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# BREAKING BARRIERS

## Iowa Bankers Association WOMEN IN BANKING CONFERENCE

July 9, 2025 | Sheraton Hotel | West Des Moines

From personal bankers to executive level decision-makers, IBA's Women in Banking Forum is designed to encourage, support and inspire women to reach their full potential in a career in banking. The program will provide professional development and structured opportunities for networking with other professional women and allies. Make plans to attend to find inspiration, empowerment and solutions for succeeding at every level in today's dynamic marketplace.

### Who Should Attend

The conference is designed for women bankers and allies at all levels who wish to strengthen their communication, networking and leadership skills. Personal bankers, lenders, junior and senior officers and executives will all benefit from this program.

### Hotel Information

**Sheraton Hotel | West Des Moines**  
A room block has been reserved at the Sheraton Hotel for July 8th.  
Reserve your room with the hotel directly using [this link](#).  
Room Rate: \$142.00 | Room block cut-off date is 6/17/25.

### Registration Fee

\$275 member | \$550 nonmember  
Registration fee includes: Welcome Reception, Continental Breakfast, Breaks, Lunch and Program Materials.  
Register online at [iowabankers.com](http://iowabankers.com).

### Questions

Contact Maggie Klocke, [mklocke@iowabankers.com](mailto:mklocke@iowabankers.com) or 515-286-4372.

## FEATURED SPEAKERS



DR. MELISSA FURMAN



SUSANA BRISCOE-ALBA



ELLE BENSON



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Registration Fee: \$275/person

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### Tuesday, July 8th

5:30 - 7:00pm **Welcome Reception**

• *Sheraton, West Des Moines*

Get a jump on networking and join us for a casual reception.

11:45am

Lunch

1:00pm

**Round Table Networking Activity**

Join us for an engaging round table networking session designed to foster connections with peers while exploring industry best practices and tackling current challenges.

### Wednesday, July 9th

8:00am **Registration**

2:00pm

Break

9:00am **Welcome**

2:20pm

**The BankHer Playbook: Mastering Influence & Amplifying Your Impact in Banking**  
*Susana Briscoe-Alba*

9:10am **Professional Relationships: A Key Ingredient to Achieving Success**  
*Dr. Melissa Furman*

What does success mean to you and what is your plan to achieve success? When thinking about your plan to achieve success, developing and maintaining professional relationships is a key ingredient to achieving both career and professional success. This session will identify and define different types of professional relationships and provide practical strategies for developing, maintaining, and utilizing professional relationships to maximize success.

This is a dynamic and empowering workshop designed specifically for women in the banking industry. This session will equip attendees with practical strategies and insights to enhance their professional presence, influence, and overall impact in the competitive world of finance.

In this workshop, participants will:

1. Uncover their Unique Value Add: Learn techniques to identify and articulate their distinctive strengths and contributions with confidence and authority. This will enable attendees to communicate their worth effectively in various professional settings.
2. Master the Four Keys to a Leadership Mindset: Explore the essential elements that define true leadership, regardless of job title. Attendees will gain insights into developing a leader's perspective, allowing them to influence and inspire others at any level of their organization.
3. Develop their SHAPE: Discover how to cultivate their professional SHAPE (Skills, Habits, Attitudes, Practices, and Experiences) to leave a lasting impression and maximize their impact in the banking sector. This holistic approach will help attendees create a personal brand that resonates and drives results.

10:25am **Break**

10:45am **Cultivating Happiness: Creating Intentional Thoughts, Actions, and Behaviors for Lasting Joy**  
*Elle Benson*

Experience authentic happiness in this empowering presentation. Benson unveils the skills of identifying and refining expectations and cultivating habits that resonate with our core values within her blueprint for attaining happiness. The audience will take away evidence-based strategies for enhancing overall well-being and experiencing joy, laughter as the ultimate remedy, and practical tips to transform your thoughts, actions, and behaviors.

3:45pm

Adjourn



**IOWA BANKERS**  
ASSOCIATION

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# REGISTRATION FORM

Bank/Business \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ ST \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_

### Attendees:

1. \_\_\_\_\_  
(first & last name) (email) (title)

2. \_\_\_\_\_  
(first & last name) (email) (title)

3. \_\_\_\_\_  
(first & last name) (email) (title)

4. \_\_\_\_\_  
(first & last name) (email) (title)

5. \_\_\_\_\_  
(first & last name) (email) (title)

6. \_\_\_\_\_  
(first & last name) (email) (title)

Number of IBA member attendees \_\_\_\_\_ X \$275 ea. = \$ \_\_\_\_\_

Number of non-member attendees \_\_\_\_\_ X \$550 ea. = \$ \_\_\_\_\_

### Mail this form with payment to:

Attn: Registrar  
Iowa Bankers Association  
P.O. Box 6200  
Johnston, IA 50131-6200

Or register online at [www.iowabankers.com](http://www.iowabankers.com).

### Special Needs or Dietary Restrictions:

If you need accommodations for a disability or a dietary restriction, please contact us in advance of the program. Special menu requests made the day of the seminar cannot be guaranteed and may require an additional charge.

### Room Block:

A block of rooms has been reserved at the Sheraton West Des Moines Hotel for Tuesday, July 8th

- Room rate: \$142.00
- Reservation cut-off: June 17, 2025
- [Room block link](#)

### Registration Fee:

- IBA Member: \$275 per person
- Non Member: \$550 per person

### Registration Fee includes:

- Welcome Reception
- Continental breakfast & breaks
- Lunch
- Program materials

**Refunds** will be made if requested by July 1, 2025. Substitutions allowed any time.

### Questions:

Contact IBA staff with questions at (515) 286-4300

- Maggie Klocke  
Email: [mklocke@iowabankers.com](mailto:mklocke@iowabankers.com)
- Kami Jack  
Email: [kjack@iowabankers.com](mailto:kjack@iowabankers.com)

*Registration in Iowa Bankers Association (IBA) events and activities constitutes an agreement by the attendee to the IBA's use and distribution, both current and future, of the attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities. Please check [iowabankers.com](http://iowabankers.com) for more details.*