RMA CHAPTER BOARD ORIENTATION CALL

September 24, 2019
WELCOME

Thank you for volunteering on the local chapter board!

Purpose of today’s session

Today’s speakers
WHO IS RMA?

Mission:

RMA is a member-driven professional association whose sole purpose is to advance sound risk management principles in the financial services industry.

RMA helps our members use sound risk management principles to improve institutional performance and financial stability, and enhance the risk competency of individuals through information, education, peer sharing, and networking.
VISION 2020 STRATEGIC DRIVER

- RMA is foundationaly very strong.
- The industry continues to be challenged by reputational issues, regulatory demands, and emerging risks, which threaten our financial institutions in new ways.

➤ RMA is uniquely positioned to leverage its strengths and take a stronger leadership role to shape the future of the financial services industry.

Action:

Leverage RMA’s financial and membership strengths and expand on our mission to provide more solutions to meet the industry’s risk management challenges.
RMA’S STRATEGIC OBJECTIVES
2018–2020

CHARTING OUR COURSE TO SUCCESS

Enhance Member Engagement
Expand Product Usage
Enhance Brand Awareness

LEVERAGE TECHNOLOGY
CHARTING OUR COURSE TO SUCCESS
ALIGN OUR ORGANIZATION STRATEGICALLY

- 24 Directors, includes 9 Council Chairs
- 9 Councils includes 110 members from 85 banks
- 4 Regional Chapters
  100 Local Chapters
- 1,200 Banks, 700 Nonbank Financial Members
- 18,500 Associates, Professionals, Academic and Student Members
STRENGTHENING THE CHAPTER NETWORK

New strategic alignment at RMA to better serve our chapters.

More strategic initiatives around chapter enhancement.

Team/partnership approach between Chapter Development Team and the Relationship Managers to better support the chapters.
CHAPTER DEVELOPMENT TEAM

Focus on chapter operations:
• Succession planning
• Chapter Planning Guide
• Open enrollments
• Programming/education ideas
• Academic Program resources

Help struggling chapters, revitalize chapters and new chapters.

Provide support via various chapter resources including:
• Chapter Resources webpage
• Individual chapter websites
### RELATIONSHIP MANAGERS

Work with member and nonmember institutions within the chapter footprint:

<table>
<thead>
<tr>
<th>Specific bank participation on chapter board.</th>
<th>Bank participation at local chapter events.</th>
<th>Bank participation at open enrollments.</th>
<th>Help with providing contacts at banks to be speakers at events.</th>
</tr>
</thead>
</table>

Attendance at board meetings and chapter events.
MISSION/PURPOSE OF A CHAPTER

Create a local community for RMA members to connect.

Represent RMA and meet members’ needs in local markets.

Provide leadership opportunities to individual RMA members.

Help RMA provide learning opportunities in local markets.

Help recruit and retain RMA members.

Survey members to provide valuable feedback to RMA HQ.
# HIGHLIGHTS

Over 100 Chapters in North America
Includes 5 in Canada

<table>
<thead>
<tr>
<th>Regional chapters:</th>
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<tbody>
<tr>
<td>• Oversee multiple local chapters (like a holding company).</td>
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<tr>
<td>• Provide support to the local chapters</td>
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<tr>
<td>• 4 regional chapters in the U.S.</td>
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<table>
<thead>
<tr>
<th>International chapters:</th>
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<tr>
<td>• Australia</td>
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<td>• Singapore</td>
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<td>• Hong Kong</td>
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</table>
## YOUR ROLE AS A BOARD MEMBER

<table>
<thead>
<tr>
<th>Support RMA and its mission.</th>
<th>Contribute to planning and execution of chapter activities.</th>
<th>Help recruit new members.</th>
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<tbody>
<tr>
<td>Ensure adequate financial resources.</td>
<td>Protect assets and provide proper financial oversight.</td>
<td>Build a competent board and plan for succession.</td>
</tr>
<tr>
<td>Attend all or as many board meetings as possible.</td>
<td>Act as a liaison between your institution and your chapter.*</td>
<td>Contribute to planning and execution of chapter activities.</td>
</tr>
</tbody>
</table>

