



# Women in Banking Lead ● Change ● Grow

**Thursday, June 8, 2017**

Registration 8:30 a.m.

Program 9 a.m. Concludes 3 p.m.

Sheraton Framingham Hotel & Conference Center

1657 Worcester Road

Framingham, Massachusetts 01701

Join your peers at MBA's fifth annual Women in Banking Conference and learn skills to improve your effectiveness inside and outside of the office. Also, hear about the latest trends in technology that are changing the industry and the skills required to lead banking organizations into the future.

Women at every level – from emerging leaders to executives – will benefit from this conference and gain the knowledge to affect change, grow professionally and become more effective leaders. Men who lead women are also welcome to attend.

## Presenters:

### **Virginia Heyburn, Vice President, Strategic Pursuits, Global Sales Organization, Fiserv, Brookfield, WI**



Virginia Heyburn, Vice President of Insights and Advocacy at Fiserv, advises financial institution executives about industry and consumer trends, business drivers and technology innovations. By sharing her knowledge and learning about the intricacies of specific markets and organizations, Heyburn is uniquely positioned to help financial institutions formulate successful strategies for enhancing profitability and achieving growth objectives.

A respected and sought after industry thought leader, Heyburn is a frequent main stage speaker at financial industry events, and her commentaries are regularly featured on the Fiserv Boardroom Series, an innovative online forum for financial services industry executives.

### **Daniel Post Senning, Instructor and Author, The Emily Post Institute, Burlington, VT**



Daniel Post Senning is the great-great grandson of Emily Post and a co-author of Emily Post's Etiquette, 18th edition and The Etiquette Advantage in Business, 3rd edition. He is also the author of Manners in a Digital World: Living Well Online. Dan specializes in relationship building in all areas of life, whether it is at home, at work, or online. He is a personable and dynamic presenter who takes pleasure in making the topic of etiquette useful and approachable to all audiences.

Dan conducts business etiquette seminars and delivers speeches across the country and around the world. He has previously worked with clients including Emirates Airlines, Le Meridien Hotels, The Peninsula Hotels, Cancer Treatment Centers of America, Barclay's Financial, UBS, Emerson Process Management, GEICO and the Trinidad and Tobago Tourism and Hospitality Institute. Dan also co-teaches the Emily Post Children's Etiquette Train the Trainer Course with his mother, Cindy Post Senning, Ed.D.

### **Barbara Rutkowski, Senior Consultant, Learning Dynamics, Wallingford, CT**



Barbara Rutkowski offers a broad portfolio of knowledge and practical experience built on her successful career in human resources and operational leadership assignments. Her background incorporates organization effectiveness, human resources management, consulting to internal business partners, and P&L responsibility in the staffing industry.

In her 12 years with Webster Financial Corporation, Barbara was the Senior Vice President of the organizational effectiveness division, where she provided strategic planning, design, development, and delivery of corporate learning and development programs.

# Fifth Annual Women in Banking Conference

## Lead – Change- Grow

Thursday, June 8, 2017 • Sheraton Framingham Hotel and Conference Center

### Agenda

8:30 – 9:00 a.m. **Registration and Continental Breakfast**

9:00 – 9:10 a.m. **Welcome and Introduction of Women in Banking (WIB) Advisory Group**

Tanya Duncan, Senior Vice President, Corporate Policy, Massachusetts Bankers Association

9:10 – 9:30 a.m. **Opening Remarks**

Gilda M. Nogueira, President & CEO, East Cambridge Savings Bank, MBA Chairman, WIB Conference Chair

9:30 – 10:30 a.m. **Trends That Will Drive Innovation and Impact Growth**

Virginia Heyburn, Vice President, Insights and Advocacy Global Sales Organization Fiserv

*Economic, regulatory, demographic, and technology trends are requiring business model change. With preferences shifting to digital channels, expectations for speed and convenience finding shape outside financial services, and non-traditional players making inroads into traditional banking relationships, financial institutions must adapt. By reading and responding to the trends, financial institutions will be best positioned to meet the needs of customers who are looking for greater timeliness and convenience in financial services and help those customers centralize transaction and credit activity around their primary financial services relationship.*

