CALIFORNIA BANKERS ASSOCIATION

California Banker

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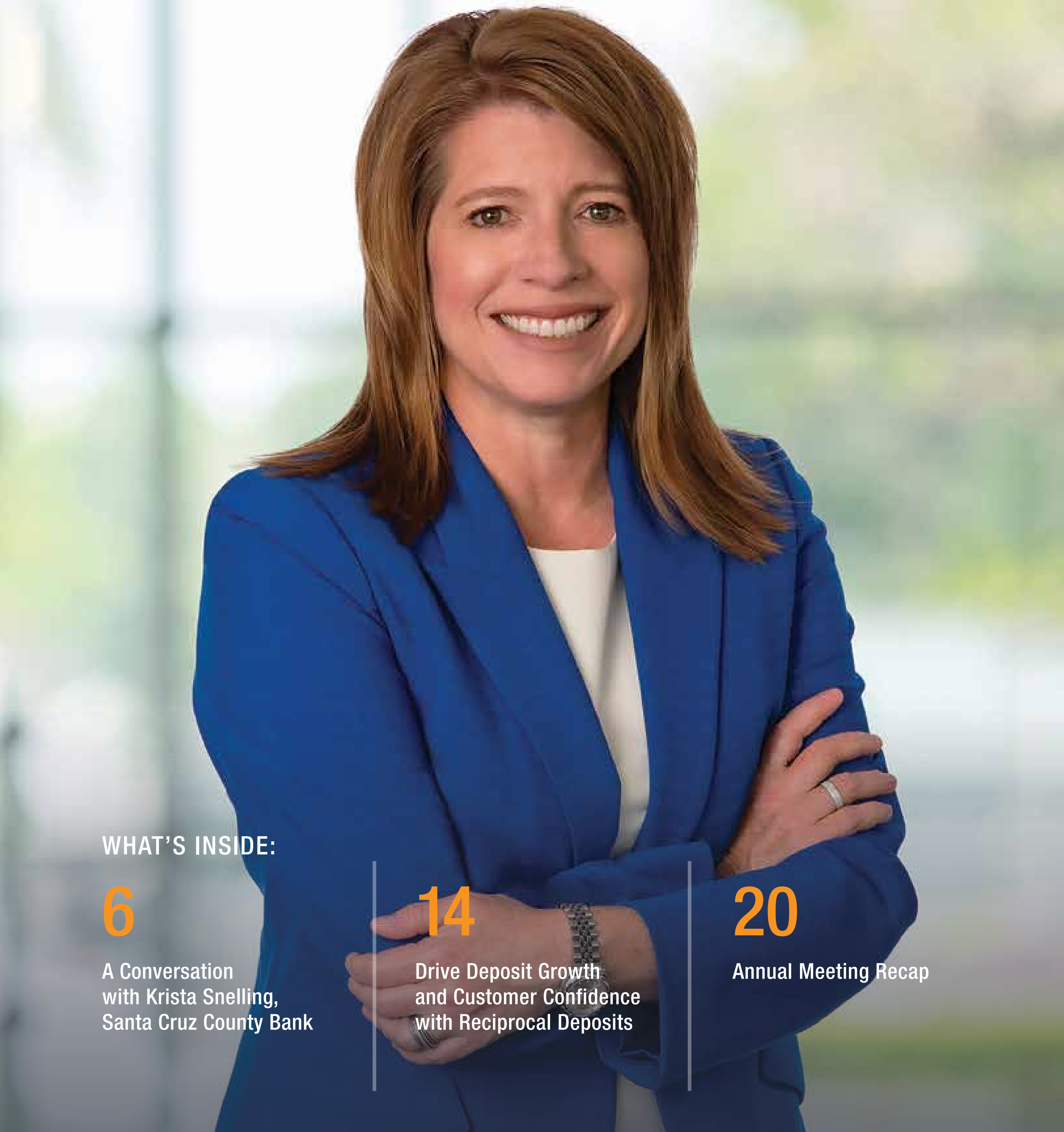

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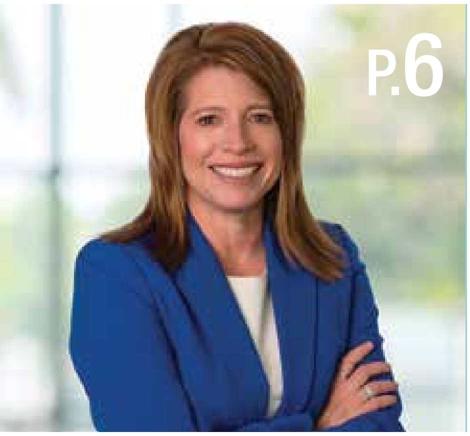

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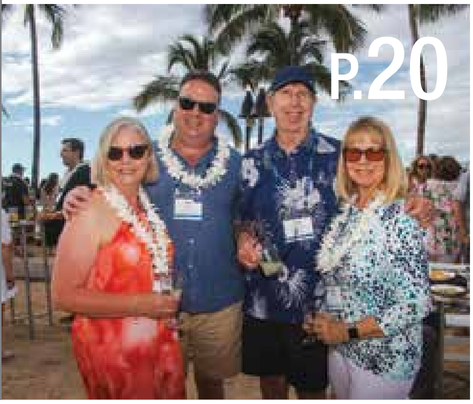

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As always, serving you, our members, remains our chief commitment.

As we approach mid-year, the California Bankers Association (CBA) has made strides on several fronts, including advocacy, education, and strengthening connections with members and the banking industry. Our dedication to representing the interests of California banks has never been more focused.

Annual Conference & Directors Forum

The 2024 Annual Conference & Directors Forum was a success. The event was held on the island of Hawaii at the Fairmont Orchid Hotel, and brought together industry leaders, experts, and visionaries, setting the stage for insightful discussions, networking opportunities, and strategic collaborations. One of the many highlights of the conference was our distinguished opening speaker, Billy Beane, whose innovative perspectives on strategy and performance resonated deeply with our audience. Mark your calendars for the 2025 Annual Conference & Directors Forum May 13-16 at the La Quinta Resort & Club in La Quinta, California.

Association News

We are pleased to announce that Krista Snelling, president and chief executive of Santa Cruz County Bank, has been elected as the 2024-2025 Chair of the California Bankers Association's Board of Directors. Krista is a true leader, and we are excited about the energy and vision she brings to the role of chair of our association.

We would also like to extend our heartfelt gratitude to Stan Ivie, head of government and regulatory affairs at Banc of California, for his exemplary service and leadership as Chairman of the Board. His dedication, vision, and unwavering commitment has been instrumental in guiding our organization toward success.

We are excited to announce that Todd Lewis, president and chief financial officer of Column N.A. DBA Northern California National Bank, was appointed vice chairman at large of the CBA's Board of Directors. Edythe Repoff, president and chief operating officer of New Omni Bank was appointed to the CBA Board of Directors. We look forward to their insights and contributions that will undoubtedly enhance our collective efforts in advancing our association's mission.

In addition, we are delighted to announce the appointment of Tina Cota as the association's vice president &

chief financial officer. Tina brings a wealth of experience and expertise to her new role and will be an integral part of the leadership team.

Membership News

In response to the diverse needs of our members, we have introduced new association membership tiers, designed to provide tailored benefits to professionals in the banking, finance, and fintech sectors. As a result of the new tiers, we are pleased to welcome Lendistry and Finli as fintech members and Strunk as an associate + member. To learn more about the tiers, please visit our newly redesigned website at calbankers.com/become-a-member.

