



“Meeting the Challenge.”

# CBA TODAY

May 1, 2009

Issue 9

A STATEWIDE PUBLICATION FOR MEMBERS OF THE COMMUNITY BANKERS ASSOCIATION OF GEORGIA

## Carolyn Brown Named President & CEO of the Community Bankers Association of Georgia



Carolyn Brown

The Board of Directors of the Community Bankers Association of Georgia, announced Friday, April 24, 2009, that Carolyn Brown has been named President and Chief Executive Officer of the association effective June 1, 2009. Brown currently serves as the Executive Vice President and Chief Operating Officer of the CBA. She has served in her current position since 2000 and has been with the association since 1988. In her new capacity, Brown will have responsibility for the overall management, as well as, overseeing the complete operations of the Association and its related entities.

Brown said, “I appreciate the opportunity to serve the community bankers of Georgia as the President and CEO of their Association and I look forward to the challenges of this new position.”

Steven (Steve) D. Bridges, who has served as the President and Chief Executive Officer of CBA since March of 2002 is retiring from that position, but will remain with the Association as the Executive Director of Legislative and Regulatory Affairs. In his new

senior executive role, Bridges will continue to serve as the chief lobbyist and the primary regulatory liaison of the association. He will also continue to handle all of the legislative and regulatory affairs of the association at both the state and federal level.

“This gives me the opportunity to continue to serve CBA and the community banks of Georgia in a meaningful way, while also spending more time with my family and pursuing other interests,” Bridges said.

Joe Gore, Chairman of the Board of Directors and President and CEO of First State Bank, Wrens stated, “The Community Bankers Association is indeed fortunate to have two quality executives, such as Carolyn Brown and Steve Bridges, on its management team. This restructuring will allow us to retain these

two experienced and knowledgeable leaders, while at the same time allowing them to focus their efforts on their specific areas of expertise. I am confident, as we move forward, that the management team of the Community Bankers Association is as strong as it has ever been.

“This gives me the opportunity to continue to serve CBA and the community banks of Georgia...while also spending more time with my family and pursuing other interests...”



Steve D. Bridges

## 2009 Spring Conference for Bank Directors & Executives A Success!

Community Bank Directors, Executives and CBA associate member companies gained insightful information during the Spring Conference for Bank Directors & Executives held on Friday-Sunday, April 24-26, 2009. National and local speakers shared information regarding the challenging economy, difficulties facing Georgia community banking, the impact of the government “bailout,” and how to address capital and liquidity issues in times of crisis. Plus, the regulatory, legal and accounting panels were enjoyed by all!

During the opening business session on Friday, April 24<sup>th</sup>, Joe Gore, Chairman of the CBA Board of Directors and President & CEO of First State Bank, Wrens, welcomed and congratulated Carolyn Brown as the new President & CEO of the association, and Steve Bridges as the new Executive Director of Legislative and Regulatory Affairs effective June 1, 2009.

The beautiful Callaway Gardens served as the back drop for this exciting event. Guests enjoyed visiting with each other during the Friday reception and during the Saturday high speed networking reception and dinner. Guests and their families also enjoyed leisurely strolls and bike rides through the gardens, golf at the awe-inspiring Mountain View Golf Course and a day of relaxation at the spa.

### Thank you to our Sponsors & Congratulations to Golf Tournament Winners

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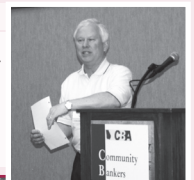
- ♦Friday Cash Prize – Warren, Averett, Kimbrough, & Marino, LLC
- ♦Saturday Break - First National Bank of Coffee County, Douglas

#### Golf Tournament - 1st Place Team

- Andy Held, SecureWorks, Atlanta
- Ed Brown, Epstein Becker & Green, P.C., Atlanta
- Chuck Sloane, Keefe, Bruyette & Woods, Inc., Atlanta
- Jack Harvey, Farmers & Merchants Bank, Washington



Joe Gore  
Chairman of the  
CBA Board of  
Directors and  
President & CEO  
of First State  
Bank, Wrens



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“Meeting the Challenge.”

