

The first step in attracting new customers is to make sure they know you exist. This is not as easy as it seems. For instance, across Tennessee, the average banking institution has about 34% awareness among households in its own trade area. This means that, again on average, 66% of the homes in a bank's trade area do not know the bank even exists. A bank has to drive up awareness through marketing, advertising, branch placement, word-of-mouth, social media, etc. All that takes effort and money so you need to assess if you are putting enough emphasis here to attract new customers. The average marketing spend of community banks is 0.0742% of assets (about \$74,200 per year for each \$100 million in assets). How does your relative awareness compare to your relative marketing spend? Unfortunately, there are really no shortcuts to driving awareness in a crowded banking market.

The second step is to spend the marketing dollars wisely to develop a strong brand image. This includes making sure you are building key brand elements like Trustworthiness, Reputation as a Strong Institution, Community Contribution, Customer Service, Technology and Convenient Locations. How does your bank look to potential new customers on these elements?

The third step is to focus your marketing on the most effective message. A generalized message of "we are a great bank with friendly people" hasn't worked in most markets for a long time.

This is not because people don't want

friendly bankers, but because they already have friendly bankers. For example, in the latest Benchmarks (Q3 2022) for Knoxville, only 3% of potential switchers said the staff at their current bank wasn't friendly.

It would be far more effective to focus on real pain points cited by a much higher percent of Knoxville households (like ATM access, value for fees or good tech training). The #1 thing people and companies are looking for in a new bank is to solve the #1 pain point they had with their old bank.

The three steps are clear, but how does a bank figure out its awareness, its brand position and the key messages it should use to attract new customers? You ask them. You can do this by conducting your own rigorous market research survey program across your footprint. Building an internal professional market research team has terrific ROI. Alternatively, you can start by subscribing to one of the syndicated services that already collect this data in your local trade area. No matter which way you do it, it is important to do it at a large enough scale for it to be statistically reliable. Relying on "gut feel" or just a couple of anecdotes or focus groups might work once or twice, but it always fails in the long run. Remember, you cannot improve what you do not measure.

Pain points vary by individual market so you need local insight:

- In Chattanooga, households want more proactive recommendations from their banks.
- In Clarksville, branch locations are a major driver of dissatisfaction and switching.
- In Memphis, technology is NOT a major driver of bank switching.
- In Murfreesboro, businesses are especially frustrated at how poorly their banker understands the banking technology.
- In Nashville, 8 of the 10 top reasons people leave their bank are due to different bank policies (not customer service or technology).

Rivel Banking Excellence Awards

Tennessee Top Marketing Performers*

Banks listed below are the Top Ten in each region with the strongest improvement in Awareness and Consideration among prospects (non-customers) from Q1 2021 to Q1 2022. The results are based on 9,962 objective interviews with Tennessee households across the state, part of Rivel's biannual Banking Research.



WEST

- Bank of Bartlett
- Bank of Ripley
- BankTennessee
- Carroll Bank & Trust
- Centennial Bank
- Independent Bank
- INSOUTH Bank
- Security Bank and Trust Company
- The Bank of Jackson
- The Hardin County Bank

MIDDLE

- Bank of Dickson
- Citizens Tri-County Bank
- Cumberland Bank & Trust
- First Farmers Bank
- First Federal Bank
- Macon Bank and Trust Company
- The Farmers Bank
- Traders Bank (div. of Citizens Bank)
- TriStar Bank
- Wilson Bank & Trust

EAST

- Bank of Cleveland
- Bank of Tennessee
- CBBC Bank
- First Century Bank
- First National Bank of Oneida
- Heritage Community Bank
- Newport Federal Bank
- One Bank of Tennessee
- Peoples Bank of the South
- SmartBank

For similar marketing data on any bank in Tennessee, contact mrandi@rivel.com.

**Rivel is an Associate Member of the Tennessee Bankers Association.*

The battle for deposits is heating up—are you ready?



ACHIM GRIESEL
President,
Haberfeld



SEAN PAYANT
Chief Strategy Officer,
Haberfeld

Core deposits, especially low-cost core deposits, have long been the key driver for franchise value in the financial services industry. That said, with the start of the pandemic and the ensuing influx of cash from stimulus checks and increased personal saving rates, financial institutions saw so much excess liquidity that bankers began to question the value of any deposits, including low-cost core deposits.

Total deposits in FDIC-insured banks grew by over five trillion from the end of 2019 to the end of 2021. In the two years prior, deposits had grown just over one trillion. These same trends on a smaller scale held true for credit unions.