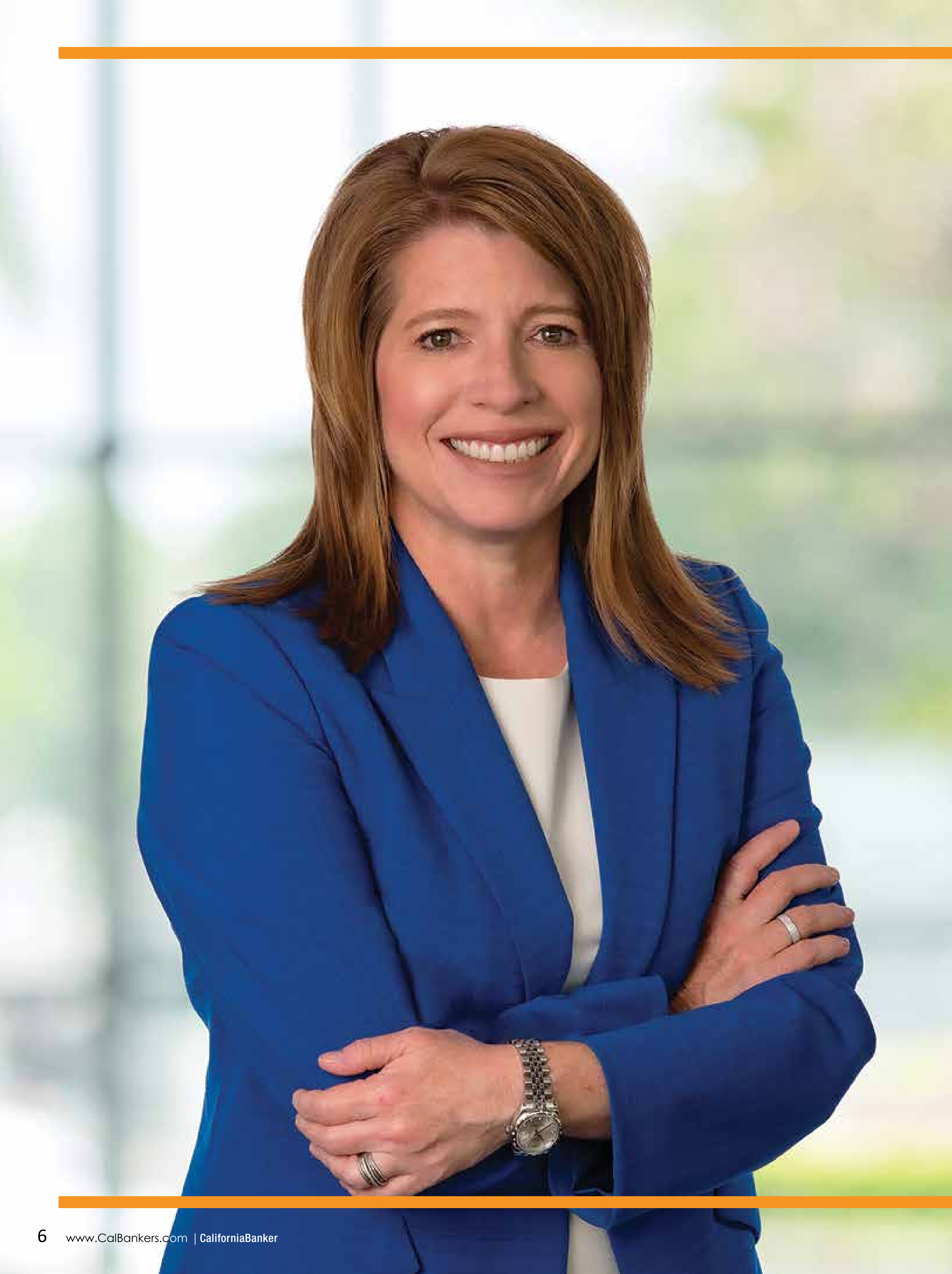
Advocacy

Advocating for our industry remains a cornerstone of our mission. In May, Governor Newson released his updated budget proposal to close a $44.9 billion deficit in 2024-25 and a projected $28.4 billion gap in 2025-26. His plan calls for cuts to state government and deferment of previously appropriated spending. While the Governor did not call for tax increases, his plan includes a temporary suspension of net operating loss carry forward tax rules and elimination of the bad debt sales tax deduction for lenders. Additionally, the Governor's proposal includes funding for the state Air Resources Board to implement SB 253 and SB 261 climate reporting mandates. We are diligently working with legislators and monitoring measures that could potentially impact the finance industry, ensuring that our members remain informed and prepared. The CBA Weekly and Battleground newsletters help members keep apprised of the latest legislative updates.

As always, serving you, our members, remains our chief commitment. We are deeply grateful for your continued support and engagement as we navigate the opportunities and challenges that lie ahead. »

Bringing members together. Making our banks better.

Kevin Gould
President & CEO, California Bankers Association



A CONVERSATION WITH KRISTA SNELLING

Q: Congratulations on Santa Cruz County Bank's 20th anniversary! How would you describe the journey and evolution of the bank from its inception to where it stands today?

Santa Cruz County Bank was a de novo bank that opened its doors in 2004 with $13.2 million in capital raised from local investors and a stand-alone banking office. Today, we are at $1.7 billion in assets, serving a tri-county area with eight banking offices and more than 150 employees. So, you could say we went from zero to $1.7 billion in 20 years!

At its core, Santa Cruz County Bank's brand and culture are the same today as they were the day that we opened our doors, only stronger. Community is at the heart and soul of everything we do. We continue to show up for our community partners no matter how much we grow. We're not just writing checks to support local causes and nonprofit organizations; we provide support in the community in hands-on ways. Our staff logged over 2,700 community volunteer hours in 2023. We consider community organizations, nonprofits and our clients as partners. We have worked for two decades to establish deep, long-term relationships. It's the way we do business, focusing on building and maintaining mutual successes for the long run.

Who have been some of the key mentors or influencers in your career, and how have they shaped your approach to leadership in the banking industry?

My key mentor in the banking industry is James Beckwith, president and CEO of Five Star Bank, whom I reported to for eight years. He is the person who first planted the seed for me to think bigger in my banking career path and encouraged me to apply for my current position as president and CEO. When I accepted the president and CEO position at SCCB, it meant that he would lose a key executive, yet James was the most enthusiastic and excited for me of anyone (except for maybe my husband!).

Once I settled into the role of President and CEO of a community bank, it was apparent that I was in particularly rare company. It took some research to find out there is a very limited pool of female CEOs in banking.

A recent report showed that less than 8 percent of banks are led by a female CEO and 32 percent of bank officers (vice presidents and higher) are women even though they earn more college degrees than men.

I have recently joined a Women's CEO Peer Group, which is co-hosted by Bank on Women, Inc. and the American Bankers Association. There are only 6 women CEOs (in the country) who are steering this Women's CEO peer group. The group has 2 primary objectives – to create more networking opportunities for women CEOs (only 350 across the country) and to develop ways to advance women in leadership roles in banking.

Transitioning to your upcoming role as Chair of the California Bankers Association's board of directors, what does this appointment mean to you personally, and what are your main goals for the association and the broader banking industry?

While serving on the State Government Relations Committee for five years, I had the opportunity to witness first hand the very real impact on California legislation by the California Bankers Association. I understand the process and respect CBA's work to ensure that its membership is represented, and that concerns are both heard and voiced on a legislative level.

