2016 EDITORIAL TOPICS & THEMES

DEADLINE FOR SUBMISSION IS THE 5TH OF THE PRECEDING MONTH. MONTHLY THEMES ARE SUBJECT TO CHANGE.

January SECURITY & FRAUD PREVENTION - Articles about security issues banks encounter, such as social media attacks, elder fraud, and internal fraud, and how to avoid the incoming threats.

February CREATIVE MARKETING, PROMOTIONS, RETAIL BANKING STRATEGIES, & CONSUMER TRENDS - Articles about branding, promotions, and marketing your community bank for success in 2016.

March HUMAN RESOURCES, BENEFITS MANAGEMENT, & INSURANCE - Articles relating to issues in human resources, employee retention, and providing benefits.

April GOVERNMENT RELATIONS: COMPLIANCE, REGULATORY, & LEGAL ISSUES - Articles on changes in the regulatory arena, compliance suggestions, and other issues to protect community banks. Also featuring a primary election preview.

May THE FUTURE OF COMMUNITY BANKING, TRENDS, & STRATEGIES - A preview of PACB’s Future of Community Banking conference, scheduled for May 19-20, 2016 in Seven Springs, Pennsylvania. Articles relating to the state of community banking, as well as succession planning, leadership, and market trends.

June TECHNOLOGY, BANKING SERVICES, & THE VALUE OF OUTSOURCING - Articles about the latest technology, banking services, outsourcing services, and opportunities to become more environmentally friendly in the banking industry.

July PACB’S 139TH ANNUAL CONVENTION - Schedule, education, and event information for PACB’s 139th Annual Convention, scheduled for September 22-24, 2016 in Lake Buena Vista, Florida. Also featuring previews of education sessions written by convention speakers.

August PROFESSIONAL DEVELOPMENT, EMPLOYEE ENGAGEMENT, & TALENT MANAGEMENT - Articles on education and training for bank employees and maximizing your bank’s talent.

September GROWING YOUR COMMUNITY (CONVENTION EDITION) - Articles that focus on various aspects of community involvement, including consumer, commercial, real estate, and agricultural programs, as well as articles about volunteering and giving back to the community.

October DIRECTOR ISSUES - Articles on leadership, the role of directors, and trends involving Boards of Directors.

November GOVERNMENT RELATIONS: COMPLIANCE, REGULATORY, & LEGAL ISSUES (CONVENTION RECAP EDITION) - Articles on changes in the regulatory arena, compliance suggestions, and other issues to protect community banks. Also featuring a general election preview.

December LENDING, CREDIT ANALYSES, & COMPLIANCE - Articles on consumer, commercial, real estate, and agricultural programs, and lending compliance.

Please submit all articles for publication consideration to Eric Kovac, Communications Director, at eric@pacb.org.