Peak deposit growth happened in 2020. By September 2021, the personal saving rate was back at pre-pandemic levels. Deposits at financial institutions continued to grow, but at a much slower rate than in 2020. Finally, in March 2022, the data showed personal checking account balances drop for the first time since Q3 2021.

In addition, consumer spend is now soaring. According to a recent article in Bloomberg, the top four banks in the nation have seen a 27% average increase in consumer credit card spending for Q1 of 2022 vs. Q1 of 2021.

Inflation is at record highs, and Federal Reserve Chairman Jerome Powell indicated in his most recent speech that multiple 50 basis points rate hikes should be expected in the remainder of the year, and as early as June and July.

Unlike in previous rising rate environments, financial institutions haven't felt the same pressure to raise rates yet in light of the excess liquidity in the system. That said, financial services analysts expect deposit betas in the 25-50% range over the next two to three years. For financial institutions, that means passing 25-50% of these rate increases on to our depositors. That is significant, and the response will not be the same for all institutions.

Given this variety of possible responses,

MORE ABOUT HABERFELD

Haberfeld is a data-driven consulting firm specializing in core relationships and profitability growth for community-based financial institutions. Contact Achim Griesel at 402-323-3793 or achim@haberfeld.com and Sean Payant 402-323-3614 or sean@haberfeld.com.

PERSONAL SAVING RATES 2019-2021



Source: U.S. Bureau of Economic Analysis (fred.stlouisfed.org)

we anticipate seeing rate offers from financial institutions—most likely led by online and digital banks, with community-based financial institutions following at a slower pace and on a smaller scale. Assuming the bulk of this effort won't happen until 2023 and beyond, the question financial institutions must ask themselves is, "What should we do now?"

Institutions with low-cost and less rate-sensitive funding are well positioned for any rate environment, but especially for the one we are about to enter. The chart below illustrates what the deposit cost advantage looks like when a financial institution has a lower cost of funding. The rate environment we are entering is similar to what we saw in 2016–2018. As rates were rising, the deposit cost advantage over peers dramatically changed. In a low-rate environment, it was small, but grew to 63bp when rates were at the level we expect to see again in 2023–2024.

Strategically growing low-cost funding today is the key to successfully positioning your organization for tomorrow. Even if you have excess liquidity at the moment, there isn't a better time to grow low-cost funding

by growing your customer base and increasing your checking and savings deposits. The majority of these funds will be non-interest bearing, and those that are interest bearing will be at the lowest rates.

To position your financial institution for the coming battle for deposits, it is imperative that you: (1) offer compelling retail and business deposit products; (2) remove barriers to growth (e.g., evaluate your Customer Identification Program); (3) use data-driven targeted marketing to reach high-probability conversion prospects; and (4) equip your employees with the skills to capitalize on every opportunity every time.

If your strategic goals include low-cost funding and a strong position in any rate environment, you have to be intentional about growth. If you focus on growing core relationships, you will not have to follow other institutions up and down the rate cycles. 📈

EFFECTIVE FED FUNDS RATE & DEPOSIT COST VS PEER



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 TNBankers.org. If you have questions about TBA's associate members, please contact Stacey Langford at slangford@TNBankers.org.

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ISI is an insurance tracking and collateral protection insurance administrator for financial institutions. Since 1992, we have been serving lenders across the country insuring auto and mortgage loan portfolios. With advanced technology, attention to detail and delivering on our promises, ISI is an industry leader for collateral protection insurance solutions. Our core products and services include: Tracked Force Placed CPI, Blanket Insurance, Mortgage Impairment, Flood Insurance, Commercial Loan Insurance and more. Take back control of your collateral protection insurance program with ISI! For more information contact Taylor MacCurdy or John Tynan, jtynan@isicpi.com, 704-905-5779.

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Ohio Capital Corporation for Housing (OCCH) is a nonprofit affordable housing syndicator based out of Columbus, Ohio. Our mission is the creation and preservation of affordable multi-family developments throughout Ohio, West Virginia, Pennsylvania, Kentucky, Indiana, and Tennessee. We work with developers and investors to deploy capital in the communities in which we work and serve. In addition, we have an affiliated Community Development Financial Institution (CDFI), Ohio Capital Finance Corporation (OCFC), which provides lending services to our developer partners in areas where conventional financing may not be the best fit.