With your extensive experience in banking, how do you plan to advocate for the interests of California banks within the California Bankers Association and ensure their continued success and growth?

My goal is to grow the membership of California Bankers Association by sharing my own professional experience and advocating for the benefits that membership provides. Paramount for me personally and professionally in my role as president and CEO has been the benefit of peer-to-peer networking and building relationships with fellow bankers, which has been invaluable.

The banking sector is undergoing rapid digital transfor-

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mation. How do you envision leveraging technology and innovation to drive positive change and competitiveness with the association and its member banks?

We know that technology drives a better and safer client experience. At SCCB we are constantly identifying and prioritizing opportunities for technology upgrades. The bank is featured as a trailblazer in Independent Banker magazine, highlighting our Digital Transformation Team and our focus on technology initiatives, innovation and implementation. I have firsthand experience with our ongoing digital improvements, and I see the positive results in back-office operations as well as our face-to-face interactions with clients. I will be a strong proponent of adopting and upgrading technology to member banks.

Looking ahead, what are your thoughts on the regulatory landscape for banks in California?

This is certainly not getting any easier. I believe the impact of the rising cost for compliance, and in some cases the need to scale or hire additional talent and subject matter experts, will continue to drive consolidation within the banking industry.

Finally, what advice would you give to young professionals aspiring to leadership roles in the banking industry?

It's a great career path, especially working for a community bank because they tend to be more nimble, creative and ripe with experienced bankers who can become wonderful mentors.

Here at Santa Cruz County Bank, we developed a Rotational Development Program, whereby we hire new college graduates and give them the opportunity to rotate through our Operations, Finance, Marketing and IT Departments to gain hands-on knowledge and experience from top level executives. By working with these departments, they get a bigger picture of the paths available in the banking industry and discover what fits their goals. We've had some amazing RDP success stories including finding permanent placements for our "RDP graduates" within our Finance and Credit Departments.

Meet Krista Snelling

With more than 26 years of experience, Krista Snelling serves as president and CEO, and as a member of the Board of Directors, of West Coast Community Bancorp and Santa Cruz County Bank. Under her leadership, West Coast Community Bancorp stock was named to the 2024 OTCQX Best 50, a ranking of top performing companies traded on the OTCQX Best Market based upon total return and growth in average daily dollar volume in 2023.

Snelling currently serves on the boards of the Monterey Bay Economic Partnership, the Finance Committee and Board (Chair-Elect) of the California Bankers Association, the Finance Committee of the Community Foundation of Santa Cruz County, and the Executive Advisory Council of the University of the Pacific Eberhardt School of Business, where she is a frequent guest lecturer. She is a member of the Cabrillo College Foundation President's Circle and Rotary Club of Santa Cruz.

Snelling previously served as executive vice president, chief operating officer and chiief financial officer of Five Star Bank.

Snelling graduated from the University of the Pacific with a Bachelor of Science degree with a double major in Mathematics and Economics. She also holds a Master of Arts degree in Economics from University of California, Davis, and is a California Certified Public Accountant (inactive).

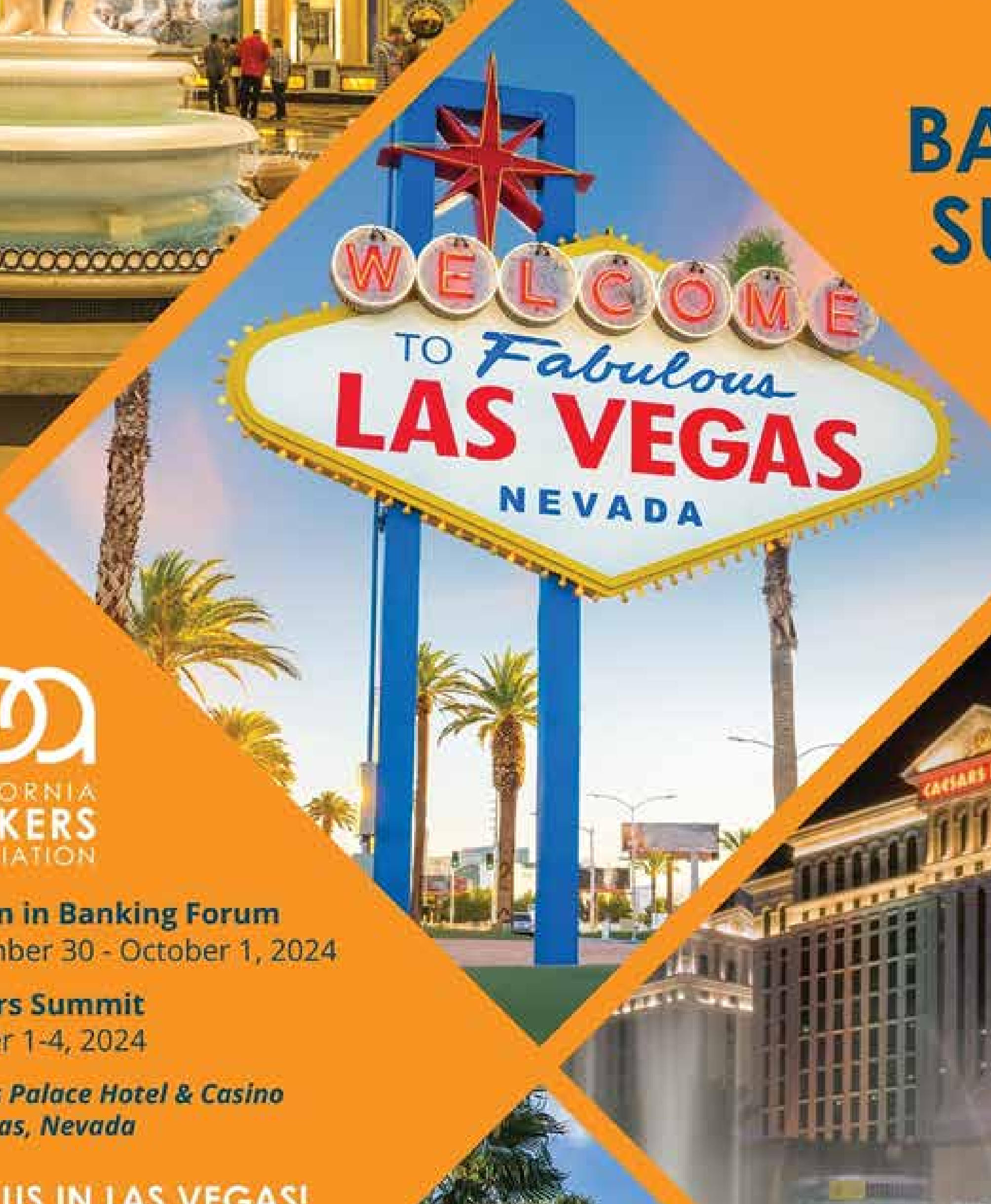
Snelling was named by *American Banker Magazine* as a Most Powerful Women in Banking Watch List for 2023. Additionally, Snelling and members of the bank's executive team received *American Banker Magazine's* Most Powerful Women in Banking Top Teams Award for 2023. She was recognized by the *Silicon Valley Business Journal* in 2023, making its Power 100 List, and in 2022 as a Woman of Influence. In 2020, she was named as a *Sacramento Business Journal* Woman Who Means Business and was awarded the Nancy Hotchkiss Woman of Impact Award by Commercial Real Estate Women (CREW), recognizing her impact on the commercial real estate industry. In 2019, she was recognized as CFO of the Year by the *Sacramento Business Journal.*

2024

WOMEN IN BANKING FORUM

AND

BANKERS SUMMIT



CALIFORNIA
BANKERS
ASSOCIATION

Women in Banking Forum
September 30 - October 1, 2024

Bankers Summit
October 1-4, 2024

Caesars Palace Hotel & Casino
Las Vegas, Nevada

JOIN US IN LAS VEGAS!

