



# 2022/23 LOGO REDESIGN PROCESS

SBA Communicators Conference



Emily Brooks

*Digital Media Manager*



Josh Myers

*Vice President of  
Member Engagement*



Laura Wilson

*Vice President of  
Communications*



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*We Know Banks!*



# BankLEAD

*Learn, Engage And Develop*







**FUTURE  
LEADERSHIP  
DIVISION**



# HOOSIER BANKER

MAY/JUNE 2023

**PLUS!**  
**Legislative  
Day 2023**

**5 ESSENTIAL  
CYBERSECURITY TIPS**



Evan Hoffmeyer  
Assistant Vice President of Communications  
Indiana Bankers Association  
8425 Woodfield Crossing Blvd., Suite 155E  
Indianapolis, IN 46240-7321

Mr. Hoffmeyer,

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Thank you,

*Emily*

Emily Brooks  
Digital Media Manager  
Indiana Bankers Association

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# LEADERS IN BANKING EXCELLENCE

A long wall display featuring a grid of biographical profiles for banking leaders. Each profile includes a portrait and a short text description. The profiles are arranged in a grid that recedes into the distance. The colors of the profile cards alternate between blue and green.

**C. MICHAEL STEGALL**  
Community First Bank of Indiana  
Kokomo

**DAN L. MOYRE**  
Hartsville

**KIP WHITE**  
The Foundry Trust Company  
Covington

**ERIC S. WYSE**  
Lafayette

**MICHAEL C. REED**  
Hartsville

## LEADERS IN BANKING EXCELLENCE

**IB**

**LEADERS IN BANKING EXCELLENCE**

**INDIANA BANKERS ASSOCIATION**

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Honoring the legacy of leaders who have helped build and grow Indiana's proud banking tradition





# LESSONS LEARNED

- Strategic Planning saved time & money
  - Research & interviews
    - perception of IBA
    - where we wanted to go
- Expect delays
- Expect the unexpected





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