

SPIRIT OF BANKING



FEBRUARY 2024



Upcoming Free Webinars

Feb 27: Understanding Financial Trauma and the Needs of Your Customers

Join the Black Bankers ERG for an in-depth discussion covering ways bankers can understand financial trauma and empower all customers to succeed. This webinar is the first in a series on

Community-Driven Banking – join us for one, two or all three of these webinars over the coming weeks. [Register now.](#)

March 6: Scams Against Americans

Scammers will do anything to steal your customers' hard-earned money. Hear from the Better Business Bureau Institute for Marketplace Trust and the Federal Trade Commission about the most prevalent scams and their effects on different demographics of Americans. Also, get access to the BBB's newest Scam Tracker Risk Report. [Register now.](#)

Congrats to the [2023-2024 Lights, Camera, Save!](#) Contest Winners!

First Place: \$5,000

Don't Burn That Bread
by Grant Parsons
Burke & Herbert Bank,
Alexandria, VA

Second Place: \$2,500*

Budgeting... It's Not Rocket
Science
by Brodee Riley
Hardin County Bank,
Savannah, TN

Third Place: \$1,000

Stock Market
by Angel Aquino
Farmers National Bank,
Danville, KY

*Second place winner, Brodee Riley, also won the Banker's Choice Award – voted on by bankers at the 2024 Conference for Community Bankers! He won a prize pack of production materials worth over \$500 – including an iPad, Apple Pencil, ring light, wireless microphone and more – courtesy of our contest sponsor, [Plinqit](#).



In Honor of Women's History Month in March

Looking ahead to March, join the ABA Diversity, Equity and Inclusion team for conversations with two leading women in banking.

March 7, 3:00 p.m. EST: Virtual Fireside Chat with Anna Astvatsaturian Turcotte, SVP of Compliance, Maine Community Bank. Anna is an Armenian refugee who immigrated to North Dakota with her family when she was 13 years old. An elected community leader, Anna runs a foundation to support Armenians in need during today's crisis. [Register here](#) to hear Anna's story of resilience and hope and how they are important facets of banking too.

March 28, 2:00 p.m. EST: Virtual conversation with Evelyn Fennell Smalls, President and CEO, United Bank of Philadelphia, a minority-owned and -controlled full-service commercial bank. A 30-year banking veteran in compliance and community reinvestment, Evelyn has been lauded by the Federal Reserve and FDIC. [Register here](#) to learn Evelyn's leadership journey and her tips for all bankers, from emerging leaders to seasoned executives, on strategies to achieve success in the industry.



Veteran Financial and Credit Counseling Services Study

The Department of Veterans Affairs has released a survey designed to implement its congressional mandate to promote financial and credit counseling to America's veterans. The Association of Military Banks of America (AMBA) collaborated with the VA on this survey and encourages all banks to

participate. [Learn more and take the survey.](#)



Banks in the Spotlight: Corporate Responsibility at Work

This month, we're spotlighting 2023 ABA Foundation Community Commitment and George Bailey Distinguished Service Award winner, Paola Fernandez, SVP, community development, Centreville Bank, West Warwick, RI.

Inspired by her experiences as an immigrant from Argentina, Paola has transformed lives by working in spaces that lift communities and increase access and opportunities for families to prosper. [Read about Paola.](#)