State Legislators Scrutinize Bank Fees

By Jason Lane, Senior Vice President, Director of Government Relations, California Bankers Association

Federal and state lawmakers have been highly critical of bank fees this year. Most of the discourse around bank fees started with President Biden's use of the term "junk fees" in his State of the Union Address last year. The Administration's campaign against fees was primarily focused on the telecom, hotel and lodging, and ticketing industries but overdraft and non-sufficient funds fees also came under scrutiny.

Prior to Biden's announcement, the Consumer Financial Protection Bureau (CFPB) had already launched an initiative to scrutinize junk fees in 2022. That same year, the CFPB issued a circular advising that overdraft fees associated with authorized positive/settled negative transactions were likely a violation of rules governing unfair and deceptive practices.

In January of this year, the CFPB issued a proposed rule subjecting overdraft fees to Regulation Z and the Truth In Lending Act, effectively making them a loan, followed by another proposed rule to prohibit non-sufficient funds fees assessed for instantaneously or near instantaneously declined transactions.

California State lawmakers entered the fray this year by introducing three measures. Assembly Bill 2017 (Grayson) specifies that a bank or credit union subject to the examination authority of the Department of Financial Protection and Innovation shall not charge a consumer a nonsufficient funds fee when the consumer's attempt to initiate a transaction is declined instantaneously or near instantaneously by the bank or credit union due to non sufficient funds.

Senate Bill 1075 limits the number of overdraft fees that a state-chartered credit union may assess on a member to no more than three per month. Additionally, a credit union must provide a member at least five business days before requiring payment of an overdraft fee to give the member an opportunity to repay the amount that triggered the overdraft fee.

In February of this year, Attorney General Rob Bonta issued a press release to announce actions his office is taking on overdraft fees. Directed at banks and credit unions under $10 billion in assets, the announcement warned that overdraft and returned deposited item fees may violate California's Unfair Competition Law (UCL) and the federal Consumer Financial Protection Act (CFPA). Bonta announced plans to send letters to state chartered financial institutions that will focus on unfair practices associated with overdraft fees assessed on authorized positive/settled negative transactions, and how the timing of those transactions can result in overdraft fees. The letter also warned about the use of returned deposited item fees, which are charged to consumers when the consumer deposits a check that is returned due to a problem with the check originator.

CBA continues to emphasize that the overdraft protection is a vital tool used by consumers to help manage their finances.

CBA continues to emphasize that the overdraft protection is a vital tool used by consumers to help manage their finances. A recent survey shows that consumers overwhelmingly value the service and continue to express a desire to have their bank cover a transaction when they overdraft their account, even if it means paying a fee. We also continue to emphasize that account holders must opt-in to the service, and there is no such thing as a "surprise" overdraft fee.

Jason Lane is Senior Vice President, Director of Government Relations for the California Bankers Association and manages California state tax policy for the association, which involves analyzing legislation and regulatory activity, and the development of policy positions for the association. Lane is one of three lobbyists at CBA and, in addition to his primary focus on taxation, he also lobbies on behalf of the association on issues related to the state budget, and consumer lending legislation.

CBA Monitors Climate Related Disclosure Legislation

By Melanie Cuevas, Vice President of Government Relations, California Bankers Association

In 2023, Governor Newsom signed into law measures SB 253 and SB 261, both of which mandate climate-related disclosures. Both measures impact financial institutions that meet the qualifying factors for reporting entities. Note that one of the qualifying factors is doing business in the state of California (rather than, for example, being headquartered in California). The California state agency overseeing these mandates is the California State Air Resources Board (CARB), which is required to complete subsequent implementing regulations on or before January 1, 2025. Both measures also empower CARB with enforcement authority via administrative penalties.

SB 253 requires reporting entities to disclose on an annual basis its Scope 1, 2, and 3 greenhouse gas emissions. By 2026 entities are mandated to begin reporting scope 1 and scope 2 emissions on the prior fiscal year and obtain limited third-party assurance for these reports. By 2027, entities will begin reporting scope 3 emissions on the prior fiscal year. By 2023, companies will need to obtain reasonable, third-party assurance for their scope 1 and 2 emissions reporting and limited third-party assurance for their scope 3 emissions reporting. Note that the measure does not contain exemptions for any sectors of scope 3 reporting, which indicates that Scope 3 Category 15 Financed Emissions will be required in a financial institution's report.

SB 261 requires reporting entities by January 1, 2026 and biennially thereafter to submit a climate-related financial risk report that is consistent with the recommendations of the Task Force on Climate-Related Financial Disclosure's (TCFD) framework in addition to its steps taken to reduce and adapt to the disclosed climate-related financial risk. Importantly, the measure allows for reporting entities to provide thorough explanations of gaps in reporting, in the event that the entity is unable to fulfill all of the recommended requirements and reports may be consolidated at the parent company level. This measure also states that a covered entity satisfies the reporting requirements if it prepares a publicly accessible, substantially similar report pursuant to another law or regulation.

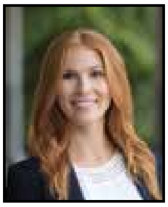
When he signed SB 253 and SB 261 into law, the governor instructed the legislature to work on subsequent legislation to address his concerns about cost (to covered entities as well as to the state agency) and feasibility of timelines (again, for both covered entities as well as the state agency. Since convening the 2024 Legislative Session, neither author has introduced a measure to address such work. Both have stated that they are not interested in "watering down" what was signed into law and would only be willing to consider areas of ambiguity.

In terms of cost, both measures will require a significant allocation from the state budget's general fund to CARB for the purpose of implementation and oversight. California is facing a sizable budget downfall – estimates range from approximately $30-$70 billion. As a result, the governor's draft state budget proposal, presented in January, delayed decisions on all recently enacted legislation; the governor announced that the administration would reexamine these funding allocations during the May Revise, a time when the state budget projections are updated with further data. While this is not limited to SB 253 and SB 261, this does impact those measures. The general practice of state agencies is to begin promulgation of regulations after the agency has received the funding to do so – CARB has confirmed that this practice will stand. In this context is it important to note that the author of SB 253 is the new Chair of the Senate Committee on Budget; it is expected that appointment dramatically increased the chances for funding. In the event that the agency is not funded to implement the program, the statutory deadlines will still stand and would need to be updated, likely through a Budget Trailer Bill, which would happen sometime over the late weeks of summer.

Meanwhile, the U.S. Chamber of Commerce filed suit on both laws, based on a first amendment violation as well as a Dormant Commerce Clause violation. Most recently, the judge assigned to the case recused himself. A new judge was appointed, and the case continues to move forward.

Although it garnered less attention, AB 1305 was also signed into law last year and requires entities to disclose specified information in the event that the entity makes a net-zero or related claim. This measure does not require implementing regulations by CARB. The author more recently asserted that he intended for reporting to begin January 1, 2025 and is pursuing legislative options to codify that intent. One last thing to note - although not disclosure related, the legislature is currently contemplating two measures that deal with the voluntary carbon offset space. These measures do impact financial institutions that serve as intermediaries of these transactions on the secondary market.

