



## **RMA HOW-TO GUIDE: DEVELOPING A REGIONAL PEER SHARING FORUM FOR CHAPTER BOARD MEMBERS AND OFFICERS**

### **OBJECTIVE**

A regional peer-sharing forum for chapter board members and officers is designed to assemble at least one individual from each participating chapter to get to know people from neighboring chapters; receive updates from RMA HQ; peer-share on various topics such as membership campaigns, communication methods, the Academic Program; and collaboratively plan each chapter's next fiscal year's RMA cosponsored educational calendar.

### **TIMING AND LOCATION**

The length of the forum can range anywhere from one to two business days, depending on the material covered.

It is important to discuss the timing of the session in order to get the most benefit from the discussion. It is advisable to hold the meeting prior to the chapter's annual planning session in order to provide input on planning for the upcoming year.

The location of the meeting could impact the attendance at the meeting. Try to find a space that is centrally located, easily accessible and affordable to attendees. Discuss options with the group, understanding that meetings may be held in different locations each year.

If held at a hotel, attendees should be encouraged to stay so that they can benefit from the networking that can take place before or after the day's events have concluded.

### **ORGANIZATION/GOVERNANCE**

One of the chapters will need to be responsible for taking the lead (chairing) for the forum which may include (but not be limited to) securing a location, which often times is a hotel; negotiating a contract with the hotel for F&B at the meeting and a hotel block of rooms (if necessary); securing a moderator (if anyone other than your Regional Manager or board member); coordinating conference calls to plan for and leading up to the event; sending out a survey to the other committee members/chapters on preferred dates/times, location, and items covered for the conference; marketing the event to each participating chapter or planning committee member; determining and purchasing any necessary materials for the forum; collecting registrations; and, payment from each chapter on their share for attending. It is also recommended an icebreaker take place before the meeting begins or at its start.

Ideally the planning committee will include one individual from each chapter that will be participating in the forum. Because the forum is meant to be reoccurring, it is suggested that the lead chair position rotate among the participating chapters. It is recommended that at the end of each forum, every chapter nominates one person to be on the planning committee to plan the event next year. The terms can rotate annually or every two years.

## **COSTS AND PRICING**

These meetings should not be designed to be an income generating event.

Typical expenses incurred include:

- Split by all chapters:
  - Location – Meeting room rental fee (can consider asking a bank to donate space to save on expense).
  - F&B minimums.
  - Supplies (flip chart, markers, etc.).
- Individual chapter expense:
  - Travel to/from venue.
  - Hotel (if necessary).
  - Potentially, some meals and entertainment.

Chapters are expected to cover travel expenses. The survey distributed at the beginning of the planning for the meeting should include price ranges for meeting room rental and F&B minimums along with max room rental and travel expenses.

## **TARGET AUDIENCE**

The target audience is any chapter and its board members and officers in a neighboring area. There is no specific requirement on radius but it is most feasible to include chapters within two to three hours of each other. This is not a general membership event so only board members and officers should be invited.

## **CONTENT AND AGENDA**

Each meeting will be unique and the agenda can be drafted to include topics that are important within your region or that are generally important to all chapters. Some potential agenda items include:

- Membership campaigns that have worked or not worked.
- Communication methods.
- Affinity groups and how to improve effectiveness.
- Round table topics and guest speakers, and general membership events.
- Sponsorship programs or other ways to raise funds for your chapter.
- Making your chapter's selections and planning out next fiscal year's RMA cosponsored educational calendar.
- Topics to be included in Planning Meetings.
- Recruitment and retention of officers and directors.
- How best to utilize your Regional Manager.
- Academic initiatives and scholarship programs.
- How to design and publish an interesting newsletter.

Presentations can be assigned to each chapter, and representatives from RMA HQ can be provided to be guest speakers. Regional Managers should play a role in coordinating the session and identifying key topics that could be discussed.

If the event will extend more than one day, consider adding a social event at a local attraction or a dinner to allow attendees the opportunity to socialize and build relationships.

## **BENEFITS**

- Collaboration and networking opportunities for a broader group of chapter leaders.
- Knowledge, best practice sharing, and networking across a chapter board officers.

## **OBSTACLES**

- Chapters not in close proximity to create regional event.
- No interest or time of chapters in close proximity to collaborate on a regional event.

## **EXAMPLES**

A listing of chapters or regions who have held this kind of forum in years past:

- Northern California Board Retreat – Golden Gate, Sacramento, Silicon Valley, Fresno, and Central Valley chapters.

