



FBA 11TH ANNUAL  
*Women in*  
**LEADERSHIP**  
**CONFERENCE**

A dark blue silhouette of a woman standing with her arms crossed, positioned to the right of the word "LEADERSHIP".

**APRIL 10 - 11, 2025**

Orlando Lake Mary Marriott  
Lake Mary, Florida

[WWW.FLORIDABANKERS.COM/WOMEN](http://WWW.FLORIDABANKERS.COM/WOMEN)

# SCHEDULE OF EVENTS

Thursday, April 10th

9:00 am-10:00 am **Registration and Continental Breakfast**

Location: ABC Foyer

9:15 am-9:45 am **First Time & Solo Attendee Meet & Greet**

Location: Salon F

Let's face it - walking into a conference alone can be daunting. That's why we're kicking things off with our **First Time & Solo Attendee Meet & Greet**, hosted by **Michelle Perez**, founder of Bovana Consulting. With 25+ years in women's leadership development and executive banking experience at Truist and Bank of America, Michelle will facilitate an engaging ice breaker designed to help you build meaningful connections. Her expertise in leadership development and team building ensures you'll leave with valuable new relationships to enhance your conference journey.



10:00 am-11:15 am **Welcome & General Session**

Location: General Session Ballroom (Salons ABCDE)

**Conference Emcee:** Susan Rich, Executive Vice President & Chief Compliance Officer, One Florida Bank, Orlando

**Keynote Speaker:** Janice Litvin

**Topic:** Banish Burnout: Move from Stress to Success



Join award-winning wellness speaker Janice Litvin for a timely session on burnout. Recognized by the World Health Organization as a critical occupational syndrome, burnout significantly impacts organizational success through decreased productivity and retention. In this interactive program, participants will gain practical skills to identify burnout signs, manage workplace stress, and establish healthy boundaries—ultimately transforming how they navigate daily workplace challenges.

11:15 am-11:30 am **Break**

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11:30 am-12:30 pm **BREAKOUT SESSIONS**

**A) Serving on the FED Board – Ginger Martin, American National Bank**

In this breakout session Ginger will share her experience of serving on the Atlanta Federal Reserve Bank Miami Branch board of directors. She will give an overview of the Fed's role in Monetary Policy and the role a director plays in making discount rate recommendations.

**B) Preventing Personal Burnout – Janice Litvin**

Building on her keynote insights, join Janice Litvin for an intimate workshop focused on personal burnout prevention. Learn hands-on techniques to manage stress, interrupt negative thought patterns, and establish healthy workplace boundaries. Through interactive exercises, you'll develop practical strategies to protect your wellbeing and maintain peak performance in today's demanding work environment.

**C) Corporate Culture –Tammy Mata, Valley Bank**

*Leadership in Action: Leveraging Your Authenticity to Create A Thriving Culture*

In today's fast-paced and ever-evolving work environment, authenticity is often hailed as a cornerstone of meaningful and lasting success. This session will provide participants with the knowledge and tools to harness their authenticity in ways that promote trust, and collaboration within their teams. By understanding and embracing our unique identities, we can break down barriers and create an environment where every individual feels valued and empowered to contribute their best. At the heart of this session is the idea of creating equitable relationships. We will discuss how authenticity lays the groundwork for genuine connections and mutual respect.

12:30 pm-1:45 pm **Lunch & Round-Table Discussions**

Speaker: FBA President & CEO **Kathy Kraninger**

Join us for an engaging luncheon featuring remarks from FBA President & CEO Kathy Kraninger. The event will begin with brief presentations from our non-profit exhibitors, highlighting their important work in our community. Following lunch, Kraninger will share her insights and experiences, then lead an interactive round-table discussion where attendees can exchange ideas, share perspectives, and build meaningful connections with fellow women leaders.



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2:00 pm-3:00 pm

## General Session

### Five Levels of Leadership

**Speaker:** Ginger Martin, Pres. & CEO, American National Bank

In this session, certified John Maxwell speaker, trainer, and coach Ginger will explore the principles from Maxwell's book "The Five Levels of Leadership." As Maxwell emphasizes, "true leadership isn't a matter of having a certain job or title." Participants will discover the different levels of leadership that can help them maximize their potential, regardless of their current role in their bank or organization.



3:00 pm-3:15 pm

## Break

3:15 pm-4:15 pm

## General Session

**Speaker:** Kristen Keen, CEO, Rethreaded, Jacksonville

**Topic:** Know Your Purpose, Reach Your Potential

When we are grounded in our purpose we can overcome any obstacle that we face.



4:15-4:30 pm

## Break

4:30-5:30 pm

## BREAKOUTS

### A) Working with different Generations – Jenn Duffy

For the first time in history, the US workplace contains 5 generations of employees. And the differences between them couldn't be more real or vast. This session is going to cover the benefits and challenges of each generation, their unique qualities and how to get them all working together in a way that benefits the workplace, the individuals and their leaders.