CBA continues to monitor these issues closely and will report on substantive updates.



Melanie Cuevas serves as the vice president of government relations for the California Bankers Association, where her advocacy portfolio focuses mainly on issues related to cannabis, debt collection, labor and employment, political reform, privacy, and agricultural, student and military lending.

Drive Deposit Growth and Customer Confidence with Reciprocal Deposits

By Kevin Bannerton, Executive Vice President, Chief Product Officer, R&T

In today's rapidly evolving financial landscape, financial institutions are constantly seeking innovative strategies to foster growth while simultaneously enhancing customer confidence. One such strategy gaining prominence is the utilization of reciprocal deposits—a mechanism that enables financial institutions to efficiently manage liquidity, access additional funding sources, and deepen relationships with their customers. As traditional banking practices continue to adapt to the demands of the digital age and evolving consumer preferences, understanding the potential of reciprocal deposits has become paramount for institutions looking to thrive in a competitive marketplace.

Reciprocal deposits help banks efficiently manage their balance sheet and liquidity position by allowing them to access additional funding from other institutions while mitigating risk and complying with regulatory requirements. Additionally, they allow banks to offer their customers access to expanded FDIC insurance coverage by spreading their large deposits across a network of participating institutions.

What are Reciprocal Deposits?

Reciprocals are deposits that a bank receives through a deposit placement network in the same aggregate amount as the deposits placed by that bank with other participating banks in the network. By sending its customers' deposit balances into a deposit placement network, a bank can provide its customers with access to expanded FDIC deposit insurance coverage on their deposits; and, by receiving an equal amount of deposits back from the network, the bank can maintain the same level of deposit balances on their balance sheet.

For many banks, offering access to higher levels of FDIC deposit insurance coverage satisfies the needs of high balance customers seeking principal preservation. Providing this increased insurance option helps banks to expand the relationships they maintain with their existing customers and attract new ones.

Through the Demand Deposit Marketplace® ("DDM®") program administered by R&T, banks that take advantage of the reciprocal feature can satisfy the needs of their customers, retain access to valuable deposits and reduce the level of uninsured deposits reported on their balance sheet.

Offering access to millions of dollars in FDIC deposit insurance coverage allows banks to satisfy the needs of high-balance customers seeking principal preservation. Bank customers appreciate the ease of a single banking relationship for their large deposits, as opposed to opening accounts at multiple banks.

How Reciprocal Deposits Work

Once a customer has been enrolled in the DDM program, the customer's cash balances at their primary relationship bank are sent into the DDM program each business day. Those balances are allocated and placed into deposit accounts at FDIC-insured receiving banks that participate in the DDM program, in increments below $250,000 per receiving bank*, providing customers with access to an expanded level of FDIC insurance on their balances up to the relevant program limit. Although the customer's funds are allocated to receiving banks, the customer continues to have access to its funds through a single banking relationship with its primary relationship bank. In a reciprocal arrangement, the sending bank receives deposits from the DDM program in the same aggregate amount as the amount of deposits that the bank placed into the DDM program, in order to maintain an equal amount of deposits on their balance sheet.

Program Advantages of Reciprocal Deposits

- Exchange deposits dollar for dollar.
- Build customer confidence by offering access to expanded FDIC insurance coverage.
- Cost-effective when compared to surety bonds or collateralization.
- Daily liquidity on funds placed into demand deposit accounts at receiving banks.
- Diversify sources of funding.
- Maintain deposits to satisfy loan demand.
- Support for your local community.

The Demand Deposit Marketplace Program®

The Demand Deposit Marketplace® (DDM®) program allows banks to take advantage of reciprocal deposits to retain access to valuable deposits, reduce the level of uninsured deposits reported on their balance sheet and satisfy the needs of their customers.

The DDM program is a unique solution, allowing banks to send, receive or reciprocate deposits through a single program. Banks can strategically manage their balance sheet using the DDM program, sending excess balances or receiving deposit funding from the program as their needs change. This flexibility is particularly beneficial for smaller banks seeking to compete with larger institutions by providing customers with access to higher FDIC deposit insurance coverage on their funds.

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** Per eligible depositor (e.g., based on TIN), per receiving bank, per account ownership category.*

Building Resiliency by Managing Vendor Concentration Risk

In the current environment, banks are reevaluating their critical service providers to mitigate vendor concentration risk — especially in the areas of liquidity and funding. As reciprocal deposits grow, many banks have begun using more than one provider to support their business needs. This helps ensure another source of reliable funding to protect themselves in the event of a service disruption. A multi-provider approach also enables banks to tailor a solution that best supports the needs of their customers and their business model.

Regulatory considerations also come into play. The FDIC and other bank regulatory agencies have issued guidance to banks on third-party risk management (TPRM), explicitly stating that, as part of a bank's risk management process, planning should include "outlining the banking organization's contingency plans in the event the banking organization needs to transition the activity to another third party or bring it in-house."[1]

Easy Integration

While adding a second provider may seem daunting, advances in technology have made it possible to integrate multiple providers with far less time and expense than before. There are steps banks can take to reduce the effort. Vendor risk management systems can help streamline the exchange of information between banks and their vendors and provide ongoing monitoring, making managing multiple providers much more effortless.

Choosing a provider that already has connectivity with your core banking platform or back-office systems can help reduce some of the complexities of adding a second vendor and allow your bank to implement a solution in far less time and with much less commitment of resources.

Overall, reciprocal deposits allow banks to drive deposit growth, enhance customer confidence, and manage liquidity effectively in a manner that aligns with regulatory requirements and market conditions. »

Kevin Bannerton serves as Executive Vice President, Chief Product Officer. In this role he is responsible for the strategic direction, development and financial performance of the firm's product portfolio. Previously responsible for Total Bank Solutions' sales, marketing and finance areas, he is instrumental in building upon the R&T/TBS' strategy to provide platform-based technology solutions to wealth managers and banks to deliver differentiating value to clients, create efficiencies and drive revenue growth.

Terms & conditions apply. View www.rnt.com/receiving-institution-lists for R&T's list of insured receiving institutions in the DDM and RTID programs. R&T is not an FDIC or NCUA-insured institution. FDIC and NCUA insurance only covers the failure of an FDIC or NCUA-insured institution, respectively. Certain conditions must be satisfied for FDIC and NCUA pass-through deposit insurance coverage to apply. The DDM and RTID programs, themselves, as well as R&T's other services are not insured by the FDIC or NCUA, are not deposits and may lose value in certain circumstances as described in the program terms. View www.rnt.com/ disclosure/ for additional disclosures.

1. FDIC: FIL-29-2023: Interagency Guidance on Third-Party Relationships: Risk Management, https://www.fdic.gov/news/financial-institution-letters/2023/fil23029.html

NEW MEMBER

The California Bankers Association is pleased to welcome our new associate member.

HuLoop Automation

Based in Auburn, Calif., HuLoop Automation serves enterprises that are digitally transforming their businesses to maximize human productivity and improve customer experience, all while leveraging existing technology investments. HuLoop has built a unified automation platform to help enterprises automate manual, mundane tasks, so their human talent is able to spend time on higher value work. Our AI-based, codeless, Human-in-the-Loop software eliminates mind-numbing work, saving our clients money and improving employee satisfaction.