## **ATTACHMENTS**

Example Agenda NorCal Planning Retreat 2017

Example Pre-Forum Survey

Example list of supplies

Example Post-Forum Survey Critique



## NORTHERN CALIFORNIA PLANNING RETREAT

March 3, 2017

Napa Valley Marriott –  
3425 Solano Avenue, Napa,  
California 94558 USA

707.253.8600

<http://www.napavalleymarriott.com/>

### AGENDA

#### Thursday, March 2<sup>nd</sup>, 2017

7:00pm **Chapter Team Dinner** @ Bistro Don Giovanni - 4110 Howard Ln, Napa, CA 94558 (5 minutes from hotel)

#### Friday, March 3<sup>rd</sup>, 2017

7:45 – 8:30a **Breakfast** in meeting room

8:30 – 9:00a **Sign in and icebreaker**

9:00 – 9:30a **Introductions/Hot Buttons and/or Issues/What you want to learn**

9:30 – 9:45a **Chapter Leaders Conference** – Scottsdale, AZ (Gainey Ranch) – June 22 – 23, 2017. RMA pays for conference registration and hotel for 2 nights for up to 3 BM's plus 1 YP chair.

9:45 – 10:45 **RMA HQ Updates**

- a. Credit Department Managers Forum – Las Vegas
- b. Loan Review Department Managers Forum – Las Vegas
- c. GCOR IX – RMA's Governance, Compliance and Operational Risk Conference: Cambridge, MA, April 20 – 21, 2016 Topics discussed will be cyber security, bitcoin, 3<sup>rd</sup> party vendor risk, social media, board reporting to name a few. This conference qualifies as 15 hours of CEU credit and the member price is \$1,550 to attend. Sells out each year so if you are planning to attend, I would encourage you to register sooner rather than later.
- d. Op Risk Certificate
- e. CECL
- f. RMA Audioconferences – Reg, Op and Credit Risk
- g. Accounting for Bankers – NEW online course: Essential accounting terms and concepts. Online. Four modules and 3 simulations about 10 hours to complete. No CEUs. Cost \$350. No pre or post tests.
- h. Banking 101 Recorded Seminars – Six seminars developed by members of RMA's CB Council give you a glimpse into various components of the banking industry. Topics include: History of Banking, Understanding Bank Products and Services, Payments, Processing and Bank Accounting, Understanding Bank Financial Reports, Banking Regulation and Organization of a Commercial Bank. No prereqs. No cost to members. Each seminar runs 30-60 min. Students and entry level bankers.
- i. Credit Analysis Certificate (attachment) Used as a stepping stone to prepare for the CRC. Available for \$150 for members and \$300 for non-member institutions & individuals. Test taken at computer and consists of 70 questions and takes approximately 2 hours to complete. We provide the RMA Body of Knowledge and RMA Fundamentals Exam Individuals to refresh for the exam. Passing score is 80% or higher and results are announced immediately. You have 2 chances to pass and can retake the exam one more time for no additional charge. Upon passing, you will



receive a Certificate of Competency and FREE access to RMA's Ethics and Commercial Lending online course (\$250 value).

- j. Academic Program
  - a. Scholarship from RMA Foundation
  - b. Student memberships
  - c. Credit Essentials Certificate – online exam to validate one's knowledge in commercial credit. \$99. Online training offered for free if student member to help train for certificate. Approximately 90 to 150 minutes to take. Score of 80% to pass. Results posted immediately; RMA to mail certificate to individual.
  - d. Universities interested in Academic Program certificate, materials and scholarship – Texas A&M, Boston, Sam Houston State, University of Chicago, UMass, University of WI, UCF (about 19 total colleges)

10:45 – 11:00a Break

11:00 – 11:35a **Communications:**

- ✓ What are you doing to promote Education Programs (chapter responsibilities)
- ✓ How do you deal with low enrollments
- ✓ New ideas your chapter has implemented
- ✓ General Meetings: online registrations; managing your distribution list
- ✓ Newsletters
- ✓ Surveys
- ✓ Social Media

11:35 – 12:35p Lunch

12:35 – 1:00p Review Your Chapter Education Histories/Prepare for course selections amongst all chapters

1:00 – 2:00p Master Education 2017/17 All-Chapter Calendar Planning

2:00 – 3:15p **Chapter "Roundtable" Peer Sharing session:**

- ✓ Board participation, growth, diversity and responsibilities
- ✓ Program Discussion – share ideas, successful events
- ✓ Young Professionals & other Affinity Groups – what AG's each chapter has, kinds of events
- ✓ Membership – sharing resources and ideas for membership benefits, recruitment and retention
- ✓ Membership – Sharing your chapter's nonmember Bank prospects and banks not represented on your chapter Board
- ✓ Academic Program events – peer sharing and success stories
- ✓ Your chapter's - Strengths, Challenges, Objectives over next 12-24 months
- ✓ Any hot topics mentioned earlier in the day

3:15 – 3:30p Break

3:30 – 4:15p **Chapter Planning Guides (CPG):**

- Please be sure to send your tax filings to me and cc Nicole Gentile. If we don't receive then we assume you didn't file and you won't receive credit under mandatory deadlines (page 2 of CPG).
- Mid-Year Review by March 15, 2017. Opportunity to do so at this meeting. Work on updating your CPG, plan any upcoming programs, market educational events, and/or update website. The purpose of this is to discuss what you have accomplished thus far (6-months) to date and what you need to work on for the



remainder of the year. Once you have done this and updated your CPG, please forward to me within that week to receive credit.