*1) communicate the needs of your institution to help the chapter develop appropriate events; 2) communicate chapter events back to your institution and encourage attendance.
Chapter Resources
CHAPTER RESOURCES

Chapter Planning Guide | Chapter Development Team and Relationship Manager

Chapter section of the RMA HQ website | Membership Reports

RMA Xchange | Chapter Leaders Conference

Conference Calls
THE CHAPTER PLANNING GUIDE: A PLANNING DOCUMENT

Five Sections

- Planning and Leadership
- Programming
- Education
- Membership
- Communication

Chapter Awards

- Platinum
- Gold
- Silver
- Bronze

<table>
<thead>
<tr>
<th>CHAPTER CHECK LIST</th>
<th>Item Due</th>
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<tbody>
<tr>
<td><strong>Planning and Leadership:</strong></td>
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<tr>
<td>Appoint an academic program chair.</td>
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<tr>
<td>Chapter board member attends the 2020 Chapter Leaders Conference (CLC).</td>
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<td>Conduct an annual internal audit.</td>
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<td>Establish/Maintain at least one affinity group chaired by board member.</td>
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<td>Hold a board orientation meeting.</td>
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<td>Hold board meetings regularly.</td>
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<td>Implement a Succession Plan (at least 2 years, including president and VP).</td>
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<td>Meet all mandatory deadlines. (Listed on Page 2).</td>
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<tr>
<td>Participate in all Chapter Regional conference calls.</td>
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<tr>
<td>Participate in RMA HQ's Board Orientation Call.</td>
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<tr>
<td>Participate in the Chapter Audio Chat Series (must participate in all calls).</td>
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<tr>
<td>Participate in Young Professionals Conference Call.</td>
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<tr>
<td>Submit chapter documentation to HQ (Affiliation Agreement, Bylaws, tax returns, incorporation documents).</td>
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<tr>
<td><strong>Programming:</strong></td>
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<td>Submit programs for CRC continuing education credits.</td>
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<td><strong>Membership:</strong></td>
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<tr>
<td>Develop and execute a formal recruitment/retention plan. (Plan must be filled in on page 5.)</td>
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<td><strong>Education:</strong></td>
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<tr>
<td>Conduct a survey to help determine courses to offer.</td>
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<td>Submit the Chapter cosponsored Education Planner.</td>
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<tr>
<td><strong>Communication:</strong></td>
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<tr>
<td>Keep chapter website current.</td>
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<td>Maintain and update a chapter distribution list.</td>
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<tr>
<td>Correctly use the RMA logo and tagline (follow the RMA chapter brand guidelines).</td>
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<tr>
<td>Regularly communicate with members via newsletter, social media, website, blog, or other all encompassing methods.</td>
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The RMA fiscal year is September 1 to August 31.

Minimum requirements are set for each chapter award level.

Chapter awards are announced at RMA’s Annual Conference each Fall.

Each chapter should hold a planning meeting by the end of August each year.
CHAPTER AWARD LEVELS

Chapters can obtain an award level status based on their performance.

Chapters self report via the Chapter Planning Guide, which is a planning and performance evaluation tool.

Platinum chapters are recognized with an award at the Annual Risk Management Conference.