Primary Contact: Alisa Davis
Website: https://huloop.ai/

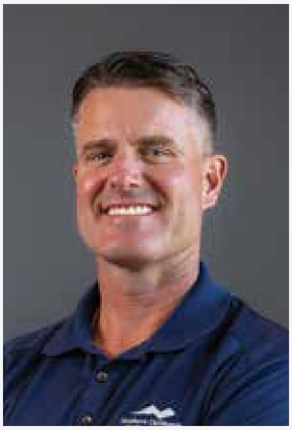
ASSOCIATION NEWS

Meet Our New Executive Board Member, Board Member, and Staff Member

Todd Lewis
President and CFO
Column N.A. DBA Northern California National Bank
Vice Chairman at Large, California Bankers Association Board of Directors

Todd Lewis joined Column N.A. DBA Northern California National Bank and served as the executive vice president and CFO from 2007 to 2015, before being named as the bank's president and CFO. From 2005 to 2007, he served as vice president and controller of Community Business Bank in West Sacramento, California. Earlier in his career, Lewis served as the Controller of School Innovations and Advocacy in Rancho Cordova, California from 2002 to 2005.

Lewis earned a B.S. in Accounting and Information Systems from Brigham Young University and earned his Certified Public Accountant designation while employed with Arthur Andersen in Sacramento, CA

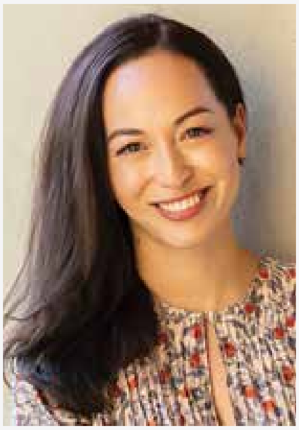


ASSOCIATION NEWS

Edythe Repoff, ESQ.
President and Chief Operating Officer
New Omni Bank, National Association
Member, California Bankers Association
Board of Directors

Edythe Repoff is the president and chief operating officer of New Omni Bank, National Association, a minority depository institution headquartered in Alhambra, California.

Repoff joined New Omni Bank's management as executive vice president/general counsel, and was promoted to the role of senior executive vice president, chief operating officer, and corporate secretary, and then to President. Repoff has served on the Board of Directors of New Omni Bank since 2011 and has been a member of the Asset Liability Committee, Directors' Loan Committee, Risk Management and Compliance Committee, and Corporate Governance, Personnel and Compensation Committee. She has been part of the growth of the institution from $150 million in assets to $550 million in assets and worked on deals to bring in $39.913 million in Preferred Series B, Tier 1 Capital from the United States Treasury and $10 million in Tier 1 Capital from private investors to fund the Bank's future growth.



Repoff volunteers with the National Diversity Coalition as a member of their Board of Advisors and with the Lycee International de Los Angeles as the lead for the Bookshelf, a curated children's booklist that focuses on belonging, inclusion, and diversity. She also works with the California Council on Economic Education; and with the Office of the Comptroller of the Currency as the chair of the MDI Technical Assistance Working Group.

Before joining New Omni Bank, Repoff was an Associate at a law firm in Los Angeles where she worked on litigation matters. She is a graduate of the Pacific Coast Banking School, has a Juris Doctorate from Rutgers University School of Law, where she was Editor-in-Chief of the Race & the Law Review, and a bachelor's degree in History, cum laude, from Loyola Marymount University.

Tina Cota
Vice President & CFO
California Bankers Association

Tina Cota joined the California Bankers Association in May 2024. She is a seasoned finance executive with over 30 years of experience in nonprofits and business financial management. She is a CPA and a Chartered Global Management Accountant (CGMA). Tina has held various leadership roles, including CFO and VP positions, where she effectively managed finances for organizations with diverse revenue streams and local and national footprints. Tina's background includes experience at a Big 4 accounting firm where she audited financial institutions and developed a strong foundation in financial systems, workflows, compliance, and controls.

Tina graduated from Stanislaus State University with honors. She earned a degree in Business Administration with a concentration in accounting. She is a member of the Sacramento Financial Executives International.

FINTECH CORNER

The California Bankers Association offers a range of membership options tailored to meet the diverse needs of professionals in the banking, finance, and fintech sectors. Earlier this year, we established a new membership level for Fintech companies. Please help us welcome our newest Fintech members.

Finli

Finli believes that the right financial tools can provide the peace of mind you need to focus on building your business.

That's why Finli is committed to creating simple, accessible, money management tools, designed to empower the next generation of small business dreamers.

Financially lifting small businesses, one deposit at a time.

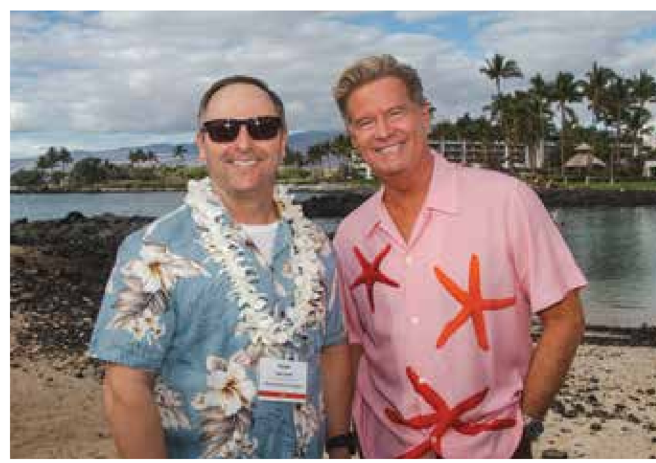
Lendistry

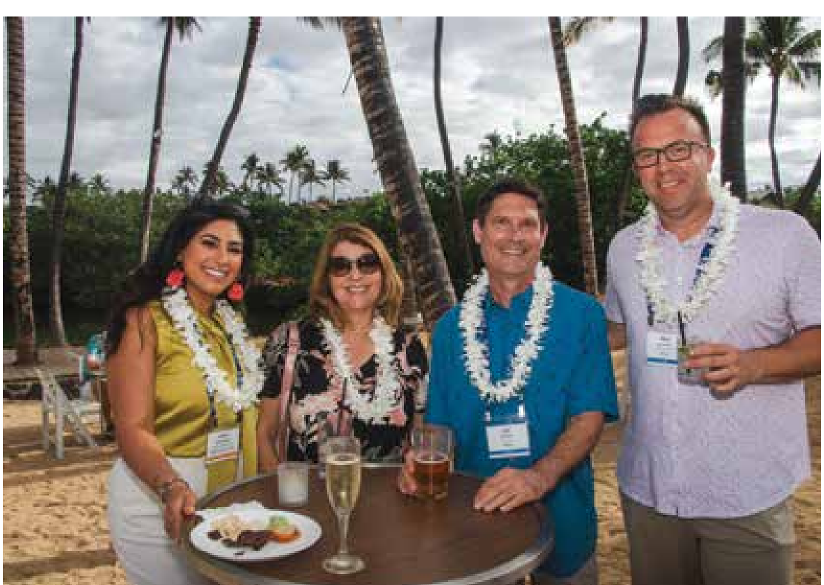
Lendistry provides economic opportunities and progressive growth for small business owners and their underserved communities as a source of financing and financial education.

