

LEAD STRONG: WOMEN IN BANKING CONFERENCE

September 9-10, 2025

Sioux Falls Convention Center | Sioux Falls, SD

COLOR OUTSIDE THE LINES





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Lead Strong: Women in Banking is your signature annual celebration of powerhouse women in finance! This year's conference invites you to **Color Outside the Lines**—to embrace your creativity, defy limitations, and boldly write the story only you can tell. Just like every great story, each journey is unique, full of unexpected turns, brilliant moments, and fresh pages waiting to be filled.

Together, we'll explore how to step beyond expectations, break free from "shoulds," and discover the power of living and leading with authenticity. Through engaging sessions, empowering speakers, and hands-on experiences, you'll gain the tools and inspiration to take charge of your narrative and design a future that reflects your passions, purpose, and potential.

Whether you're picking up the pen for the first time or rewriting an old chapter, this is your moment to make your mark—bold, bright, and beautifully *outside the lines*.

Ready to lead strong—and bring someone along for the ride? This year, we're encouraging attendees to invite an ally to experience Lead Strong: Women in Banking with you. Whether it's a friend who always lifts you up, a colleague who champions equity, or a mentor (yes, even the guy in the next office who secretly loves a good leadership keynote), this is the perfect event to grow together. Empowerment isn't just for one group—it's for all of us. So don't keep the inspiration to yourself—bring your plus-one to the power!

Location

Sioux Falls Convention Center | 1201 N. West Ave., Sioux Falls

Event Hotel: Sheraton Sioux Falls & Convention Center | 1211 North West Ave., Sioux Falls | 605.331.0100

Rooms: \$152 | Cut Off: 8/27/25

Other Nearby Hotels: Holiday Inn & Suites | 2040 West Russell Street, Sioux Falls | 605.331.2040

Attire

The suggested attire is business casual. Bring a sweater or jacket as meeting room temperatures vary.

AND...Back by popular demand! **TENNIES!** Show your support for Girls on the Run by wearing your favorite tennies!

Service Project: Girls on the Run



Girls on the Run is so much more than running! It inspires girls to be joyful, healthy, and confident by using a fun, experience-based curriculum that creatively integrates running. Girls on the Run strives to help every girl activate her limitless potential and ensure that she is free to pursue her dreams boldly. Trained volunteer coaches inspire girls to build confidence and other essential life skills through dynamic, interactive lessons and physical activity. Lessons focus on building girls' social, emotional, and physical skills while encouraging healthy habits for life and the confidence to be the author of their own stories.

How can you help? To fulfill the mission of GOTR, they need the following items:

- White Poster Board 14"X22"
- Instant Ice Packs
- Washable Markers
- Index Cards (regular size)
- Clear Tape/Masking Tape
- Spools of Ribbon (1/4 inch)



So... don your tennies, grab your purse and head to Target, WalMart or Dollar Tree and grab some of these items to drop off at the conference. Are you more of a homebody? Queue up Amazon or other on-line shopping opportunities and click away! We'll have a fun display ready at the conference to showcase all of our donated items.





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Agenda

Tuesday, September 9

5:30 – 7:00pm

Opening Reception: Sip, Savor & Spark Connections

ICON Event Hall | 402 N Main Ave, Sioux Falls

Kick off the Women in Banking Conference in style! Join us for an upbeat evening of mingling, music, and mouthwatering bites as we toast to the trailblazers, mentors, and rising stars among us. Whether you're reconnecting with familiar faces or meeting new friends, this lively reception sets the stage for a conference full of inspiration and empowerment. Grab a plate, strike up a conversation, and let the good vibes flow—you never know what connections the evening might bring!

Wednesday, September 10

7:30 – 8:30am

Registration & Continental Breakfast

8:30 – 8:50am

Welcome

8:50 – 9:30am

How Saying No Makes Space for Heck Yes

Allyson Twiggs, Founder | The Twiggs Group, Fayetteville, AR

SESSION DESCRIPTION: In this impactful presentation, Allyson explores the pressing issue of toxic hustle culture and its impact on our well-being. Through her own experiences and expertise, she highlights the importance of practicing self-care and setting boundaries in the pursuit of a fulfilling life. Allyson shares practical insights on how saying "no" can be a transformative tool in reclaiming balance and making room for an enthusiastic "heck yes" to the things that truly matter.