Seamons

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FINBOA provides intelligent process automation to banks to simplify and improve regulatory compliance by eliminating manual processes. Leveraging extensive industry experience and a commitment to customer service, FINBOA delivers transformative software proven to enable institutional growth by reducing operational costs and risk. FINBOA is headquartered in Houston, Texas, and serves over 115 financial institutions across the U.S. FINBOA's solutions include: Payment Dispute digitization and automation for payment disputes, addressing disputes for debit card, credit card, ACH, ATM, P2P, Bill Payment, Check, Wire and Stop Payments. Loan (upfront) quality assurance testing and onboarding of wholly purchased loans, allows FIs to partner with Fintechs or other third parties to purchase whole loans. Treasury onboarding solutions to eliminate the complexity and time-consuming tasks to onboard treasury products and services, delivering a faster time to revenue for banks.

Order Your 2023 Bank Holiday Closing Signs

The Tennessee Bankers Association produces professional holiday closing signs for the standard holidays observed by the Federal Reserve. The signs are 5" x 7" in size and adhere to any glass or wood surface without leaving residue upon removal. The cost of each 2023 Holiday Closing Sign set is \$40 for TBA Members, plus shipping and handling and sales tax.

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**Holiday dates will be updated to 2023 dates.*

People on the Move

Have information from your bank about promotions or branch news?
Send it to Lila Griffin at lgriffin@TNBankers.org.

PROMOTIONS

Bank of Cleveland, Cleveland, has added **Rob Hyland** as a mortgage lender.



HYLAND



BOND

HALE

WITTENBERG

Staff at **BankTennessee's Sumner County** new loan center (located in Gallatin at 135 College St.), is led by **Jeff Bond** as senior vice president and joined by **Tim Hale**, vice president of commercial lending, and **Joanna Wittenberg**, assistant vice president.

CapStar Bank, has added **Kitty Griffith**, **Rex Rutledge**, **Craig Miller**, and **Mikey Feher** as commercial relationship managers at the **Chattanooga** branch office, located at 735 Broad St.

CapStar Bank, Nashville, has welcomed **Brennon Gomm** as senior vice president, commercial relationship manager for the Nashville **Metro and Davidson County** markets.



GOMM

CBBC Bank, Maryville, has appointed **Mike Hearon** as president. handling day-to-day management of the bank, while Mike Baker will continue as CEO.



HEARON



BANSAL

MEINARDI

Crowe LLP, Franklin, has promoted **Vaibhav Bansal** to managing director; **Andrea Meinardi** to office managing partner.

Commercial Bank & Trust Co., Memphis, has welcomed **Mimi Lindberg** as a credit analyst.



LINDBERG

The Conference of State Bank Supervisors, Washington, D.C. has promoted **James M. Cooper** to president and CEO from his interim position after the sudden death of CSBS leader John W. Ryan.



COOPER



HOWELL

TAN

F&M Bank, Clarksville, has named **Terry R. Howell** as senior vice president/chief operating officer, and **Daniel Tan** as a vice president, commercial lender for **Davidson** and **Williamson Counties**.



GUTFREUND

HILL

RISINGER



BEVIS

HEINBOCKEL

CHRISMAN



MCCALL

MCFARLAND

PATEY

Fifth Third Bank, Nashville, has promoted **Emily Gutfreund** to vice president and retail regional manager; **Jason Hill** to vice president, wealth management advisor; **Clay Risinger** to vice president, regional credit lead; The firm has welcomed **Sherri Bevis** as vice president, treasury management officer for Tennessee; **Christy Heinbockel** as private bank specialist; **Collin Chrisman** as a mortgage loan officer; **Christopher McCall** as senior vice president and commercial middle market manager; **Sunshine McFarland** as vice president, mortgage loan officer, focusing on sports and entertainment professionals; **Hayden Patey** as corporate investment banking analyst.



LEY

VOLLMAN

FirstBank, Knoxville, has named **John Ley** as senior vice president, senior relationship manager, and **Andrew Vollman** as vice president and relationship manager for the **West Knoxville Branch**.

FirstBank, Memphis **TraVue** office has welcomed **Lou Evans** as senior relationship manager.



EVANS

First Community Bank of the Heartland Inc. has promoted **Abbey Strong** to fulltime teller & customer service representative at the **Martin Downtown** branch.



STRONG

First Community Bank of Tennessee, Shelbyville, has welcomed **Stephanie Martin** as lending officer at the main office.



MARTIN

First Community Mortgage, Murfreesboro, has named **Andrew Badstubner** as chief information officer.



BADSTUBNER

First Freedom Bank, Cookeville, has promoted **Rachel Payne** to bank officer and assistant manager at the **Algood** office.