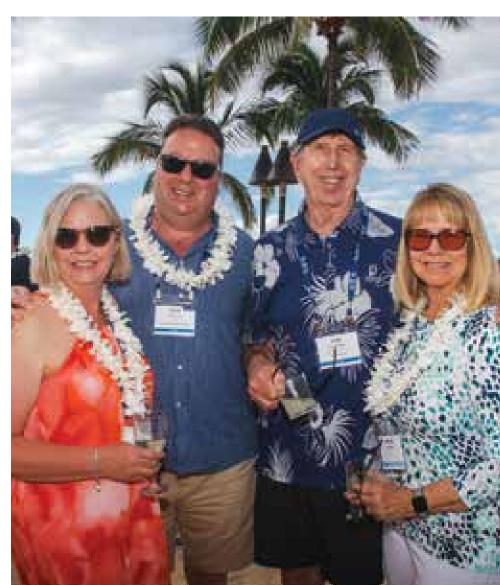
Lendistry combines the speed and convenience of technology, the knowledge and guidance of responsible lending, and the investment capital of social impactors and national banks. As a minority-led Community Development Financial Institution, we are dedicated to providing economic opportunities and progressive growth for underserved urban and rural small business borrowers and their communities.

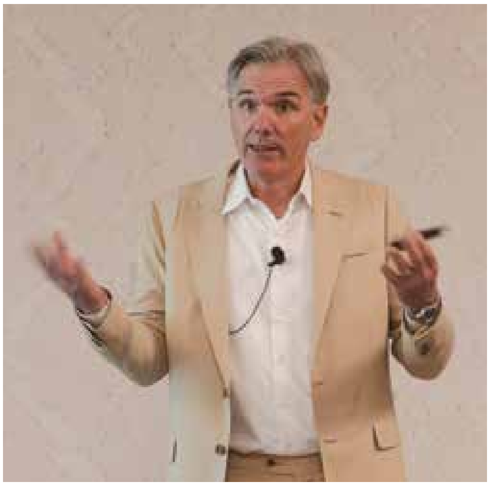
Lendistry works with its non-profit organization, The Center by Lendistry, to connect its small business customers with technical assistance, business courses, business advisors, and access to other programs and services.

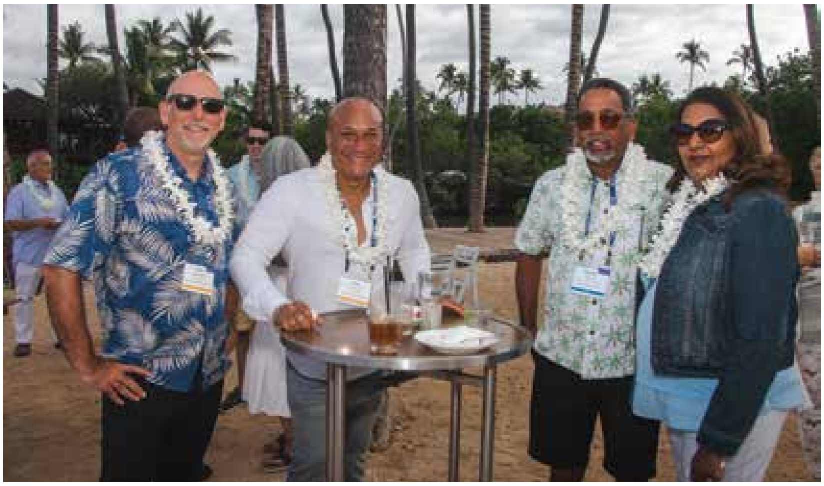
ANNUAL CONFERENCE & DIRECTORS FORUM 2024