9:30 – 10:10am

Lifelong Learner: Growth Begins Where Certainty Ends

Melissa Johnson, Entrepreneur, Author, Professional Encourager | Oh My Cupcakes!, Sweet Cream Candle Co., Melissa J Creative, Sioux Falls, SD

SESSION DESCRIPTION: Leadership isn't about knowing it all—it's about staying open, honest, and brave enough to keep learning. In this refreshingly real keynote, Melissa brings an open heart, a bit of laughter, and the gentle, encouraging nudge you didn't know you needed. Because figuring it out as you go might just be your biggest strength.

10:10 – 10:30am

Break

10:30 – 11:05am

The Subtle Art of Saying the Right Thing

Kristina Schaefer, Senior Vice President, Associate General Counsel & Director of Government Relations
Dacotah Bank, Sioux Falls, SD

SESSION DESCRIPTION: It's not mind reading – but it can be close. In this session, Kristina unpacks the quiet power behind how we connect, influence, and collaborate – without oversharing, interrupting, or sending a dozen follow-up emails. Learn how to say more with less and handle the trickiest conversations with clarity and confidence.





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11:05 – 11:45am

Bridging the Gap: A Generational Conversation

Generational Panel

- **Facilitator: Nan Poppen**, EVP, CHRO | First Bank & Trust, Brookings, SD
- **Panelist: Callie Menning**, Business Banking Portfolio Manager | BankWest, Pierre, SD
- **Panelist: Kaitlyn Telkamp**, FRAML (fraud + AML) Investigator III | First Bank & Trust, Brookings, SD
- **Panelist: Melissa Mudgett**, Agricultural Banker | Dacotah Bank, Clark, SD
- **Panelist: Nancy Kunz**, Vice President, Retail Banking Manager | First PREMIER Bank, Sioux Falls, SD

SESSION DESCRIPTION: Join us for a candid, cross-generational panel featuring women from every stage of their banking careers. This dynamic conversation will explore how experiences, expectations, and values differ—and align—across generations. From navigating leadership roles to embracing change in the workplace, hear personal stories, insights, and advice that transcend age. Whether you're just starting out or leading the way, you'll leave with fresh perspectives and a stronger sense of connection across the banking community.

11:45 – 12:25pm

Breakouts

● Thinking on Purpose: A Simple Guide to Mind Management

Marli Saylor, Certified Life & Mental Performance Coach | Joy in Being – Coaching & Mentoring, Brookings, SD

SESSION DESCRIPTION: "Think on Purpose" is a practical session on mind management that helps participants understand how thoughts shape emotions, actions, and results. Using simple tools and real-life examples, Marli shows how to shift unhelpful thought patterns and take control by thinking with intention. It's a powerful reminder that change starts in the mind—and you don't have to believe everything you think.

● Look Legit on LinkedIn

Maddie Peschong, Brand Photographer and Coach | White Space Studio, Tea, SD

SESSION DESCRIPTION: You're already on LinkedIn—but are you using it to build your brand? In this session, you'll learn how to position yourself as a thought leader in your industry by optimizing your profile, sharing content that builds credibility, and showing up in a way that aligns with your long-term goals. We'll also dive into live audits so you can see exactly what works (and what's holding professionals back). It's time to look as legit online as you are in real life.

● Mental Health in the Workplace

Thomas Otten, Vice President | Avera McKennan Hospital, Sioux Falls, SD

SESSION DESCRIPTION: This session will provide a broad knowledge of mental health, particularly how it interacts with the workplace. Thomas will also discuss what to do if you have a concern for yourself or someone else. Lastly, there will be information on recognizing warning signs and working to prevent suicide.

● Nourish to Flourish: Practical Wellness Strategies for Women in the Workplace

Morgan Willard, MS, RD, LN | Women's Nutrition Co., Sioux Falls, SD

SESSION DESCRIPTION: In today's fast-paced work environment, energy, focus, and well-being are essential tools for success. In this session, Morgan will share realistic, science-backed strategies to support women's health through nutrition, movement, sleep, and stress management. Learn how to make small, sustainable changes that boost energy, sharpen focus, and enhance resilience throughout the workday.





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12:25 – 1:20pm

Lunch

1:20 – 2:00pm

Surviving the 'Life or Death Gap'

Joseph Hileman, Founder | Hileman Security Training

SESSION DESCRIPTION: Today's threats are unique, dangerous, and everywhere. In this condensed and powerful course, we will discuss threats at work, home, and everywhere in between. If you have children or are responsible for the safety/security of others, this will change the conversations you have with them tonight!