PAYNE



HAWKINS

FRY



SPURLOCK

MONTGOMERY

First Freedom Bank, Lebanon, has promoted **John Hawkins** to vice president/specialty lending; **Blair Fry** to bank officer at the **Providence** office; **Heather Spurlock** to bank officer and portfolio manager; and **Ashley Montgomery** to assistant vice president and **Providence** office manager.



VERA

ELLIS

FAWCETT

First National Bank of Middle Tennessee, McMinnville, has promoted **Valeria Vera** to customer service representative; **Miranda Ellis** and **Sydnee Fawcett** each to the customer service center.



ROBERTSON

MCDONALD

WADDELL



FREDERICKS

CLEMENTE

Fourth Capital, Nashville, has welcomed **Bo Robertson** to the **Green Hills** relationship banking team; **Kristi McDonald** and **David Waddell** each to the **Cool Springs** concierge banking team; **Anna-Grace Fredericks** to the **Downtown Nashville**

concierge banking team; and **Racquel Clemente** as a vice president, loan servicing manager.



LEWIS

LAND

COZART

Lineage Bank, Franklin, has selected **Stephen Lewis**, executive vice president; **Bart Land**, vice president; and **Derrick Cozart**, vice president, to lead a team of 10 mortgage bankers to develop the **Middle Tennessee** market.

Littler Mendelson, PC., Nashville, has named **Bruce Buchanan** as special counsel.



BUCHANAN



SALINAS

NEFF

LUNA

Millennium Bank, Ooltewah, has named **Karen Salinas** as an item processing specialist in deposit operations; **Eric Neff** as an assistant branch manager in **Ooltewah** branch; and **Isabel Luna** as an electronic banking assistant in deposit operations.



WILSON

PEARSON

Paragon Bank, Memphis, has named **Gregory T. Wilson** as senior vice president-commercial lending, and **Jack "Jay" Pearson, Jr.** as vice president-commercial lending.



People on the Move *continued*



SIMPSON

ROSS

Patriot Bank, Barretville, has promoted **Cale Simpson** business development and loan officer for the bank's newest location in **Arlington**. **Rebecca Ross** was named as **Arlington's** branch manager.

Pinnacle Financial Partners, Nashville, has added asset manager **Art Doering** to its equipment finance team.

Pinnacle Financial Partners has named **Michelle Gorman**, **Bill Forbes**, financial advisors and **Lisa Basham**, as treasury management advisor, and led by **Rick Seadler**, rounding out the first team of bankers to staff its **Bowling Green, Ky.** branch.



GLOVER

DEEL

Jonesville, Va., Powell Valley National Bank has appointed **Robert C. "Chip" Glover**, as senior vice president and chief banking officer to serve the citizens of Southwest Virginia and Northeast Tennessee. **Philip Deel** was named as vice president and loan officer of the bank's headquarters to serve the citizens of Southwest Virginia and Northeast Tennessee.

Raymond James Financial Inc., has added **Parker Logan**, financial advisor, to the staff at its **Nashville Gulch** office.



LOGAN

SmartBank, Tullahoma, has promoted **James Fuller** to market president in **Coffee County**.



FULLER

Southern Heritage Bank (branch of First Citizens National Bank), Cleveland, has promoted **Sam Turnipseed** as community bank president of the bank's Chattanooga locations.



TURNIPSEED

Synovus Bank, Columbus, Ga., has named **Tom O'Conner** as the **Nashville** market leader.



O'CONNER



TABONE

HUMPHREY



CASELL

LORINO

The Trust Company of Tennessee, Knoxville, has welcomed **Alexander "Alex" Tabone** as a retirement plan services operations specialist, **Mike Humphrey** as a trust officer, **Sarah Cassell** as a client service associate, and **Jacob Lorino** as a client service associate.

Truxton Trust, Nashville, has promoted **Sam Scott** to senior portfolio analyst.



SCOTT

Thread Bank, Brentwood, has named **Clif Howard** as its chief financial officer.

United Community Bank Inc., Greenville, S.C., has named **John Wilson** as the **Tennessee** state president.



WILSON

Wilson Bank & Trust, Lebanon, has promoted **Brenda Harper** to vice president, division director of diverse mortgage lending.



HARPER

CELEBRATIONS



Apex Bank, Big Sandy branch celebrated its 50th anniversary by participating in the local Spring Festival with a car show, parade, and carnival. **Jerold Johnson**, branch manager and vice president, celebrated his 50th anniversary and was chosen as Grand Marshal of the parade, and the float created by Apex Bank placed first in the float competition.