10:30– 10:50 a.m. **Break & Meet Your Regional Group WIB Representative**

10:50 – 11:50 a.m. **Business Etiquette Essentials**

Daniel Post Senning, Instructor and Author, The Emily Post Institute, Burlington, VT

*Business etiquette training is so valuable for companies and for individuals. Aside from avoiding a bruised or even shattered reputation, business etiquette can promote higher levels of job satisfaction, office communication, and productivity. Whether it is in a meeting, in a communication, around a water cooler, on a business trip, at a business social mixer, or at an important business meal, personal skills make or break relationships. An individual's professional success hinges on how well he or she can build strong relationships. In turn, when an individual is successful, their company succeeds as well.*

*Business etiquette training directly affects the bottom line because decision makers, colleagues, bosses, clients, and prospects will choose to do business with people in whom they have confidence.*

11:50– 1:00 p.m. **Lunch- Networking By Interest**

1:00 – 2:00 p.m. **Panel: Championing Female Leaders**

**Moderator:** Gilda M. Nogueira

Charles O'Brien, President, and Chief Executive Officer, Adams Community Bank

Meg McIsaac, President, Stoneham Bank

Brian Sullivan, Senior Vice President, Retail Banking, Commerce Bank

2:00– 3:00 p.m. **Emotional Intelligence: A Key to Career Success**

Barbara Rutkowski, Senior Consultant, Learning Dynamics, Wallingford, CT

*Great business leaders recognize the need for keen observation of leadership qualities in others, recognition of "idea people" who can propel the organization into the future as an industry leader, and the ability to accurately analyze potential while tempering that with compassion. These are attributes known as Emotional Intelligence (EI). Workplace studies have shown that EI is valued nearly twice as much as superior intellect in today's workplace. This program is designed to maximize the value of EI with leaders who are entrusted with motivating staff.*

3:00- 3:10 p.m. **Raffle, Evaluations and Adjourn**

**Dress Attire** - Business attire is recommended for the conference. Be advised, meeting room temperatures and personal comfort zones vary widely. It is recommended that you bring a sweater or jacket to the sessions.

### Hotel Information + Accommodations

The Sheraton Framingham Hotel & Conference Center, 1657 Worcester Road, Framingham, MA 0170 is the host hotel for the conference. A room block has been reserved for June 7, 2017, and is available until May 23, 2017.

The room rate will be \$119/per room, per day, plus state & local tax of 11.7 % for single or double occupancy. Hotel accommodations can be secured by calling 1-800-325-3535 and identifying yourself as a part of the **Mass Bankers Women in Banking Conference**. Breakfast is available for \$16/pp. Rooms will be available at 4:00 p.m. the day of check-in. Check out time is 11:00 a.m.

**Hotel Cancellation** - Cancellations must be made 48 hours before the date of arrival or one night's room rate will be charged to the individual. All unreserved rooms in the block will be released for sale to the public on May 24, 2017.