- Also discuss:
  - Who's attending CLC
  - Succession Plan for 2017/2018 year
  - Set summer planning meeting date
  - Chapter Audio Chat Series – Required to have 1 Board Member call-in. Has your chapter attended them all? Refer to chapter planning tracking spreadsheet for confirmation.
  - YP conference calls
  - Regional quarterly conference calls
  - Chapter Board Xchange – valuable Chapter resource/tool. Upload important chapter documents to ensure a footprint exists of information relevant to your chapter.

4:15 – 4:30p **NorCal Planning Retreat Committee nominations and selection of chapter that will plan next year's retreat – Plan out next 5 years**

4:30 - 5:00p **Wrap –up / closing comments / complete surveys / adjourn**

**RMA Northern California Planning Retreat Survey – FY 2017**

1. Please circle the name of your chapter:

a. Central Valley

b. Golden Gate

c. Fresno

d. Sacramento

e. Silicon Valley

2. What did you like best about this year's retreat?

a. Location

b. Agenda

c. Length

d. Other (identify):

3. What suggestions do you have to make next year's retreat better?

4. Where would you be willing to attend a future planning retreat? Please circle all that apply:

a. Napa

b. Sonoma

- c. Santa Rosa
  - d. Monterrey
  - e. San Francisco
  - f. Lodi
  - g. Sacramento
  - h. Other (identify):
5. Are there any locations that would prevent you from wanting to attend? If yes, name them.
6. What dates do you prefer (keeping in mind some might have to travel up the evening before since the meeting starts at 8:30 a.m.)?
- a. Feb 24 (F)
  - b. March 2 (R)
  - c. March 3 (F)
  - d. March 9 (R)
  - e. March 10 (F)
  - f. Apr 7 (F)
  - g. Other (identify):
7. What is the maximum per night room rate you are willing to pay including taxes and fees?



8. What is the maximum per person cost the chapter is willing to pay for the event space including breakfast and lunch?
9. What is the maximum you are willing to spend on a team dinner (either a Thursday or Friday night)?
10. What prevented other members of your chapter from attending last year?
11. Is there a maximum number of board members your chapter is willing to send to the retreat? If yes, how many?

**20FY NorCal Planning Retreat – List of items needed**

**Box sent to: Attn – xxxxx - MUST be there by Wednesday March 2nd**

ITEMS	Quantity	RMA/Chapter	HOTEL	Sent?
Agendas	20			Y or N?
OE flip chart template	1			Emailed?
Western OE class/attendance history last 3 years	1 per chapter – 5 chapters			
Chapter Cosponsored Education Planner	2 per chapter plus 2 extra			
Each Chapters historical educational program/classes – last 3 years	1 per chapter			
Each Chapters historical educational attendance history – last 3 years	1 per chapter			
Each Chapters Membership lists & chapter members signed up for MGM	1 per chapter			
MGM YTD list & results – only by attending chapter	2			
Listing of each chapters assigned users for website updates and Admin module	1 per chapter			
Academic Program Resource Guide for Chapters				
List of attendees w/full contact info (1 per attendee)	15			
Chapter program flyers (1 set per chapter)	1 per chapter			
Writing pads – one each participant	1		xx	
Writing pens – one each participant	1		xx	
Tape	1			
Tent Name cards – <b>pre-printed</b>	15			
Markers	1			
Each chapters Bylaws & Tax filings – Recent copies on file at HQ	1 per chapter			
Draft Chapter Planning Guide-most recent on file	1 per chapter			
Chapters Leaders Conference Flyer	20			
West Coast Region Upcoming Forums	20			
Easel	1		xx	
Easel Paper	1		xx	
Port Survey	1			



**CRITIQUE**

Name: \_\_\_\_\_

**Overall evaluation of the Retreat:**

\_\_\_ Excellent; obtained useful insights \_\_\_ Good \_\_\_ Fair \_\_\_ Disappointing

**How well were your expectations of the Retreat met?**

\_\_\_ Met all expectations \_\_\_ Reasonably met expectations \_\_\_ Did not meet expectations

**Please note areas where your expectations were not met:**

\_\_\_\_\_  
\_\_\_\_\_

**Please note areas where you would like to see improvement and/or additions/changes to the agenda for next year:**

\_\_\_\_\_  
\_\_\_\_\_

**Regarding program segments:**

Most useful: \_\_\_\_\_

Least useful: \_\_\_\_\_

**What area(s) do you think we NEED to cover next year?**

\_\_\_\_\_

**Please rate using the 10 (high) to 1 (low) scale.**

Overall impression of The Silverado \_\_\_\_\_

Guest room accommodations \_\_\_\_\_

Meals/Food served as part of the Retreat \_\_\_\_\_

Hotel Staff responsiveness to your needs. \_\_\_\_\_

**Other comments you have about the N CA Retreat:**

\_\_\_\_\_  
\_\_\_\_\_

**Please return this questionnaire to xxxx before you leave.**