

Magazine Editorial Advisory Committee Formed

As part of our continuing effort to provide a relevant and attractive quarterly magazine for our members, the Connecticut Bankers Association (CBA) is pleased to announce the creation of the *CBA Quarterly* Editorial Advisory Committee (EAC). The committee's charge is to develop ideas for magazine content, select themes and topics, and identify authors for articles.

"Our member banks are in the best position to inform us of the current trends, developments, and practices that significantly impact the industry, both in Connecticut and across the nation," said CBA President & CEO Tom Mongellow. "This new committee will be an important resource as we pursue our goal to provide a magazine that is as timely and pertinent as possible for the benefit of our members."

The objectives of the **Editorial Advisory Committee** are to:

- develop content ideas and identify subject matter experts,
- brainstorm potential writers and advertisers,
- ensure the magazine's content is practical and relevant as a top priority.

The advisory committee will be comprised of member bank staff who hold communications or PR positions representing banks of all sizes within the CBA membership. A select number of committee slots will be reserved for Associate Members. The committee will meet with the magazine's staff four times a year in advance of the production cycle for each quarterly issue of the magazine. Initially during the pandemic, the committee will conduct its meetings virtually. Part of its first meeting each year will be devoted to identifying the annual themes and production schedule for the magazine. Succeeding meetings will focus on planning and discussing the upcoming issue of the magazine.

The *CBA Quarterly*, an official publication of the CBA, publishes articles on new legislation, trends in the banking industry, significant developments in the banking industry, banking operations, community involvement, and CBA activities.

Please send a brief email to cblake@ctbank.com with your name, title, role, and your interest in serving on the committee by March 12, 2021. We will announce the members of the ***CBA Quarterly*** Editorial Advisory Committee in late March, 2021.

Please don't hesitate to contact me if you have any questions or comments.

Sincerely,

Christopher G. Blake
Communications Coordinator and CBA Quarterly Assistant Editor