# 2017 Women in Banking Advisory Group Members

Chair: Gilda M. Nogueira, President & CEO, East Cambridge Savings Bank

- ❑ **Group 1 Representative:** Paula M. Cotter, Senior Vice President, Operations, East Boston Savings Bank, Peabody, MA
- ❑ **Group 2 Representative:** Elizabeth Osborne, Senior Vice President, Chief Information Officer, Belmont Savings, Belmont, MA
- ❑ **Group 2 Representative:** Diane G. Papadacos, Vice President, Director of Marketing, East Cambridge Savings Bank, Cambridge, MA
- ❑ **Group 3 Representative:** Marianne Smith, Senior Vice President, Treasurer, Cape Ann Savings Bank, Gloucester, MA
- ❑ **Group 3 Representative:** Helen H. Topor, SVP, Chief Human Resources Officer, Salem Five Savings Bank, Salem, MA
- ❑ **Group 4 Representative:** Susan Setterland, Senior Vice President, Retail Banking, Coastal Heritage Bank, Weymouth, MA
- ❑ **Group 4 Representative:** Shanika M. Rogowski, Senior Vice President/ Chief Revenue Officer/CRA Officer, Mansfield Co-Operative Bank, Mansfield, MA
- ❑ **Group 5 Representative:** Michele L. Roberts, Executive Vice President, Community Relations Officer, Bristol County Savings Bank, Taunton, MA
- ❑ **Group 5 Representative:** Nicole Almeida, First Vice President, and Marketing Director, BayCoast Bank, Swansea, MA
- ❑ **Group 5 Representative:** Laura Newstead, Senior Vice President, Chief Human Resources Officer, Cape Cod Five Cents Savings Bank, Orleans, MA
- ❑ **Group 6 Representative:** Jane F. Cullen, AAP, Vice President Business Services Manager, Webster Five, Worcester, MA
- ❑ **Group 6 Representative:** Jennifer R. Marble, Vice President, Credit Portfolio Manager, Main Street Bank, Marlborough, MA
- ❑ **Group 7 Representative:** Terri Fox, Senior Vice President, Retail Administration, Monson Savings Bank, Monson, MA
- ❑ **Group 8 Representative:** Tami M. Gunsch, Executive Vice President, Retail Banking, Berkshire Bank, Pittsfield, MA

## MBA Bank Group Listing and Map

### GROUP I

ADMIRALS BANK  
BANK OF AMERICA  
BLUE HILLS BANK  
BOSTON PRIVATE BANK & TRUST COMPANY  
CITIZENS BANK  
COLONIAL FEDERAL SAVINGS BANK  
COMMONWEALTH CO-OPERATIVE BANK  
EAST BOSTON SAVINGS BANK  
EASTERN BANK  
FIDELITY MANAGEMENT TRUST COMPANY  
FIDUCIARY TRUST COMPANY  
MEETINGHOUSE CO-OPERATIVE BANK  
NORTHEAST BANK  
ONEUNITED BANK  
PEOPLES UNITED BANK  
PNC WEALTH MANAGEMENT  
RADIUS BANK  
SANTANDER BANK, N.A.  
STATE STREET BANK AND TRUST COMPANY  
TD BANK  
THE COOPERATIVE BANK  
WEBSTER BANK, N.A.

### GROUP II

AVIDIA BANK  
BELMONT SAVINGS BANK  
BROOKLINE BANK  
CAMBRIDGE SAVINGS BANK  
CAMBRIDGE TRUST COMPANY  
CENTURY BANK AND TRUST COMPANY  
EAGLE BANK  
EAST CAMBRIDGE SAVINGS BANK  
EVERETT CO-OPERATIVE BANK  
FIRST COMMONS BANK  
FIRST FINANCIAL TRUST, N.A.  
LEADER BANK, N.A.  
MELROSE CO-OPERATIVE BANK  
MIDDLESEX FEDERAL SAVINGS, F.A.

MIDDLESEX SAVINGS BANK  
MUTUALONE BANK  
NORTH CAMBRIDGE CO-OPERATIVE BANK  
NORTHERN BANK & TRUST COMPANY  
PATRIOT COMMUNITY BANK  
READING CO-OPERATIVE BANK  
STONEHAMBANK  
THE SAVINGS BANK  
THE VILLAGE BANK  
WAKEFIELD CO-OPERATIVE BANK  
WATERTOWN SAVINGS BANK  
WELLESLEY BANK  
WINCHESTER CO-OPERATIVE BANK  
WINCHESTER SAVINGS BANK  
WINTER HILL BANK