PLEASE ROUTE TO:




## Success Through Knowledge

### Member Mentions

Joe Gore, President & CEO, First State Bank, Wrens is pleased to announce that **Charlotte L. Gilmore** has been appointed to the Board of Directors of **First State Bank** and its holding company, **CSRA Bank Corp.**

**Chastain Wardlaw**, President & CEO, **Southern Financial, Lakeland**, is pleased to announce the launch of their new Data Processing Center targeted to community banks throughout the United States.

**Charles A. Curry**, President, **First State Bank of Randolph County, Cuthbert** and **Shellman**, announces the bank hosted a dinner honoring retiring director **C.T. Martin, Sr.** on April 13, 2009. Mr. Martin had served the bank as a director for 45 years, beginning in 1964. At the January Board of Directors meeting, Mr. Martin was elected Director Emeritus.

If you would like to make an announcement in the *CBA Today*, please contact the **CBA Marketing Department**.

### CBA Bank Directors' College

Session III-Thursday-Friday, May 14-15, 2009 (1½ days)  
Brasstown Valley Resort & Spa, Young Harris

If you have not completed your 2009 bank director training requirements and/or if you need continuing education credits for your profession, then the CBA Bank Directors' College is for you!

The CBA Bank Directors' College consists of three sessions and provides a thorough understanding of bank operations and related responsibilities. Plus, the college serves as a great networking opportunity to meet and interact with peers and industry experts. The college is recommended for both new and seasoned bank directors.

The May session will cover timely topics such as Enforcement Actions, Understanding the C.A.M.E.L.S. Ratings, Understanding Call Reports, UBPR Reports & Peer Analysis, and Types of Board Committees/Structure/Responsibilities. Plus, on Thursday afternoon, the popular Report of Examination Workshop will be held.

We invite you to consider the only Bank Directors' College in Georgia designed specifically for community bank directors and executive management. To register, contact Jodi Swilley, Vice President/Professional Development, at [jodi@cbaofga.com](mailto:jodi@cbaofga.com), (770) 541-4490 or (800) 645-8215.

Although the May session concludes the Winter/Spring Bank Directors' College, the college is designed to allow bank directors and executive management to take the sessions in the order that best works with their schedule. Plans for Session I & Session II will be announced in the near future.

The registration fee for the May session is reasonably priced at \$425 per person, which includes comprehensive materials, two continental breakfasts, one lunch, and a reception/dinner on Thursday evening. Discount pricing is available if you register for all three sessions. For hotel reservations, please contact Brasstown Valley Resort & Spa, in the North Georgia Mountains, at (800) 201-3205. The deadline to register for the college is Thursday, May 7<sup>th</sup>.

### 3<sup>rd</sup> Annual Compliance Management School

“Managing Compliance in a Era of Unprecedented Change”

Tuesday-Thursday, May 12-14, 2009

The Lodge & Spa @ Callaway Gardens, Pine Mountain

During this economic downturn along with other challenges facing the financial industry, understanding best practices in managing the compliance function is more important than ever! Attending the CBA Compliance Management School is one way to stay abreast of how all the breaking news is impacting community bank Compliance Officers. Plus, the school serves as a means for you to meet your annual training requirements, and it provides a forum for compliance officers and auditors to interact with other community bank compliance officers, bank regulators, and industry instructors.

To review the school brochure and/or to register online, please visit [www.cbaofga.com](http://www.cbaofga.com) or contact the CBA Education Department at [education@cbaofga.com](mailto:education@cbaofga.com) or (800) 648-8215. The deadline to register for the school is Thursday, May 7<sup>th</sup>. To make hotel reservations, please contact Callaway Gardens at (800) 225-5292. Be sure to mention that you are with the CBA meeting to obtain the CBA hotel room rate.