Platinum
Gold
Silver
Bronze
CHAPTER RESOURCES: CHAPTER DEVELOPMENT TEAM

**Associate Director:** Laura Ridner

- 267-342-1026, lridner@rmahq.org

**Associate Manager:** Anna Shuman

- 215-446-4051, ashuman@rmahq.org

**Administrative Coordinator:** Damaly Brown

- 215-446-4053, dkbrown@rmahq.org

**Seminar Coordinator:** Terri Garner

- 215-446-4015, tgarner@rmahq.org
# CHAPTER RESOURCES: RELATIONSHIP MANAGERS

<table>
<thead>
<tr>
<th>Name</th>
<th>Contact Information</th>
</tr>
</thead>
<tbody>
<tr>
<td>John Baier</td>
<td>(San Francisco), <a href="mailto:jbaier@rmahq.org">jbaier@rmahq.org</a></td>
</tr>
<tr>
<td>Kelly Scott</td>
<td>(Alberta, British Columbia, Colorado, Iowa, Kansas, Manitoba, Minnesota, Missouri, Montana, Nebraska, North Dakota, Saskatoon, South Dakota, Wyoming), <a href="mailto:kscott@rmahq.org">kscott@rmahq.org</a></td>
</tr>
<tr>
<td>Carly Edmondson</td>
<td>(Arkansas, Louisiana, Mississippi, Oklahoma, Texas), <a href="mailto:cedmondson@rmahq.org">cedmondson@rmahq.org</a></td>
</tr>
<tr>
<td>Tom Holbik</td>
<td>(Connecticut, Maine, Massachusetts, New Hampshire, Newfoundland and Labrador, Nova Scotia, Ontario, Prince Edward Island, Quebec, Rhode Island, Vermont), <a href="mailto:tholbik@rmahq.org">tholbik@rmahq.org</a></td>
</tr>
</tbody>
</table>
CHAPTER RESOURCES:
RELATIONSHIP MANAGERS (CONT.)

Jamie Jones
• (Alabama, Florida, Georgia, Maryland, North Carolina, Puerto Rico, South Carolina, Tennessee, Virginia, West Virginia, Washington DC), jjones@rmahq.org

TJ Parker
• (Illinois, Indiana, Kentucky, Michigan, Ohio, Wisconsin), tparker@rmahq.org

Larry Snyder
• (Alaska, Arizona, California, Hawaii, Idaho, New Mexico, Nevada, Oregon, Utah, Washington), lsnyder@rmahq.org

Sandy Sutermaster
• (Delaware, New Jersey, New York, Pennsylvania), ssutermaster@rmahq.org

Bill Truscott
• (Charlotte and New York City), btruscott@rmahq.org
CHAPTER MEMBERSHIP REPORTS

President, Membership chair, Communications chair and chapter administrator receive monthly membership reports from HQ. These reports include:

- New Member
  - Individual
  - Institutions

- Resigned Member
  - Individual
  - Institutions

- Individual Member Rosters
  - Associate and Professional members
  - Student members
### CHAPTER MEMBERSHIP REPORTS

Each chapter may request the following reports at any time. Request should be sent to RMAChapters@rmahq.org.

<table>
<thead>
<tr>
<th>Chapter Member Roster</th>
<th>Chapter Active Member Institutions</th>
<th>Chapter Nonmember Institutions Report</th>
<th>Chapter New Associate Members Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Chapter New Institutional Members Report</td>
<td>Chapter Resigned Associates Report</td>
<td>Chapter Resigned Institutions</td>
<td>Open Enrollment Participants List</td>
</tr>
</tbody>
</table>

Each chapter may request the following reports at any time. Request should be sent to RMAChapters@rmahq.org.
# Chapter Resources on RMA HQ Website

[https://www.rmahq.org/chapter-resources/](https://www.rmahq.org/chapter-resources/)

## Resources Include:

<table>
<thead>
<tr>
<th>Resources</th>
<th>RMA chapter logos and RMA logo and tag line</th>
<th>Planning tools:</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>National Board Orientation and Chapter Audio Chat Series replays</td>
<td>• Chapter President’s Guide</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Handbook for Chapter Board Members</td>
</tr>
<tr>
<td></td>
<td>Chapter surveys</td>
<td>Chapter Planning Guides</td>
</tr>
<tr>
<td></td>
<td>Templates and samples</td>
<td>Registration and submission forms</td>
</tr>
<tr>
<td></td>
<td>Chapter Competition: award submission information</td>
<td></td>
</tr>
</tbody>
</table>
CHAPTER CONFERENCE CALLS

Recordings of these calls are found at: https://www.rmahq.org/national-chapter-conference-calls/

**Board Orientation Call**
- Held in September every year.
- Recording will be available following call.

**Chapter Audio Chat Series**
- Various calls held covering specific topics.
- Recordings of past calls available.

**Young Professionals Chair Call**
- Call specific to the Young Professionals affinity group.
RMA XCHANGE

- A place for chapter board members to post comments/questions regarding chapters. This could include questions about operating a chapter to questions about events. This forum is for chapter board members across the U.S. and Canada.
- You must be an RMA Member to access.
- RMA HQ also posts various pieces of information to this forum.

