

Virginia Association of Community Banks

Director Series: Strategic Planning in Today's Banking Reality

WEBINAR – ON-DEMAND WEB LINK & FREE CD ROM

Tuesday, March 30, 2010

11:00 am – 12:30 pm Eastern

Strategic planning! A topic some love to hate. Has your strategic planning meeting ever been a waste of time? Have you gotten bogged down in minutia, looking at numbers, budgeting, and the like? Learn how to do it differently and effectively in a single day!

This timely program will address a number of issues. What is the director's job in strategic planning? How does the current environment impact the issues to be addressed? What is the difference between strategic and operational or tactical planning? What are the directors' and officers' role? How can you make the planning session enjoyable?

HIGHLIGHTS

- Understand the process and the current environment's impact
- Focus on the substantive issues
- Address board-only issues, plus board and management issues
- Learn how to use your time productively in this process

WHY SHOULD YOU PARTICIPATE?

This session is a cost-effective way to understand the process and substantive issues in strategic planning, as well as avoid having it be a waste of time or a social event for your directors. You may train as many individuals as you like for one set price. There will be no travel costs, time lost from work and no one will be required to leave the institution.

WHO SHOULD ATTEND?

This informative session is designed for directors, senior management, and CEOs.

PLEASE NOTE: Your registration fee allows you to have **one telephone connection**. However, as many people as you like may listen from your office speaker phone. If you register for the webinar, your registration fee also includes **one internet connection** from a single computer terminal.

ABOUT THE PRESENTER – Jeffrey C. Gerrish, Gerrish McCreary Smith, PC, Attorneys

Jeffrey Gerrish was Regional Counsel for the FDIC during very difficult regulatory times. Now he is Chairman of the Board of Gerrish McCreary Smith Consultants, LLC and a member of the Memphis-based law firm of Gerrish McCreary Smith, PC, Attorneys. The two firms have assisted over 1,200 financial institutions in 48 states. Jeff's consulting and legal practice places special emphasis on: strategic planning for boards; community bank mergers and acquisitions; bank holding company formation; acquisition and ownership planning for board directors; regulatory issues, including problem banks, and cease and desist matters; and compliance issues, capital raising and securities law concerns, ESOPs; and other matters of importance to community banks.

THREE REGISTRATION OPTIONS

1. LIVE WEBINAR

The **LIVE WEBINAR** registration option allows you to have one telephone connection for the audio portion and one internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that will allow entrance to the seminar. The session will be approximately 90 minutes, including question and answer sessions. Seminar materials will be sent prior to the broadcast along with hookup instructions. Your pin number, hookup instructions and handouts will be emailed to you. You will need the most current version of Adobe Acrobat Reader available free at www.adobe.com.

2. ON-DEMAND WEB LINK** AND FREE CD ROM*

Can't attend the live webinar? The **ON-DEMAND WEB LINK**** is a recording of the live event including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Within 5 business days following the webinar, you will be provided with a web link that can be viewed anytime 24/7 for the next 6 months. This link will expire 6 months after the live program date. **But there's more . . . AS AN ADDED BONUS, you will also receive a FREE audio/visual CD ROM.*** The CD includes the original audio/visual presentation, the question and answer sessions, and the handouts. Use the on-demand link or this "off-the-shelf" training program for those that could not attend the live seminar and for future training.

3. BOTH LIVE WEBINAR AND ON-DEMAND WEB LINK** (INCLUDES FREE CD-ROM*)

Includes options 1 and 2 above

AFFORDABLE, PROFESSIONAL TRAINING, WHEN AND WHERE YOU CHOOSE

*CD Rom for PC use only

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Registration Form: DIRECTOR SERIES: Strategic Planning in Today's Banking March 30, 2010

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Company/Bank Name

Contact Name Title

Billing Address

City/State/ZIP

Email Address Phone

Program Type (All Pricing is for Members. Non-Member Fees are Double)

- Live Webinar (\$250) On Demand Link w/free CD (\$250)
 Both Live Webinar with On-Demand Link & Free CD (\$275)

Check Enclosed: Amount: \$ _____

Visa Master Card Expires ___ / ___ / ___

Credit Card Number: _____

Cancellation Policy: Cancellations must be received within three or more business days prior to the day of an educational program to receive 100% credit. If less than three days prior, a 20% cancellation fee will apply. There are no refunds on the day of a program, substitutions, however, are welcome.