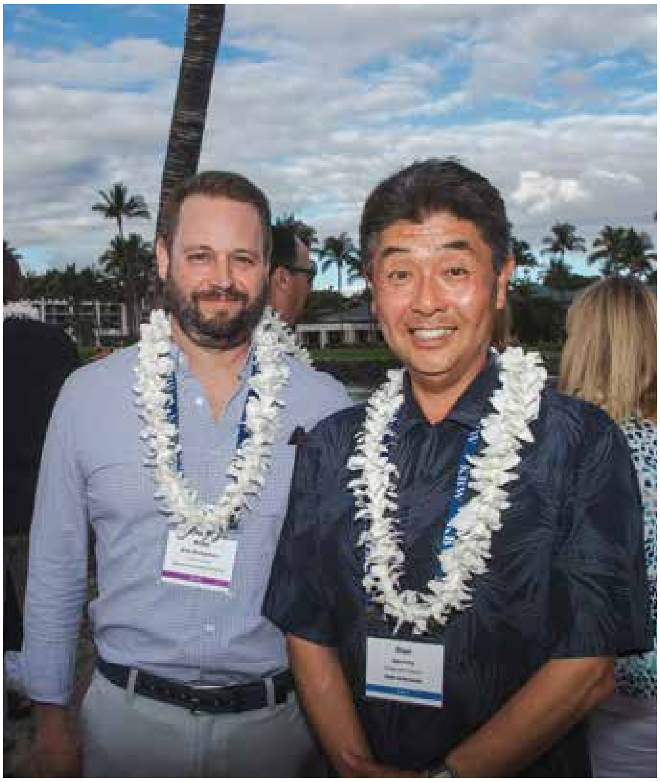


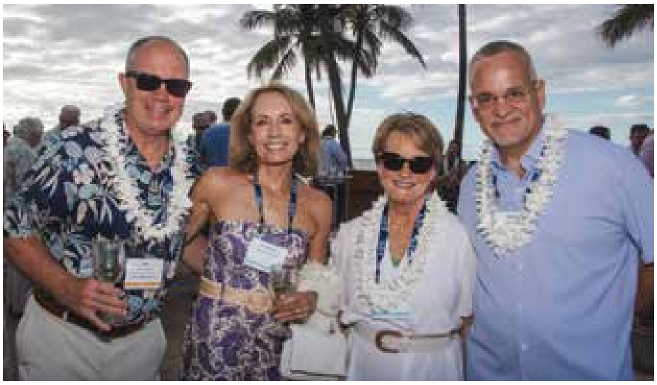


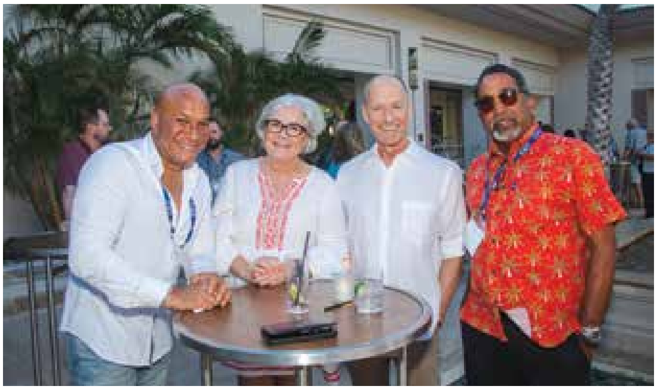


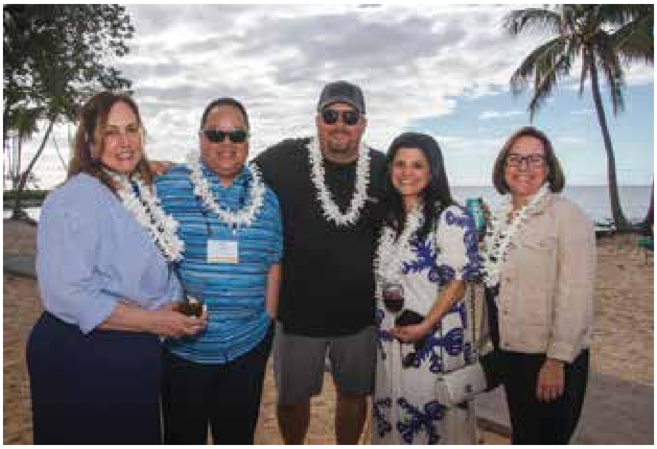


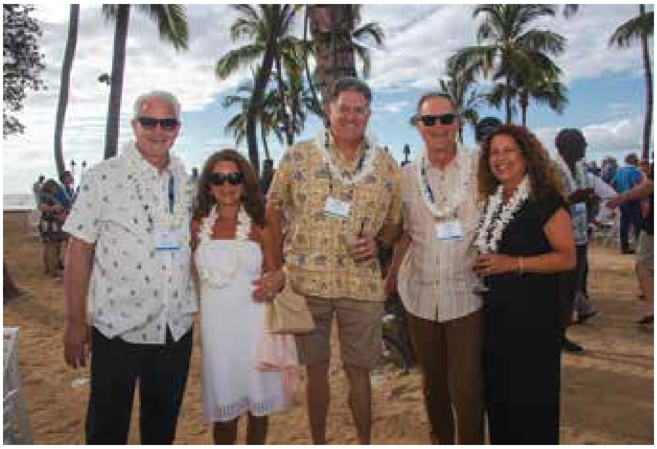


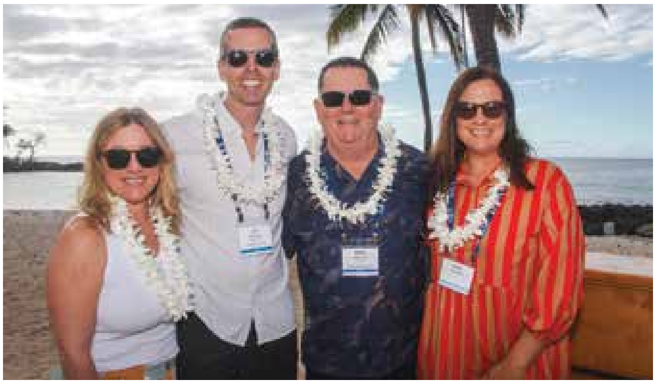


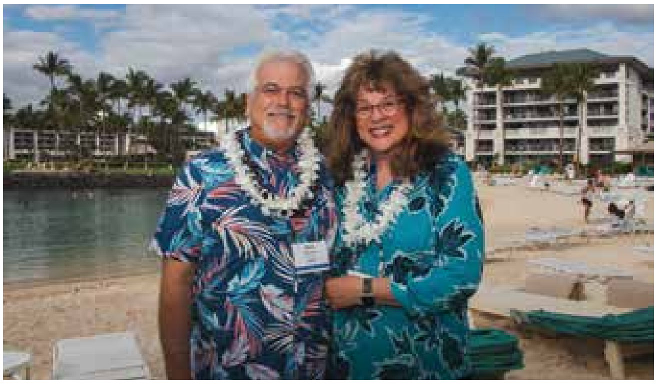


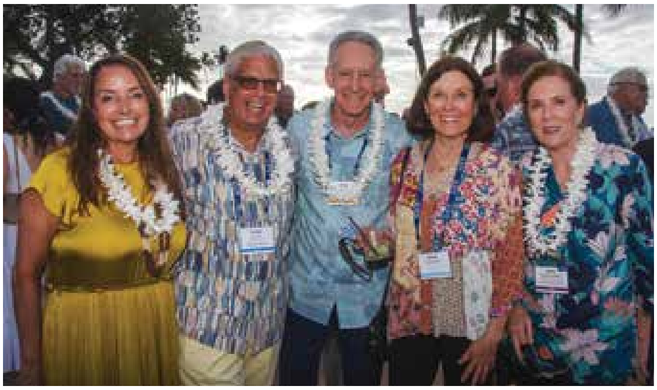


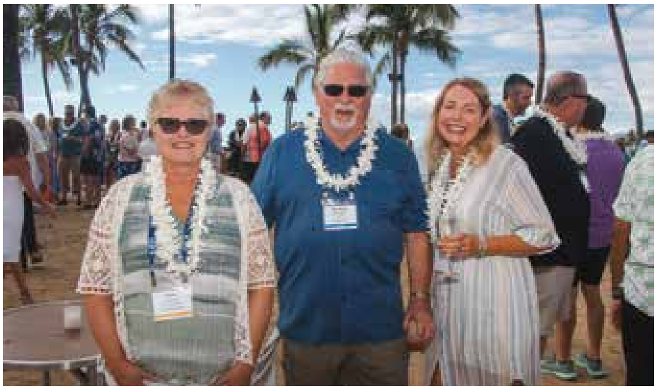


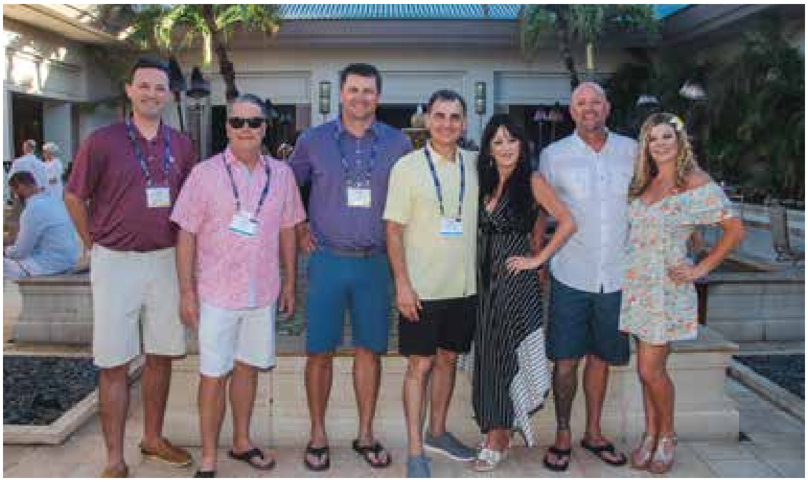


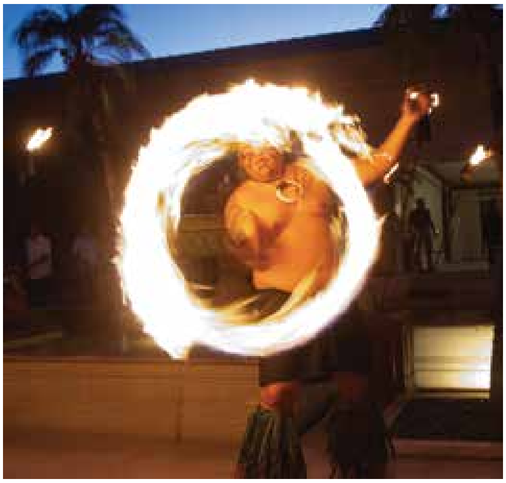












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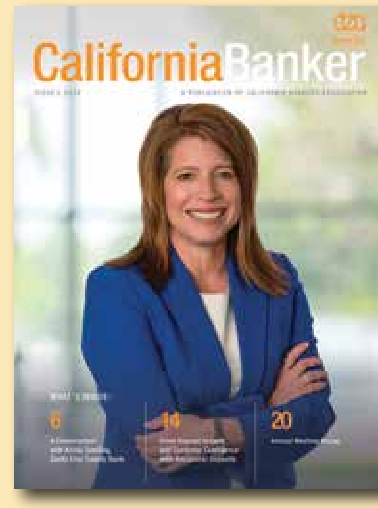

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