DAVIS

EASON

EDWARDS

Bank of Bartlett's **Garry Davis**, 1st senior vice president, **Terry Eason**, senior vice president and chief risk officer and **Renea Edwards**, retail administrative assistant, each with 20 years' work anniversaries

Happy Work Anniversary!

Teresa Davis
Vice President

20 Years



Happy Work Anniversary!

Robin Sharp
Teller

21 Years



Teresa Davis, vice president, branch manager of **Bank of Cleveland's Bradley Square Mall** office celebrated a 20-year anniversary, and **Robin Sharp** has celebrated 21 years with the bank.

Don Richardson, former president and CEO of **Bank of Dickson, Dickson**, has retired after serving the bank since 1986.



RICHARDSON

Cil Weddington, former senior vice president of **Bank of Gleason, Gleason**, has retired after serving the bank 47 years.

Steve Carpenter, former vice president and loan officer, **Bank of Ripley, Ripley**, has retired.



Diane Keen of **The Farmers Bank, Portland**, celebrated 25 years of service as senior head teller at the main office, and **Lynette Berry**, a work anniversary of 20 years as a customer service representative at **Springfield Tom Austin** office.



Dwight King, former executive vice president of **Shelbyville's First Community Bank of Tennessee**, has retired after serving the bank 22 years.

Robert (Bob) Jones, director, former president & CEO of **First National Bank of Middle Tennessee, McMinnville**, was honored at a retirement celebration of his 62 years' service in banking.



JONES



People on the Move *continued*



Betty Cochran, former internal auditor for **Middlesboro's Hearthside Bank** has retired after serving 22 years.

Mike Perry, chief financial officer of **INSOUTH Bank, Brownsville**, has celebrated a work anniversary of 35 years.



PERRY

Joyce L Terry, former assistant vice president, branch manager of **Peoples Bank of East Tennessee, Sweetwater**, has retired.



TERRY



CAMPBELL



JOHNSON



HIGHTOWER

Amy Campbell of **Dyersburg's Security Bank** 28 years with the bank; **Hal Johnson**, senior vice president, 24 years of service; **Jennie Hightower**, 23 years of service.

Kathy Adams, branch manager of **SimplyBank's Benton** office has a work anniversary of 45 years of service.



ADAMS



Bank Notes

Nashville's CapStar Bank has opened an office in **Asheville, N.C.**, with Martin Nesbitt as market president.



Pictured is **Citizens Tri-County Bank's** 50-year anniversary float in the July 4 parade in **Dunlap**.

Memphis-based Diversified Trust, is preparing to open a fifth office by this fall in **Charleston, S.C.** and will be located at 205 Lower King St in downtown Charleston. Other Diversified Trust locations are in Atlanta, Ga.; Greensboro, N.C., and Nashville.



The Farmers Bank, Portland, celebrated its 110-year anniversary with a reception at each location July 1.

First Volunteer Bank, Chattanooga, has rebranded to **Builtwell Bank** effective August 1 as it begins to unify the look and feel of the bank's 24 branches spanning 11 counties in Tennessee and Georgia.



Patriot Bank, Arlington branch celebrated its grand opening and ribbon cutting at 5340 Airline Road.

Tennessee State Bank, Pigeon Forge, celebrates its 50th anniversary in 2022.



Pictured are officers, employees, and customers of **United Community Bank** at the ribbon cutting ceremony for the **Brentwood** branch at 1736 Carothers Pkwy in **Williamson County**.



Community Building

If your bank's Facebook page has highlights from community involvement, tag @TNBankers in the post to possibly get it published in *The Tennessee Banker* magazine.



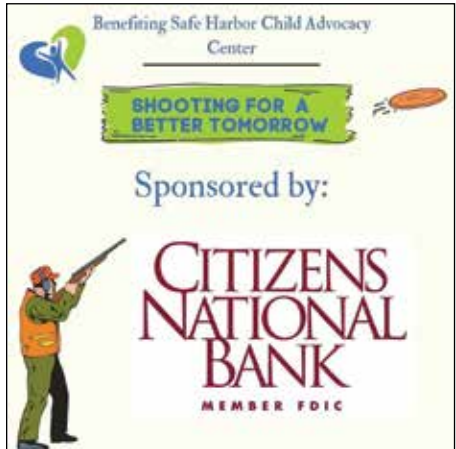
Apex Bank, Eagleville office teammates made a donation of \$1,000 to Eagleville Community Food Pantry to help feed 50 families as well as to collect and distribute food to the community each month.



