



# A CELEBRATION OF COMMUNITY BANKING

## *Leadership Forum and INSPIRE Awards Recognition Dinner*

The Hershey Lodge & Convention Center, Hershey, PA  
July 19-20, 2021

### **Monday, July 19**

**5:30 pm** Celebration Reception

**6:00 pm** Keynote Speaker: Tell Your Story of Community Service

**6:45 pm** INSPIRE Awards Gala Dinner

Dress to impress and join your community banking colleagues for PACB's 2020 INSPIRE Awards. These awards will be provided in three categories and represent the amazing work of community banks in the Commonwealth. Award categories are:

- Community Support and Engagement
- Diversity, Equity, and Inclusion
- Paycheck Protection Program Involvement
- Game Changer: A technology or service deployed in 2020 to specifically address a pressing community or customer need.

Be certain that your bank has submitted an award application for consideration. PACB is excited to recognize our members and looks forward to highlighting all of the recipients with the industry, the media and the public!



## 7:45 pm Inspire Awards Presentation

**Master of Ceremonies: Soni Dimond**, *Good Day PA* Segment Host, Producer/ Reporter - WHTM ABC27



Soni Dimond is well-known as Host of the new *Vibrant Living* segment series, featured regularly on ABC27's *Good Day PA*, the mid-state's only daily lifestyle show. Throughout her career, Soni has been recognized as a proven professional in executive presentation training, public relations and corporate communication. She has served as an independent publicist, national speaker and media trainer. As a freelance public relations authority, she has offered an exceptional, multi-platform approach to publicity, combining the strengths of both traditional and digital media relations. Soni's clients have enjoyed a higher level of confidence and polished presentation power, through courses designed to engage a variety of audiences. Soni offers her suite of media training services to select business leaders and individuals who rely on her brand-building skills, her professional guidance and her decades of experience. Soni's reputation is generated from her history of achievements as an award-winning business owner at Soni Dimond Media/SDM combined with her career as Vice President of Corporate Communications at Beasley Media Group, FL.

Soni's job history spans three decades of media relations. She began working while attending Gettysburg College, starting her career path as one of the first female television news anchors at WHTM, the ABC affiliate in Harrisburg, Pennsylvania. Her initial TV career included an internship at NBC Owned and Operated WCAU-TV, Philadelphia, before she was drafted by NBC affiliate WGAL as Morning Anchor, Talk Show Host and General Assignment TV News Reporter in Lancaster, PA. Soni's resume includes her first management position, as Manager of Media Relations for the Pennsylvania Chamber of Business and Industry, the largest business organization in PA. Additionally, Soni served as a media trainer at Commonwealth Media Services, where she coached top government officials in their speech rehearsals.

Soni's career extended from Pennsylvania state-wide positions to national public affairs jobs in Washington, D.C. Soni has earned significant awards, including "Best 50 Women in Business" in Pennsylvania. Her community commitment includes more than 15 years as a Board Member of the Central PA Chapter of the National Multiple Sclerosis Society. As a former member of National Speakers Association, Soni has authored two books, in her *Life's A Pitch!*<sup>®</sup> series. Her books have been used as guides to image-building with the priceless rewards of positive public perception.

## 9:00 pm Adjournment

# Tuesday, July 20

## 8:30 a.m. Continental Breakfast and Networking

## 9:00 a.m. How to Make Networking More than Just Talk

**Soni Dimond**



Soni will provide strategies and functional advice to help you improve your lasting impressions from your Zoom room to the conference room. You will be reminded how to sharpen your soft skills to create a comfortable approach to your business colleagues, or network with a new group of interesting people. You will be provided with tips for purposeful follow-up, in person and online. You can discover how to remain memorable after the event, as you develop and build your relationships. Soni can move you out of your comfort zone. She'll motivate you to enjoy the abundant benefits of building strong connections. This inspiring session is designed for measurable results, by using practical strategies for creating robust, lasting professional bonds.

## 9:50 a.m. Strategies to Win the War: Capitalizing on Your Competitive Advantages

**Robb Rempel, Sr.**, Executive Vice President, Haberfeld



All financial institutions have competitive advantages. Large financial institutions have convenience (i.e., lots of locations) and large marketing budgets along with a host of other real and perceived benefits. Small financial institutions often have a stronger connection to the local community, paired with the ability to know their members more fully. Small financial institutions cannot win when they follow the lead of mega-banks in implementing service charges as well as adding complicated products and services. Given these differences, all financial institutions must maximize opportunities to go beyond their core and/or traditional advantages by providing more solutions to more people. During this session, we will explore winning strategies to: (1) capitalize on your competitive advantages, (2) expand your market share, (3) monetize your member base and (4) effectively use data analytics.

Robb Rempel, Senior Executive Vice President of Client Services, leads the profitability, research and marketing implementation teams at Haberfeld. With more than 20 years of experience in the financial services industry, Robb has worked with financial institutions of all sizes as both a Consultant and Account Executive. An experienced facilitator and presenter, Robb helps bank executives and their teams implement targeted strategies to drive ongoing growth and enhance overall profitability. Robb is a graduate of the University of Nebraska.