### GROUP III

BANK OF NEW HAMPSHIRE  
BANKGLOUCESTER  
BEVERLY BANK  
CAPE ANN SAVINGS BANK  
ENTERPRISE BANK  
FIRST IPSWICH BANK  
GEORGETOWNBANK  
HAVERHILL BANK  
INSTITUTION FOR SAVINGS  
LOWELL FIVE CENT SAVINGS BANK  
MARBLEHEAD BANK  
METHUEN CO-OPERATIVE BANK  
NATIONAL GRAND BANK OF MARBLEHEAD  
NEWBURYPORT FIVE CENTS SAVINGS BANK  
NORTH SHORE BANK  
NORTHMARK BANK  
PENTUCKET BANK  
THE PROVIDENT BANK  
SAGE BANK  
SALEM CO-OPERATIVE BANK, SALEM, NH  
SALEM FIVE CENTS SAVINGS BANK  
WASHINGTON SAVINGS BANK

**GROUP IV**

ABINGTON BANK  
AVON CO-OPERATIVE BANK  
BANK OF CANTON  
BANK OF EASTON  
BRAintree CO-OPERATIVE BANK  
BRIDGEWATER SAVINGS BANK  
CANTON CO-OPERATIVE BANK  
CHARLES RIVER BANK  
COASTAL HERITAGE BANK  
DEAN BANK  
DEDHAM INSTITUTION FOR SAVINGS  
EQUITABLE BANK  
FOXBORO FEDERAL SAVINGS  
HARBORONE BANK  
HINGHAM INSTITUTION FOR SAVINGS  
HOLBROOK CO-OPERATIVE BANK  
MANSFIELD BANK  
MUTUAL BANK  
NEEDHAM BANK  
NORTH EASTON SAVINGS BANK  
NORWOOD BANK  
PILGRIM BANK  
RANDOLPH SAVINGS BANK  
ROCKLAND TRUST COMPANY  
SOUTH SHORE BANK  
STOUGHTON CO-OPERATIVE BANK  
WALPOLE CO-OPERATIVE BANK  
WRENTHAM CO-OPERATIVE BANK

**GROUP V**

BANKFIVE  
BANKNEWPORT  
BAYCOAST BANK  
BRISTOL COUNTY SAVINGS BANK  
CAPE COD FIVE CENTS SAVINGS BANK  
THE COOPERATIVE BANK OF CAPE COD  
EDGARTOWN NATIONAL BANK  
FREEDOM NATIONAL BANK  
INDEPENDENCE BANK  
MARTHA'S VINEYARD SAVINGS BANK  
MECHANICS COOPERATIVE BANK  
NANTUCKET BANK, A DIVISION OF BLUE HILLS BANK  
PUTNAM BANK  
SEAMEN'S BANK

**GROUP VI**

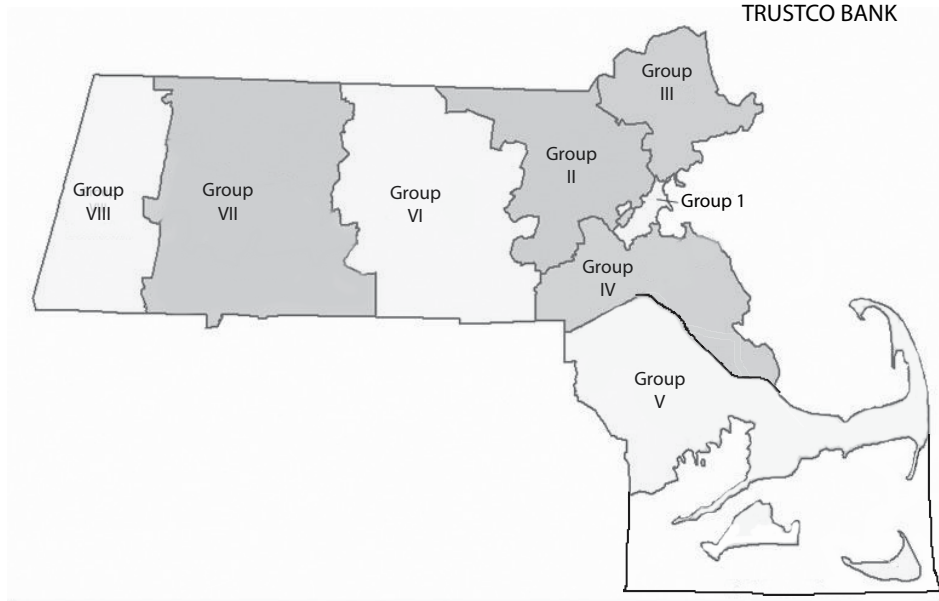
ATHOL SAVINGS BANK  
BAY STATE SAVINGS BANK  
CLINTON SAVINGS BANK  
COLONIAL CO-OPERATIVE BANK  
COMMERCE BANK AND TRUST COMPANY  
FAMILY FEDERAL SAVINGS  
FIDELITY BANK  
HOMETOWN BANK  
MAIN STREET BANK  
MILFORD FEDERAL SAVINGS AND LOAN ASSOCIATION  
MILFORD NATIONAL BANK AND TRUST COMPANY  
MILLBURY NATIONAL BANK  
MILLBURY SAVINGS BANK  
NORTH BROOKFIELD SAVINGS BANK  
ROLLSTONE BANK & TRUST  
SAVERS CO-OPERATIVE BANK  
SOUTHBRIDGE SAVINGS BANK  
SPENCERBANK  
UNIBANK  
WEBSTER FIVE CENTS SAVINGS BANK