2:00 – 2:40pm

The Journey of Miss Bean: A Story of Selfless Giving

Marcia Jarvi-Hultman, Secretary | South Dakota Department of Labor and Regulation, Pierre, SD

SESSION DESCRIPTION: Hear Marcia's inspiring story of becoming a nontraditional, nondirected organ donor. Discover the journey of her kidney—affectionately named Miss Bean—and how her courageous decision to donate transformed not only someone else's life, but her own as well.

2:40 – 2:55pm

Break

2:55 – 3:10pm

Women of Impact Awards



The SDBA Women of Impact Award was established to celebrate South Dakota Bankers Association members who have made significant contributions and positive impacts in their organizations, communities and industry. Join us as we recognize 2025's recipients.

3:10 – 4:00pm

Cultivating Happiness: Creating Intentional Thoughts, Actions and Behaviors for Lasting Joy

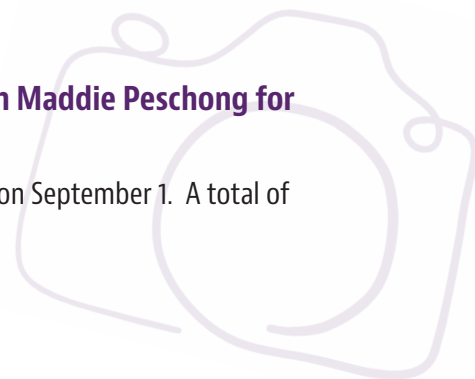
Elle Benson, Founder and CEO | Nonprofit Leadership, Nashville, TN

SESSION DESCRIPTION: This session is an uplifting keynote rooted in science-backed strategies to increase well-being and resilience. Through engaging stories, interactive exercises, and actionable tools, Elle empowers audiences to reframe thoughts, build meaningful connections, and create daily habits that spark joy. This session is designed to leave attendees energized, inspired, and equipped to lead happier, more intentional lives—both personally and professionally.

Headshots

Interested in a chance to purchase a mini-professional headshot session with Maddie Peschong for the low conference rate of \$50? Check the box on the registration form.

You will be invoiced for \$50 if you are selected through a drawing conducted by the SDBA on September 1. A total of 30 slots will be available and headshots will be scheduled throughout the conference.





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Registration

\$250 through August 15 | \$260 August 16 – September 8 | \$280 Onsite

Bank _____ Contact Person _____

Address/City/State/Zip _____

Registrants' Names

1. Name _____ Title _____

Address/City/State/Zip _____

Phone _____ Email _____

Attending the Reception on Tuesday, September 9? ☐ Yes ☐ No **\$50 Mini Headshot Session Drawing** ☐

Attending Breakout: ☐ Think on Purpose ☐ Look Legit on LinkedIn ☐ Mental Health ☐ Nourish to Flourish

2. Name _____ Title _____

Address/City/State/Zip _____

Phone _____ Email _____

Attending the Reception on Tuesday, September 9? ☐ Yes ☐ No **\$50 Mini Headshot Session Drawing** ☐

Attending Breakout: ☐ Think on Purpose ☐ Look Legit on LinkedIn ☐ Mental Health ☐ Nourish to Flourish

3. Name _____ Title _____

Address/City/State/Zip _____

Phone _____ Email _____

Attending the Reception on Tuesday, September 9? ☐ Yes ☐ No **\$50 Mini Headshot Session Drawing** ☐

Attending Breakout: ☐ Think on Purpose ☐ Look Legit on LinkedIn ☐ Mental Health ☐ Nourish to Flourish

Submit Registration to South Dakota Bankers Association

Mail: PO Box 1081, Pierre, SD 57501 Fax: 605.224.7835 Email: events@sdba.com Online: www.sdba.com

Total due: \$ _____ ☐ Check enclosed ☐ Invoice me ☐ Credit card (SDBA will call)

Cancellation: 100% refund if canceled August 31 or sooner; 75% if canceled September 1-3. No refund September 4 or later. Substitutions allowed any time

Special Requests: Due to hlee@sdba.com by September 1. **Vegetarian and gluten free meals must be preordered to ensure availability.**

Questions: Contact the SDBA at 605.224.1653 or 800.726.7322 or events@sdba.com.

