



Spring Meeting 2021 Conference Speaker Information

Speaker's Bio-Patrick Henry, Keynote Speaker



Patrick Henry is an author, songwriter, and performance keynote speaker who partners with meeting planners to *make meetings memorable*. As a former Nashville songwriter and humorist on the SiriusXM Radio Family Comedy Channels, Patrick brings a unique blend of humor, music, and message to his



audiences to create an event that is full of energy and actionable ideas. His Book ***The Pancake Principle: seventeen sticky ways to make your customers flip for you*** was released in 2013. One of Patrick's audience members best described him as "what happens when, keynotes, comedy, and concerts...collide". When not on the road serving clients, Patrick can be found at home in North Carolina with his wife and three children. He is an avid Auburn football fan and is doing his best to get his golf handicap under 15. He is a firm believer that "If you do what you love to do for a living, you'll never work a day in your life".

Speaker's Bio-Mike Blanchard, CEO, Blanchard Consulting Group

Mike Blanchard is the CEO of Blanchard Consulting Group. He has extensive experience in the human resources field and has conducted or supported over 500 compensation planning and market research projects in the financial services industry over the past 20 years. Before founding Blanchard Consulting Group, Mike was a founder of Blanchard Chase, Managing Director with Amalfi Consulting, and a Vice President for Clark Consulting. With graduate studies in advanced industrial and organizational psychology, Mike's areas of expertise encompass multiple disciplines within executive and staff level compensation plans. *Mike will be speaking about performance based compensation strategies for credit unions.*



Speaker's Bio-John H. Deloach, Shareholder, Williams Gautier

John earned his Bachelor of Arts degree, magna cum laude, Phi Beta Kappa, in 1990 and his Juris Doctorate, high honors, in 1994 from The Florida State University. John has focused his practice for more than 20 years on representing credit unions in compliance, contract, merger and corporate matters as well as assisting credit unions in their relationships with the NCUA and state regulatory agencies. John also regularly conducts local and national seminars and workshops on credit union law and operations and, in particular, the complex compliance issues which face credit union. *John will provide Board and Supervisory Committee training on Bank Secrecy Act and OFAC as well as regulatory compliance.*



Speaker's Bio-Josh Strickland, Senior Manager, Saltmarsh CPA

Josh is a senior manager in the Financial Institution Practice of Saltmarsh, Cleaveland & Gund. He joined Saltmarsh in 2010 after graduating from the University of West Florida where he received a B.S.B.A. and Masters of Accounting. Josh works almost exclusively with the firm's Financial Institution clients in providing accounting and auditing services, loan review, and other consulting services. He is also a member of the American Institute of Certified Public Accountants and the Florida Institute of Certified Public Accountants. *Josh will provide financial literacy training for the Board and Supervisory Committee attendees.*



Speaker's Bio-Sam Strickland, CEO, The Pod

Samantha "Sam" Strickland knows credit union marketing. After spending nearly 13



years at First Commerce Credit Union (*VP - Growth & Brand Management*), Sam started The Pod, a full-service strategic creative services firm focused on credit unions. Serving as the "Remote CMO" for credit unions of all sizes, Sam and her team provide everything from day-to-day marketing support to Emmy-award-winning video production to website development to rebranding. In her presentation, *Sam will discuss a new way to tackle complex challenges called Design Thinking. This human-centric, collaborative approach to problem-solving originates from the manufacturing industry where we will seek to understand a*

market, identify a problem, and find a solution -- all while keeping the people at the core of the solution.