**GROUP VII**

BBN  
BRATTLEBORO SAVINGS & LOAN ASSOCIATION, F.A.  
COUNTRY BANK FOR SAVINGS  
EASTHAMPTON SAVINGS BANK  
FARMINGTON BANK  
FLORENCE BANK  
GREENFIELD CO-OPERATIVE BANK  
GREENFIELD SAVINGS BANK  
KEYCORP  
MONSON SAVINGS BANK  
NBT BANK, N.A.  
NORTHEAST COMMUNITY BANK  
NUVO BANK & TRUST COMPANY  
PEOPLESBANK  
UNITED BANK  
WESTFIELD BANK

**GROUP VIII**

ADAMS COMMUNITY BANK  
BERKSHIRE BANK  
LEE BANK  
MOUNTAINONE BANK  
PITTSFIELD CO-OPERATIVE BANK  
SALISBURY BANK AND TRUST COMPANY  
TRUSTCO BANK



## We are pleased that we will partner with **Dress for Success** to conduct a handbag drive.

### **Do you have a black handbag to share with someone just starting her career?**

During the Women in Banking Conference, the MBA will be hosting a handbag drive to benefit Dress for Success Boston, an international not-for-profit organization that promotes the economic independence of disadvantaged women by providing professional attire, a network of support and the career development tools to help women thrive in work and in life. Dress for Success Boston provides clothing, confidence and career boosts to more than 1,000 women a year.

Would you like to collect black handbags at your bank and bring them to the conference? All donations are tax-deductible and should be dropped off at the Dress for Success table at the conference.

We will be collecting gently used BLACK professional handbags. If your bag is in good condition and you would be comfortable carrying your donated handbag to an interview, we'll take it!

### **No Handbag to Donate? Check A Bag**

You can write a check for a bag. Dress for Success Boston accepts monetary donations to provide employment retention services to its clients. This ongoing support enables women to successfully transition into the workforce, build thriving careers and succeed professionally and personally. An investment in Dress for Success Boston is truly an investment in a woman's future and donations are just the beginning of how they help women succeed in work and in life.

Monetary contributions are 100% tax deductible. Checks can be made payable to: Dress for Success Boston and given to the representative at the conference. If you would like more information on Dress for Success Boston, please visit [www.dressforsuccess.org/boston](http://www.dressforsuccess.org/boston).



**DRESS FOR SUCCESS**<sup>®</sup>  
BOSTON

### ***Going Places. Going Strong.***

**Malgosia's Design**, creates one of a kind jewelry and custom work with natural gemstones, cultured pearls, silver and gold. They will be at the conference and have agreed to donate 10% of the proceeds from its sales at the conference to Dress for Success Boston.



# Women in Banking

Thursday, June 8, 2017 ♦ Registration 8:30 a.m. Program 9 a.m. Concludes 3 p.m.