**NOTE:** *Certificates of completion and continuing educations credits are available to the participants of the Bank Directors' College and the Compliance Management School.*

*It's not too late...*

### 6<sup>th</sup> Annual Marketing Conference

May 6, 2009

The Lodge & Spa @  
Callaway Gardens,  
Pine Mountain

Register@  
[www.cbaofga.com](http://www.cbaofga.com)

### CBA News Available Online

Breaking news and information regarding current market and economic conditions are now available on the CBA website. Steve Bridges, President & CEO of CBA, is working diligently to provide guidance to Georgia's community banks in these uncertain times.

Visit [www.cbaofga.com](http://www.cbaofga.com) today for ICBA news, Legislative Alerts and Media Talking Points.

## Contingency funding—is yours battle tested?

After years of abundant liquidity, contingency funding is getting a much closer look. It's no longer good enough to just identify contingency funding sources on a piece of paper. Examiners want to be sure that your bank has a well-defined, stable source that's been stress-tested in advance, and that you have predetermined how much coverage the institution can obtain.

Although regulatory requirements haven't changed, recent liquidity failures have brought increasing importance to contingency funding and stress testing. From the examiners' perspective, today's bank must be prepared for the reality that a liquidity event will likely surface at some point; therefore, they want to see a formalized, tested plan in place to help avoid further deterioration. They want your bank to consider and be ready for tomorrow's big loan write-off, or a large depositor who decides to withdraw his funds—where would you raise the money? How much could you get on short notice?

The most crucial step in contingency planning is evaluating all possible sources. Traditionally, banks have relied on brokered funds, lines at the Federal Home Loan Bank (FHLB) and non-brokered direct deposit CD listing services. For many that have suffered loan losses, brokered funds are no longer an option and for others, advanced FHLB lines may be tapped out. As a result, non-brokered direct deposit listing services, like QwickRate, are experiencing greater transaction volume. In fact, in the past 12 months, we've witnessed a 200% leap in marketplace activity and 30% growth of our subscriber base as banks throughout the country (including 175 banks in Georgia) have increasingly turned to non-brokered CDs to meet their primary and contingency liquidity needs.

Regardless of what sources you determine to be the best fit for your bank, make sure that you: document a formal plan, test it for battle and know how quickly you will be able to secure the coverage you need.

*Provided by Shawn O'Brien, President, QwickRate, a CBA Associate Member*

## CBA NEWS

### HUD: TARP Banks Must Modify Loans

Housing and Urban Development Secretary Shaun Donovan told Bloomberg that banks that receive TARP funds will be required to modify troubled loans under the administration's Making Home Affordable program. Following the announcement of the plan to help refinance or modify loans for as many as 9 million borrowers, refinancings have risen 88 percent and mortgage rates have dropped to record lows, Donovan said.

*ICBA Newswatch Today, April 10, 2009*

### Bernanke Continues Call for Non-bank Resolution Authority

Federal Reserve Chairman Ben Bernanke expressed optimism about economic recovery and said the government must apply strong oversight of too-big-to-fail financial institutions. He said "the AIG experience demonstrates that federal regulators urgently need a new set of procedures for dealing with a complex, systemically important financial institution on the brink of failure."

Bernanke said the government needs a good system to resolve non-bank financial institutions that would allow authorities to modify contracts, including those for executive compensation.

*ICBA Newswatch Today, April 15, 2009*

### Lending Down at Largest TARP Recipients

The Treasury Department announced lending by the nation's 21 largest recipients of TARP funds was down 2.2 percent in February. While median mortgage originations rose 35 percent, due largely to refinancing of existing mortgages, commercial and industrial new commitments fell nearly 13 percent.