**10:40 a.m. BREAK & NETWORKING**

**11:00 a.m. Clicks & Bricks – Blending the Convenience of Tech with the Branding Power of Brick & Mortar**

**James G. Caliendo**, President & CEO, PWCampbell



The rapid adoption of technology in banking coupled with the significant impact of Gen Y and Z's distinct banking habits have placed enormous pressure on banks to create a seamless customer journey between online and the branch. During this session you will gain a thorough understanding of the relevance of each delivery channel and how to effectively blend the two to increase customer satisfaction and better position your institution for the future.

Jim's responsibilities encompass all day-to-day operations including sales, marketing and business development, human resources, financial management, and office administration. He is also responsible for managing construction services, including quality assurance, safety, project performance, and subcontractor/vendor relations. He reports directly to PWCampbell's Principals. Jim has twenty-five years of experience in business and bank management, most recently as Senior Vice President of Retail Banking and Planning for Three Rivers Bank. The majority of his career, however, was spent at Landmark Savings Association. As Senior Vice President and Chief Operations Officer, his management accountabilities at this \$1.8 billion savings association included a thirty-six-branch office network, retail operations, marketing, business development, public relations, media and shareholder relations, and human resource management. Jim played a key role in the successful merging of the five thrift organizations which formed Landmark Savings, and was also instrumental in Landmark's conversion from a mutual thrift to a public corporation. He is a frequent speaker at financial industry seminars and trade shows.

**11:50 a.m. The Importance of Involvement, Legislative Update**

**Remarks from PA Legislator**

**LEGISLATIVE UPDATE:**

**Kevin Shivers**, PACB President & CEO

**Jordan Grant**, PACB Director of Government Relations



Shivers



Grant

**12:40 pm LUNCHEON**

**1:40 pm Diversity, Equity & Inclusion – The Role of Leaders**

**Paulette Brown**, Senior Partner, Chief Diversity & Inclusion Officer, Locke Lord LLP (**INVITED**)



Paulette Brown is a member of the labor & employment practice group of Locke Lord LLP and is the Immediate Past President of the American Bar Association. Throughout her career, she has held a number of positions, including in-house counsel to a number of Fortune 500 companies and as a Municipal Court Judge. For the past 30 years, Paulette has engaged in the private practice of law, focusing on all facets of labor and employment and commercial litigation. She has defended employers in cases involving discrimination on the basis of age, sex, marital status, sexual harassment, disability, race and national origin. Paulette has received results in class action employment discrimination cases based upon race and wage and hour claims. She is also experienced in all aspects of workplace training and collective bargaining.

Paulette litigates in both federal and state courts, as well as arbitration forums for both unionized and non-union employees. She is a certified mediator for the United States District Court, District of New Jersey and a member of the Employment AAA Panel. Paulette is a frequent lecturer on labor and employment issues and issues related to electronic discovery and serves as Chair of the Labor and Employment Section of the New Jersey State Bar Association. She is also a member of the College of Labor & Employment Lawyer and American Law Institute. Additionally, Paulette has been recognized by the *New Jersey Law Journal* as one of the prominent women and minority attorneys in the State of New Jersey and by the *National Law Journal* as one of "The 50 Most Influential Minority Lawyers in America." She has been listed as a NJ Super Lawyer since its inception and for the past three years as one of the top 50 women lawyers and one of the top 100 lawyers. Ms. Brown has also repeatedly been named by US News as one of The Best Lawyers in America® in the area of Commercial Litigation. Paulette also received DRI's Pioneer Diversity Award and the NJ State Bar Association's Excellence in Diversity Award, and she was honored with the Spirit of Excellence and Margaret Brent Women Lawyers of Achievement Awards by the American Bar Association Commission on Women in the Profession. In 2014, Paulette was honored by the Rutgers Law-Camden Black Law Students Association for exemplifying the values advocated by Dr. Martin Luther King Jr.

**2:30 pm Value-Based Leadership**

**April Farlow**, Motivational & Keynote Speaker



April inspires audiences to achieve greater performance, fulfillment and purpose. On topics such as vision development, value-based leadership, change, self-confidence, presentation skills, team building and leadership. April uses experience from a corporate training environment to provide content with depth and real-life application. April has worked C-Suite to the front line. No matter the location or audience, her authentic manner addresses clearly the real work to be done.

April has spent over 15 years motivating audiences to get out of their comfort zone, speak up and represent their values. April has taught over 20,000 individuals and honed her skills to motivate her to reach audiences. She has rated in the top 1% of facilitators out of 3,000 for Dale Carnegie Training International. Today, April uses this experience to deliver content with depth and real-life, immediate application.

**3:30 pm Adjournment**

***For Registration and Sponsor Information, please click here***

or visit [www.pacb.org/pacb-inspire-awards](http://www.pacb.org/pacb-inspire-awards)

***Lodging Information***

**Make your lodging arrangements at The Hershey Lodge and Convention Center**

Registrants may contact The Hershey Lodge directly to make lodging reservations for the Celebration of Community Banking event. Guests may call **(855) 729-3108** and ask for the room block for the PACB Celebration of Community Banking on July 19-20, to get the reduced room rate.



3211 N. Front Street, Suite 102  
Harrisburg, PA 17110  
(717) 231-7447

**[pacb.org](http://pacb.org)**