Pictured is **CapStar Bank's** Jeanette Rich (center) showing donated seating from the bank for use by library patrons of The Collinwood Depot Library for the **Collinwood** and **Wayne County** community.



BankTennessee, Collierville, has created We Love Our Teachers yard signs to honor teachers in Collierville and Germantown school districts of Memphis/Shelby County.



Citizens National Bank, Sevierville, sponsored a clay shooting tournament on Iron Mountain Shooting Range, to benefit the Safe Harbor Child Advocacy Center Inc.



FirstBank Chattanooga team participated in the annual "Bubbles of Fun Run" to help raise funds and bring hope and joy to children and families facing pediatric cancer.



First Community Bank of the Heartland, Martin, sponsored the 60th Annual Banana Festival in the Fulton Twin Cities (South Fulton, Tenn. & Fulton, Ky.), donating a gift of \$1,500.



First Farmers and Merchants Bank, Columbia, has donated \$75,000 to support the Columbia Miracle League's new venture. This local nonprofit supports individuals with disabilities and their families with recreational opportunities.



Pictured is Ashley Tippit from **First Freedom Bank, Gainesboro** as she presents the bank's sponsorship gift to Everette Vanhooser of the American Legion, Lebanon, for the 2022 American Legion-Boys and Girls State.



Associates from **FirstBank, Smyrna** volunteered their time to help the Smyrna Boys & Girls club build their new playground and outdoor space.



Fourth Capital, Nashville, hosted a two-month summer entrepreneurship Program at Nashville's Preston Taylor Boys & Girls Clubs, culminating with "Shark Tank" style business pitches by the students, and prizes were given to the first, second, and third place winners.



Heritage Bank & Trust, Columbia, hosted a cereal drive at all locations to support The Family Center in Maury County and The Shelter Inc in Lawrence County.



Shown are pictures from the Survivor's Walk/Relay for Life, sponsored by **Home-land Community Bank, McMinnville**.



Community Building *continued*



Republic Bank & Trust, Nashville partnered with the Hispanic Family Foundation to teach a children's financial literacy class using the ABA Teach Children to Save curriculum.

Truist Foundation, Charlotte, N.C., has granted \$1.25 million to the Nashville Business Incubation Center, allowing the nonprofit to expand services to rural communities in Tennessee, as well as other southern cities and support the center's Rise Up Academy, which works directly with women-owned businesses.



United Cumberland Bank, Oneida, hosted a community build with bank employees and community volunteers to build beds for children in Scott County with help from volunteers from the Sleep in Heavenly Peace agency.



Volunteer Federal Savings Bank, Madisonville, was named as the title sponsor of the Monroe-McMinn County Isaiah 117 House's 2nd annual Golf Tournament. The bank team of Tim Moree, David Lane, Charlie Robbins and Stephen Miller participated in the tournament.



Many TBA member banks generously contributed school supplies to local schools, nonprofits, and families. Here is a montage of the banks' efforts collected from their Facebook pages. **BankTennessee, Ripley**, filled children's backpacks with piggy banks, pencils, cups, note pads, and coin bags; **F&M Bank in White House** collected crayons and paper towels. **Pikeville's First Farmers and Commercial Bank** sponsored the annual Give A Kid a Chance in Rhea County, providing over 500 children with new school supplies. **First Freedom Bank, Gainesboro** and **Peoples Bank & Trust, Manchester** donated school supplies and education aids. **First Peoples Bank of Tennessee, Jefferson City**, created the School Supply Project to help schools across their footprint. **Tullahoma's First Vision of Tennessee** collected school supplies for United Way's Stuff the Bus program. **Heritage Bank & Trust, Mount Pleasant** office made a donation to the local backpack program and invited community children to visit the bank branch to select an item from their Back-to-School tree. **Millennium Bank, Ooltewah**, partnered with The Samaritan Center for their Stock Their Lockers donation drive. **Simmons Bank Nashville** associates partnered with United Way of Greater Nashville to help the Stuff the Bus campaign at Nissan Stadium and were rewarded with a visit from the Tennessee Titans T-Rac mascot. **SouthEast Bank, Farragut**, donated and delivered water and school supplies; **Volunteer State Bank, Portland**, gave backpacks and school supplies; **Wayne County Bank, Waynesboro**, provided school calendar desk pads for the teachers. 🇺🇸

Employment Opportunities

TBA offers two ways to find and post job opportunities in the banking industry across the state.