- The group is only for chapter board members. The access is granted based on the chapter’s submitted board roster.
- Chapters can use this to communicate with board members on various topics rather than via general email.
- A library is available for the chapter to store important documents.
CHAPTER LEADERS CONFERENCE

• Our way of saying thank you!
• Gives chapter officers networking opportunities and tools to enhance their leadership skills and to help them run successful chapters.
• RMA covers registration and hotel stay: 2 nights (Wednesday and Thursday night) for up to three chapter officers.
Membership
THE MEMBERSHIP BOTTOM LINE

Members are the driving force of RMA.

Membership strengthens the industry (education, networking/peer-sharing, and RMA’s Academic Program).

More members equal more demand for local events, educational offerings, and new RMA products and services.

Intensify member engagement. Engaged members renew.
MEMBERSHIP TYPES

- Institutional membership
- Individual membership
INSTITUTIONAL MEMBERSHIP

Banks, thrifts, investment banks, insurance companies, regulatory and supervisory authorities, government and quasi-government entities.

Canadian credit unions, but not U.S. credit unions.

Dues based on prior year’s total assets of the institution.
INDIVIDUAL MEMBERSHIPS: ASSOCIATE

**Associate**
- Only an employee of an Institutional member of RMA may become an Associate.
- Annual Associate membership dues:
  - $75.
  - Chapter fees are additional (if applicable).

**Continuing Associate**
- Former Associates who have moved to nonmember institutions.
- $150

**CRC Associate**
- Individual member who has passed the CRC exam and is with a nonmember bank.
- $260
## INDIVIDUAL MEMBERSHIPS: PROFESSIONAL

### Professional Members
- Individuals from the nonbank financial services industry (finance/leasing companies).
- Individuals from professional services firms (accounting, law, consulting, etc.).
- Annual Professional membership dues:
  - $295.
  - $75 per year for the first three years for young professionals who are new to RMA and are under 35.

### Academic
- Professors teaching risk management full-time at accredited institutions.
- Free

### Student
- Full-time students with risk management major (business, finance, accounting, etc).
- Open to every student at an accredited university.
- Membership is FREE and expires upon graduation.
- Students receive eMentor and online training at no cost, among other benefits.
MEMBERSHIP RECRUITMENT

All board members should help with membership recruitment.

Ways to recruit:

- Reach out to individuals from your institution and encourage membership.
- Work with your Relationship Manager to recruit nonmember institutions in your chapter area.
- Talk about membership benefits at all chapter events..
Programming
PROGRAMMING

Add member value in local markets through:

**General Membership Meetings**
- Events that include a speaker (economist, CCO/CEO panel, etc.).
- Round tables.
- Affinity Group meetings (YP, Women in Banking, etc.) with speaker.

**Education**
- Open enrollments.
- Chapter developed courses (minimum of 2 hours).
PROGRAMMING (CONT.)

Additional programming that helps add member value include:

- Networking events
- Charity events
- Golf outings
- Member appreciation events (sporting events, picnics, etc.)
Academic Program
THE RMA ACADEMIC PROGRAM

Academic Program

- Industry Collaboration
- Student Membership
- Scholarships
- Chapter Involvement
- Credit Essentials Certificate
- Student Resources Microsite
- University Collaboration

JOIN. ENGAGE. LEAD.
ACADEMIC PROGRAM: CHAPTER INVOLVEMENT

Engagement
- Involve students in chapter programs. Attend finance club events, and talk to them about a career in banking.

Mentoring
- Develop a mentorship program to give students someone they can converse with on a regular basis.

Communicating
- Talk to colleges/universities about our scholarship program.
- Talk to colleges/universities that are interested in starting banking programs and refer them to us.

Internships
- Encourage banks to start internship programs (guide available).

Microsite
- Help RMA collect internship data for the microsite.
THE RMA FOUNDATION SCHOLARSHIP

Application Window: September 9 – October 21, 2019

WHO CAN APPLY? Applicants must meet all of the following criteria:

- Is a citizen or permanent resident of the U.S. or Canada.
- Has completed two years of college education.
- Is currently enrolled full time at an accredited four-year college or university located in the U.S. or Canada for the current academic year.
- Intends to work in the banking industry following graduation.
- Has a minimum grade point average of 3.0 on a 4.0 scale (or the equivalent) overall.
Q&A
THANK YOU!