Sheraton Framingham Hotel & Conference Center ♦ 1657 Worcester Road, Framingham, Massachusetts 01701

## Please print or type:

Institution \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip Code \_\_\_\_\_

Telephone \_\_\_\_\_ FAX \_\_\_\_\_

## Please register the following persons:

Name	Nickname for Badge	Title	Email
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

## Registration per person

Member:	\$ 225 per person	Amount Enclosed	\$ _____
10 or more participants:	\$ 200 per person	Amount Enclosed	\$ _____
Non-member:	\$ 430 per person	Amount Enclosed	\$ _____

**Registration Fees include meals, receptions, refreshment breaks, and conference materials.**

**Please Note: This year there will be open seating to maximize networking opportunities.**

## Three ways to register:

**Online:** [www.massbankers.org](http://www.massbankers.org)

**Fax:** Credit card payments to our secure fax line 617-249-0441.

**PCI Compliance mandates that the form must be faxed, do not email.**

## Mail: Send this form with a check to:

Massachusetts Bankers Association-WIB17  
One Washington Mall, 8th Floor, Boston, MA 02108-2603

## Credit Card Information:

MasterCard  Visa  American Express  Discover

**For information about sponsoring this event, please contact Tanya Duncan [tduncan@massbankers.org](mailto:tduncan@massbankers.org)  
TEL 617-502-3801**

Card Number \_\_\_\_\_ Amount \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_

**Cancellation and refund policy:** We provide full refunds for cancellations received at the MBA office by June 1, 2017. After that date, we retain a \$75 fee per canceled registration. Persons canceling after June 1, 2017, will not receive a refund. However, substitutions are permitted. Registrants are responsible for canceling their hotel reservations.

**Registration Deadline: EARLY RESERVATIONS ARE ENCOURAGED.** To assist us in planning, registrations should be sent as soon as possible but no later than **June 5, 2017**. Please direct inquiries or cancellation information to Pat Tabolsky, [ptabolsky@massbankers.org](mailto:ptabolsky@massbankers.org).

**Disabilities or Dietary Restrictions:** If you have any dietary restrictions or disabilities and need assistance, please indicate on the registration form.

**For faster registration,** register on-line at [www.massbankers.org](http://www.massbankers.org). Payment by check must be received by the Association, on or before the seminar date, either by mail or hand-carried to the seminar.

# SPONSORSHIP OPPORTUNITIES

We invite our **member banks as well as associate members** to sponsor our Women in Banking Conference. All sponsors will receive:

- Logo recognition on the conference program
- Signage at the event
- Gold Sponsors receive recognition from the podium
- Complimentary registrations according to the sponsor level

<b>Gold sponsor</b>	<b>\$2,500 includes four complimentary registrations, four author books and one e-learning etiquette course registration.</b>
<b>Silver Sponsor</b>	<b>\$1,500 includes two complimentary registrations, and two author books</b>
<b>Bronze Sponsor</b>	<b>\$500 includes four author books</b>

Sponsorships received before May 15<sup>th</sup> will be included in the material disseminated at the Conference.

If you are interested in sponsorship, please indicate the level below and submit a copy of your company logo to [lglancy@massbankers.org](mailto:lglancy@massbankers.org). Sponsorship payment may be remitted using a credit card or you may request an invoice. For questions, contact Tanya Duncan at 617-502-3801 or [tduncan@massbankers.org](mailto:tduncan@massbankers.org)

Institution \_\_\_\_\_

Billing Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip code \_\_\_\_\_

Telephone \_\_\_\_\_

Fax \_\_\_\_\_

Sponsorship Level \_\_\_\_\_

**Name of individuals attending with complimentary registration:**

1. \_\_\_\_\_ 3. \_\_\_\_\_

2. \_\_\_\_\_ 4. \_\_\_\_\_

For Credit Card information, please fax to our secure fax line: (617) 249-0441. **PCI Compliance mandates that payments made by credit card must be faxed, do not email.**

MasterCard

Visa

American Express

Discover

Card Number \_\_\_\_\_ Amount \_\_\_\_\_

Expiration Date \_\_\_\_\_ Signature \_\_\_\_\_