*ICBA Newswatch Today, April 16, 2009*

### Geithner, Dugan Attending ICBA Summit

Treasury Secretary Timothy Geithner and Comptroller of the Currency John Dugan have been confirmed to speak to ICBA leadership bankers during the 2009 ICBA Washington Policy Summit, May 11-14 in Washington, D.C. In addition to remarks from policymakers and government leaders, the summit will feature information about ICBA's policy issues and time for community bankers to meet with their members of Congress.

*ICBA Newswatch Today, April 16, 2009*

### Government Details Stress Test Methods

The Federal Reserve released a white paper describing the methods used to conduct stress tests on financial institutions with more than \$100 billion in assets. Officials determined the banks should hold a "substantial" amount of capital above regulatory requirements to weather a continued weakening of the economy.

Starting from two economic scenarios, they developed a range of loss estimates and conducted an in-depth review of the banks' lending portfolios, investment portfolios, trading-related exposures and revenue opportunities. Supervisors then determined the capital buffer needed to ensure that the firms would remain appropriately capitalized at the end of 2010 if the economy proves weaker than expected.

More than 150 examiners, supervisors and economists from the Federal Reserve, Office of the Comptroller of the Currency and FDIC participated in the process. Also Friday, government officials briefed the financial institutions on the results of the stress tests. Results will be made public Monday, May 4.

*ICBA Newswatch Today, April 27, 2009*



SERVICE CORPORATION  
FEATURE



### Taylor Bean & Whitaker - Online Mortgage Program

TBW is a wholesale lender focused solely on mortgage lending. Their set of principles is simple. They build stronger relationships with community banks by providing cost-effective, automated technologies, common sense underwriting and helpful customer service. Their approach is truly high-tech/high-touch, blending technology needs with your business objectives. Contact Lou Walls at (478) 453-3723.

## UPCOMING 2009 EDUCATION PROGRAMS

### Telephone/Webcasts

- 5/5 Your Customer has Filed Bankruptcy, Now What?
- 5/7 Analyzing Customer Data for Retention & Growth
- 5/12 Opening Accounts for Non-Profit Organizations
- 5/14 Your Bank's IRS Information Returns - What to Report & Ways to Ensure Accuracy
- 5/19 Director Series: Directors & Key Committees (11:00 a.m.-12:30 p.m.)
- 5/21 Compliance Update for the Frontline Staff
- 5/27 Required Compliance for Real Estate Secured Consumer Loans
- 5/28 Paper Checks, Remote Capture, Wires & Electronic Transfers: Who is Liable?
- 6/4 Website Compliance
- 6/9 Required BSA Officer Reports to the Board
- 6/11 Your Bank's Independent Review Responsibilities
- 6/16 Treasury Check Issues
- 6/18 Mobile Banking 101

-CPE credits available to participants-

### Classroom Programs\*

- 5/6 Remote Deposit Capture: FFIEC Guidelines, Atlanta
- 5/7 Emerging Leader Series-Workshop III: Managing Performance, Macon
- 5/12-14 Compliance Management School, Pine Mountain
- 5/14-15 Winter/Spring Bank Directors' College Session III, Young Harris
- 5/19 Financial Managers' Forum Dinner Series, Atlanta
- 6/11 Small Business Lending for Today's Environment, Atlanta
- 6/25 Auditing in Action Series: Workshop III, Macon
- 6/25 Emerging Leader Series - Workshop IV: Developing Your Team and Raising the Bar, Macon

#### Compliance Program Quarter II: RESPA

6/16	Tifton	6/23	Norcross
6/17	Macon I	6/24	Macon II
6/18	Savannah	6/25	Rome

*\*Dates/Locations are subject to change.*



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6<sup>th</sup> Annual Marketing Conference  
May 6, 2009  
The Lodge & Spa at Callaway Gardens  
Pine Mountain, GA

31<sup>st</sup> Annual Leadership Division  
Convention & Mini-Trade Show  
June 24-28, 2009  
The Ritz Carlton, Amelia Island, FL

41<sup>st</sup> Annual Convention &  
Trade Show  
September 16-20, 2009  
The Breakers, Palm Beach, FL



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