



**2025**

*Women in Banking*  
**FORUM**

**June 24-25, 2025**

Hyatt Regency Orange County

**AGENDA-AT-A-GLANCE**

# AGENDA

TUESDAY | JUNE 24TH

**5:00 PM - 6:00 PM**

GARDEN PATIO

**Welcome Reception & Registration Open**

**6:00 PM**

**Evening Open for Vendor Dinners**

WEDNESDAY | JUNE 25TH

**7:30 AM - 3:30 PM**

GARDEN FOYER

**Registration Open**

**8:00 AM - 8:45 AM**

GARDEN PATIO

**Breakfast & Networking**

**8:45 AM - 9:45 AM**

GARDEN 1-3

**A Conversation with Bank Presidents**

Mercedes Herrera, President & CEO, *Golden State Bank*  
Simone Lagomarsino, *President, First Foundation Bank*  
Edythe Repoff, *President & Chief Operating Officer, New Omni Bank, NA*  
Janet Silveria, *President & CEO & Chair of the Board, Community Bank of Santa Maria*  
Moderated by: Krista Snelling, *President & CEO, West Coast Community Bank*

**9:45 AM - 10:30 AM**

GARDEN 1-3

**Speed Networking with Bank Presidents**

**10:30 AM - 10:45 AM**

GARDEN 1-3

**Morning Coffee Break & Networking**

**10:45 AM - 11:15 AM**

GARDEN 1-3

**Authentic by Design:  
Leadership That Reflects You**

Megan Schoettmer, *Regional President, Northern California, PNC Bank, NA*

**11:15 AM - 12:00 PM**

GARDEN 1-3

### **Allies & Friends**

Mike Lasher, *President & CEO, Community Commerce Bank*  
Kevin McPhaill, *President & CEO, Bank of the Sierra*  
Virginia Varela, *Head of Community Banking, SoFi*  
Moderated by: Kevin Gould, *President & CEO, California Bankers Association*

**12:00 PM - 1:00 PM**

GARDEN 1-3

### **Lunch & Networking**

**1:00 PM - 1:45 PM**

GARDEN 1-3

### **Unlocking Smarter Financial Decisions Through Behavioral Finance**

Sara Miller, *Director of Balance Sheet Strategies, Performance Trust*

**1:45 PM - 2:30 PM**

GARDEN 1-3

### **Confidence and Communication: Own Your Voice**

Natina Lasher, *Employee Engagement Manager, U.S. Bank*  
Anita Edwards, *Vice President, Employee Engagement Manager, Global Learning and Development, U.S. Bank*

**2:30 PM - 2:45 PM**

GARDEN 1-3

### **Afternoon Break & Networking**

**2:45 PM - 3:15 PM**

GARDEN 1-3

### **Bank Advocacy: The Importance of Banker Engagement**

Jason Lane, *SVP, Director of Government Relations, California Bankers Association*

**3:15 PM - 4:00 PM**

GARDEN 1-3

### **The Impact of Inclusion on Community Banking: Connect with Your Community & Impact Your Bottom Line**

Lydia Ramirez, *Executive Vice President / Chief Operating Officer, Five Star Bank*

**4:00 PM**

### **Forum Concludes**

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Inspiring Hope and Empowering Change to End Domestic Violence

A cherished tradition of the California Bankers Association's Women in Banking Forum is our Pay It Forward initiative—an opportunity to spotlight and support organizations making a meaningful impact in our communities.

This year, we are proud to announce Laura's House as our beneficiary. Laura's house is a nonprofit organization dedicated to ending the cycle of domestic violence. Since 1994, Laura's House has provided life-saving emergency shelter, transitional housing, counseling, legal advocacy, and supportive services to individuals and families affected by domestic abuse. Please considering joining CBA in making a donation to Laura's House.

