



# BANKGROW

# 2025

Florida Banking Operations Expo

**April 22–23, 2025**

Orlando Marriott Lake Mary  
Lake Mary, Florida



Florida  
Bankers  
Association

## Tuesday, April 22nd

8:30 – 9:00 am

**Registration**

9:00 – 9:15 am

**Opening Remarks:** Jason Keith, Emcee

9:15 – 10:15 am

**General Session 1: Keynote Speaker:**

**Ed Krow SPHR, CCP, SHRM-SCP & Author**

Topic: Competing for People: Strategies to Become a Top Talent Magnet

10:15 – 10:45 am

**Break with Exhibitors**

10:45 – 11:45 am

**Breakout 1**

- **HR:** Non-Executive Compensation and Best Practices  
*Jeff Fairchild, Blanchard Consulting Group*
- **Marketing:** Navigating New FDIC Logo Requirements, Advertising rules & Unlocking Potential Marketing Opportunities  
*Michael Maricelli, Saltmarsh, Cleaveland & Gund*
- **IT/Operations:** Fintech Panel: Hurdles and Hope: Navigating Fintech's in Community Banking

11:45am – 1:00pm

**Luncheon & Networking (Roundtables)**

1:00 – 2:00pm

**Breakout 2**

- **HR:** Don't Jump Out of a Plane Without a Parachute: An Employment Law Update for 2025  
*Bill Krizner, The Krizner Group*
- **Marketing:** AI Assist: Enhancing the Humanity of Banking Relationships Through Intelligent Technology  
*Corey LeBlanc, Locality Bank*
- **IT/Operations:** Next steps in the M365 AI Chain  
*Eric Delgado, Safe Systems*

2:00 – 2:15 pm

**Break**

2:15 – 3:30 pm

**General Session 2: Keynote Speaker:**

**Larry Zelvin, Executive Vice President and Head of Financial Crimes Unit, BMO Financial Group**

Topic: Navigating Today's Security Landscape: Cyber, Fraud, and Physical Threats

3:30 – 4:30 pm

## Breakout 3

- **HR:** Helping Your Employees Manage Workplace Stress  
*Speaker name TBD, Magellan*
- **Marketing:** Modern Bank Marketing: From Brand to Digital Success  
*Courtney Blackburn, First Federal Bank*
- **IT/Operations:** Retail Transformation: Harnessing Big Data & Metadata for Empowered Teams and Enhanced Profitability

4:30 – 5:30 pm

## Reception

5:30 pm

## Dinner on your own

## Wednesday, April 22rd

8:30 – 9:30 am

## Breakfast & networking

9:30 – 10:30 am

## Breakout 4

- **HR:** “OMG I’m in Sales”  
*Tom Miller, SHAZAM*
- **Marketing:** Crisis Communications  
*Pat Dix, SHAZAM*
- **IT/Operations:** Becoming a Person of Influence  
*Ed Krow*

10:30 – 10:45 am

## Break

10:45 – 11:45 am

## Breakout 5

- **HR:** 7 Steps to Developing a Successful Team  
*Keather Snyder, The Omnia Group*
- **Marketing:** Talking with CFO’s about the importance of marketing  
*Sharon Cook, Vericast*
- **IT/Operations:** 1033 Open Banking Rules  
*Pat Dix, SHAZAM*

11:45 am – 1:00 pm

Luncheon with Closing Keynote

## Closing Keynote Speaker: MJ Whalen

Topic: Words That Win: Elevating Your Brand with Powerful Communication