

Hometown **BANKER**

THE PUBLICATION CELEBRATING & EDUCATING PENNSYLVANIA'S COMMUNITY BANKING INDUSTRY. POWERED BY 

2019 EDITORIAL TOPICS & THEMES

DEADLINE FOR SUBMISSION IS TWO MONTHS PRIOR TO ISSUE MONTH. MONTHLY THEMES ARE SUBJECT TO CHANGE.

- January** **INVESTMENT BANKING, RETAIL BANKING TRENDS, MOBILE BRANCHING**
Articles focused on the future of retail delivery, retail technology, investment banking and consumer experience.
- February** **SECURITY/FRAUD PREVENTION**
This issue is focused on bank security issues, such as: physical security, cyber/information security, elder fraud, and internal fraud, and how to mitigate potential threats.
- March** **LENDING: COMMERCIAL, CONSUMER, AG, COMMUNITY INVOLVEMENT**
Articles dedicated to discussing various aspects of lending, including: consumer, commercial, real estate, small business, agricultural and other lending trends. Online lending trends and community banking's lending competition. This issue will also include articles about volunteering and giving back to the community.
- April** **HR/BENEFITS/COMPLIANCE/BOLI**
This issue will highlight all issues surrounding human resource management, leadership, executive and employee benefits, BOLI and hot compliance issues.
- May** **MUTUALITY AND ITS ADVANTAGES**
Articles will contain information on mutual banking trends, advantages that mutuals can leverage to be more competitive, the importance of the mutual charter and mutual leadership and governance.
- June** **AUDIT/ACCOUNTING/LEGAL**
Hot issues and topics surrounding internal and external audits, FASB updates and insights into timely legal and regulatory issues impacting community banking.
- July** **PACB CONVENTION 2019**
Agenda, education sessions, and event information listed for PACB's Annual Convention, scheduled for September 26-29, 2019 at The Broadmoor in Colorado Springs, Colorado. Also featuring previews of education sessions written by convention speakers.
- August** **ALM, REGULATORY MATTERS, RISK MANAGEMENT**
Articles centered around critical issues banks face regarding asset/liability management, regulatory concerns, liquidity management, investment portfolio strategies, and multiple components of interest risk management.
- September** **MARKETING/DIRECTORS**
Branding and marketing the community banking advantage to multiple market segments. Maximizing Board effectiveness, director, trustee and governance matters. Board diversity, recruitment and succession. This issue will be distributed to all Convention 2019 attendees.
- October** **GOVERNMENT RELATIONS & ADVOCACY**
Articles on changes and proposed changes to banking legislation and regulatory matters. Recap of news from Washington and Harrisburg and advocacy updates from PACB and ICBA and GSE's.
- November** **VIRTUAL BANKING AND PAYMENTS**
This issue will address the latest banking and payment technologies. Tokenization, AI, virtual delivery of banking services and virtual customer experience. Eco-friendly banking, the benefits of outsourcing and the importance of social responsibility.
- December** **CAREER-PATHING AND STAFF RECRUITMENT & RETENTION**
Articles will focus on the benefits of career-pathing, training, coaching and mentoring to ensure your bank team's continuity, preparedness and success.

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

KEEPING THE LIGHTS ON IN OUR *Hometown.*

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