1. The TBA Job Bank is free for TBA member banks to post positions online. You can submit your job openings to Penny Powlas at ppowlas@tnbankers.org, and jobs can be viewed at TNBankers.org/job-bank, as well as in each issue of the Tennessee Banker magazine on this page.



2. BankTalentHQ partners with TBA and other state bankers associations. It allows Tennessee banks to reach a nation-wide audience by posting job openings for your institutions, with the ability to purchase a single 30-day post or a discounted posting package to fill multiple vacancies. Visit BankTalentHQ.com to post your jobs or find employment opportunities.

JOB BANK POSITIONS AVAILABLE

2208-8 LOAN OPERATIONS MANAGER

First National Community Bank
Qualified candidates may send resumes to pam.hughes@fncbank.com.

2208-7 TELLER

Renasant Bank
All candidates who meet the minimum requirements for the position should visit <https://www.renasantbank.com> to complete both a job profile and employment application. If selected for an interview, you will be contacted by a hiring manager.

2208-6 BRANCH MANAGER / LENDER

One Bank of Tennessee
Please send resume and salary requirements to HR Director; P.O. Box 2809; Cookeville, TN 38501 or Recruiting@onebanktn.com.

2208-4 INTERNAL AUDIT MANAGER

Apex Bank
Qualified candidates may send their resumes to janet.simpson@apexbank.com.

2208-3 SENIOR INTERNAL AUDITOR

Apex Bank
Qualified candidates may send their resumes to janet.simpson@apexbank.com.

2208-2 REGULATORY COMPLIANCE MANAGER

Apex Bank
Qualified candidates may send their resumes to janet.simpson@apexbank.com.

2208-1 COMMUNITY REINVESTMENT ACT (CRA) OFFICER

Apex Bank
Qualified candidates may send their resumes to janet.simpson@apexbank.com.

2207-5 ACH/PAYMENTS SENIOR FINANCIAL INSTITUTION CONSULTANT

Saltmarsh, Cleaveland & Gund
Qualified candidates may send their resumes to kristen.stogniew@saltmarshcpa.com.

2207-4 COMMERCIAL CREDIT ANALYST

Bank of Tennessee
<https://recruiting.ultipro.com/BAN-1008BANKT/JobBoard/6692e60a-b8da-4b2b-9625-689bb076b98b/OpportunityDetail?opportunityId=b391905d-03f7-46c4-ac6e-4046cfda7ba9>

2207-3 COMMUNITY REINVESTMENT ACT (CRA) OFFICER

Bank of Tennessee
<https://recruiting.ultipro.com/BAN-1008BANKT/JobBoard/6692e60a-b8da-4b2b-9625-689bb076b98b/OpportunityDetail?opportunityId=fc34a95c-d68f-42cf-9842-0a4670f3c53e>

2207-2 CUSTOMER CARE SPECIALIST

CapStar Bank
https://workforcenow.adp.com/mascsr/default/mdf/recruitment/recruitment.html?cid=efa1b269-c15e-4875-8e37-fb6bb6dbb-61b&ccId=19000101_000001&jobId=444746&source=CC2&lang=en_US

2207-1 SENIOR INTERNAL AUDITOR

FirstBank
<https://jobs.jobvite.com/careers/firstbank/jobs?error=404>

2206-9 CREDIT ANALYST

Bank of Fayette County
Please send resume and salary requirements to the Vice President of Human Resources; P.O. Box 519; Rossville, TN 38066 or ddufour@bankofffayettecounty.com.


2206-8 INTERNAL AUDITOR

Bank of Fayette County
Please send resume and salary requirements to the Vice President of Human Resources; P.O. Box 519; Rossville, TN 38066 or ddufour@bankofffayettecounty.com.

2206-7 ENERGY EFFICIENT LOAN COORDINATOR

Pathway Lending
Qualified candidates may send resumes to: Rita.Johnson@pathwaylending.org.

2206-6 MORTGAGE COMMUNITY DEVELOPMENT MANAGER

Wilson Bank & Trust
Visit www.wilsonbank.com, click on "About Us", then "Careers" for online employment application and submission instructions. 

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/jobbank.