### B) Reducing Worry and Anxiety in the Moment and Beyond – Linda Fensle, Magellan Health

Managing worry and anxiety is essential, as persistent and overwhelming anxiety can have significant negative impacts on various aspects of a

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person's life. Managing worry and anxiety does not necessarily mean eliminating all stressors or sources of concern. Instead, it involves developing coping strategies and a healthy mindset to navigate life's challenges more effectively. In this training, participants will learn the definition of worry and anxiety and identify tools they can use to alleviate these feelings.

## **C) She Negotiates: Confident Strategies for Women – Michelle Perez, Bovana Consulting**

Join us for an engaging and empowering workshop designed to help women in business master the art of negotiation. This session will equip you with practical strategies to navigate challenging conversations, build confidence, and achieve win-win outcomes in both transactional and relational settings. Learn how to prepare effectively, communicate assertively, and overcome common obstacles women face in negotiations. Whether you're advocating for yourself, your team, or your clients, this workshop will leave you feeling empowered to own the table and close the deal with confidence.

5:30 pm-7:00 pm

### **Bingo & Bubbles**

Location: General Session Ballroom (Salons ABCDE)

Get ready for a fun and interactive twist on bingo! Connect with fellow banking women at Women in Leadership: Bingo & Bubbles, where music meets friendly competition. A DJ will play a few bars of a song, and you'll check your bingo card for the matching title. If you get five in a row—BINGO! You win!

Enjoy great music, lively energy, and a bubbly atmosphere—this will be the most fun you've ever had playing bingo! Don't miss out on this exciting networking experience.

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Friday, April 11th

8:00 am-8:45 am **YOGA with Kennedi Henderson**

Location: Salons FGH

8:30 am-9:30 am **Breakfast**

Location: Grand Foyer

9:30 am-10:30 am **General Session 4---Leadership Panel**

Moderator: Susan Rich

Panelists:

- **Tammy Mata, Valley Bank**
- **Lauren Huynh, Pinnacle Bank**
- **Clara Reynolds, Crisis Center of Tampa Bay**
- **Sharon Thompson, United Community Bank**

10:30 am-11 am **Break** (hotel check out)

11 am-12 noon **General Session**

## **Making Waves: Lisa Lutoff-Perlo**

Join us for an insightful fireside chat with Lisa Lutoff-Perlo, moderated by Ginger Martin. As the current President & CEO of the FIFA World Cup 2026™ Miami Host Committee and former President & CEO of Celebrity Cruises, Lisa has shattered glass ceilings throughout her 40-year career.

During her tenure at Celebrity Cruises (2014-2023), she revolutionized the luxury cruise industry through innovative ship designs and a steadfast commitment to diversity and inclusion. Lisa's remarkable journey from the Royal Caribbean Group to her current leadership roles, including Chairwoman of the Hornblower Group and board positions at AutoNation and Amerant Bank, exemplifies her dedication to transformative leadership. She shares her experiences in her best-selling book, "Making Waves: A Woman's Rise to the Top Using Smarts, Heart, and Courage." Don't miss this opportunity to hear Lisa's insights on leadership, innovation, and breaking barriers in male-dominated industries.



12 noon

**Closing remarks/drawings**



# GENERAL INFORMATION



## CONFERENCE VENUE

Orlando Lake Mary Marriott  
1501 International Pkwy  
Lake Mary, FL 32746  
(407) 995-1100

Room Rate: \$149 per night ++

**Room Block Cut-off: March 19, 2025.**

Reservations made after this date will be subject to group room and rate availability.

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## REGISTRATION INFORMATION

| Registration Fee | Early Bird Rate  | Regular Rate |
|------------------|------------------|--------------|
|                  | 02/28/25 cut-off | 03/01/25 on  |
| Member           | \$550            | \$650        |
| Member-5 or more | \$500            | \$500        |
| Non-Member       | \$775            | \$875        |

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## CONFERENCE COMMITTEE

Conference Committee Chairwoman: [Susan Rich](#), Executive Vice President & Chief Compliance Officer, One Florida Bank, Orlando

### Committee Members:

- **Sonia Canessa-Gonzalez**, EVP, CFO, Grove Bank & Trust, Miami
- **Tiffany Colucci**, FSVP, Director of Commercial Services, Valley Bank, Clearwater
- **Gwynn M. Davey**, President - Tampa, ServisFirst Bank, Tampa
- **Claire Gallo**, Community & Economic Development, Hancock Whitney Bank, Tampa
- **Laura Gilvary**, SVP, Consumer Banking Manager, Intracoastal Bank
- **Nicole Jones**, EVP & COO, First National Bank Coastal Community, Boca Raton
- **Connie C. Nelson**, EVP & CFO, United Southern Bank, Umatilla
- **Hanisha Patel**, VP, Market Leader, SouthState Bank, Winter Haven
- **Pamela Ricco**, EVP & COO, Florida Bankers Association, Tallahassee
- **Susan Roetz**, PHR, VP, Senior Training & Development Officer, City National Bank of Florida, Miami
- **Susan H. Walker**, Managing Director Market Executive, Bank of America, Ponte Vedra Beach