Featured Events

**OCTOBER
20**

WOMEN IN BANKING CONFERENCE

Franklin Marriott Cool Springs, Franklin

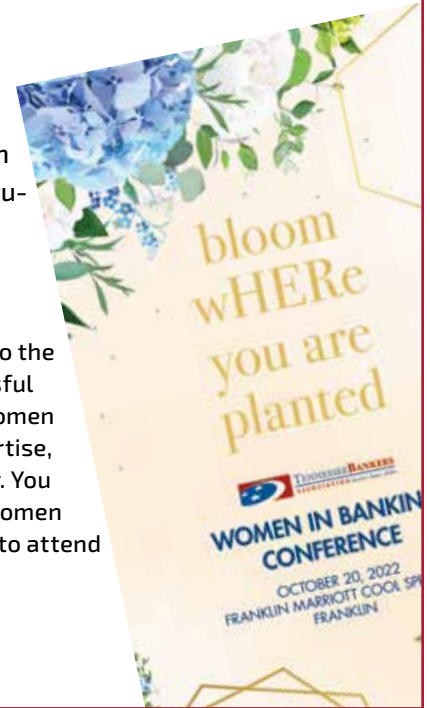
TBA Member/Associate Member Registration: \$340

Early Registration Deadline: October 6

Team discounts are available. A discount of \$25 per person is available for multiple registrations from the same institution, after the initial registration.

TBA Contact: Shenna Frech, sfrech@TNBankers.org

Join us for the annual *Women In Banking Conference*, devoted to the development of Tennessee women in bank leadership. Successful representatives from Tennessee's financial institutions and women from other affiliated professional groups will share their expertise, experience, and knowledge to help you become a future leader. You will have an opportunity to network with other professional women and discuss similar challenges and solutions. Make plans now to attend and discover inspiration and empowerment.



**NOVEMBER
1 & 2**

TRUST AND WEALTH MANAGEMENT CONFERENCE

TBA Barrett Training Center, Nashville

Early Registration Deadline: October 18

TBA Member/Associate Member Registration: \$345

TBA Contact: Penny Powlas, ppowlas@TNBankers.org

The *Trust & Wealth Management Conference* is the annual meeting for TBA members working in the trust area. Under the director of Trust Committee Chairman Derek Church, the program includes discussion on cyber risks, breaking down the Securing a Strong Retirement Act, and more.



Customers boast money to burn at branch opening



When Hamilton National Bank opened their new branch in the Fountain City shopping center on Dec. 21, 1959, they offered guests an opportunity to embrace their inner-Rich Uncle Pennybags.

As guests stood behind the cutouts, Kyle Beelar (left), manager of the Oak Ridge downtown branch, took polaroid pictures of the customers. James C. Talley II (second to left), vice president, assisted guests in posing.

Two cameras worked constantly, and each guest was given free photographs in 60 seconds.

Mr. Talley reported that the pictures were warmly received because they were a wonderful conversation piece. 📷

Originally published in *The Tennessee Banker* in January 1960.

Professional Development Calendar

2022

● Compliance with Federal Lending Regulations

September 19 & 20
(September 13 & 14, Virtual)
TBA Barrett Training Center, Nashville

● CFO/Controller Forums

September 21 & 22: Session 3
TBA Gilliam Board Room, Nashville

● Human Resources 101

September 22
TBA Barrett Training Center, Nashville

● Opening New Accounts in Tennessee

September 22 (October 18, Virtual)
TBA Barrett Training Center, Nashville

● BSA/AML Compliance Management

September 29 (October 4, Virtual)
TBA Barrett Training Center, Nashville

● CEO/Executive Management Conference

October 2–4
Fairmont Sonoma Mission Inn & Spa,
Sonoma, CA

● Basic and Advanced IRA–Fall

October 5 & 6 (October 12, Virtual)
TBA Barrett Training Center, Nashville

● Risk Management Forums

October 18: Session 1
TBA Gilliam Board Room, Nashville

● Women in Banking Conference

October 20
Franklin Marriott Cool Springs, Franklin

● Branch Leadership Series

October 25: Session 4
TBA Barrett Training Center, Nashville

● Community Banking Conference Presented by the Independent Bankers Division

October 26 & 27
The Westin, Nashville

● Bank Directors Retreat

October 27 & 28
The Westin, Nashville

● Trust and Wealth Management Conference

November 1 & 2
TBA Barrett Training Center, Nashville

● IT/Operations/Information Security Officer Forums

November 3 & 4: Session 3

EDUCATION TRACKS

- Compliance
- Commercial Lending
- Retail Banking/Consumer Lending
- Operations/IT/Human Resources
- Management/Executive
- General Banking

NOTE: All programs and dates listed are subject to change. Visit www.TNBankers.org/events for the most current information about TBA events.

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