



Education, Development, Growth, and Enrichment
Tools for Consumer Finance Industry Professionals



Mercer University – Stetson-Hatcher School of Business, Room 007
Year I : July 19 – July 24, 2026

	Monday, July 20	Tuesday, July 21	Wednesday, July 22	Thursday, July 23
8:00 – 10:00 am	Leading from the Heart Rochelle McClanahan Chair-Elect, AFSA Board Chief Operating Officer, Brundage Management Company	Financial Services Law I Jason Esteves Partner Hudson Cook, LLP	Communications and Conflict Negotiations Robin Smith Mathis, Ph.D. Assistant Professor of Org. and Professional Communication, Kennesaw State University	Performance Management -continued
10:00 – 10:15 am	Break	Break	Break	Break
10:15 – 11:00 am	Negative Impact of Rate Caps Brad Noel EVP and Director of Branch Operations Republic Finance, LLC	Leading Dynamic Teams with Impactful Communication Chet Enten, Director of Talent Development, Security Finance	Communications and Conflict Negotiations -continued	Indirect Lending Pat Kenny, Senior Vice President of Centralized Operations, 1 st Franklin Financial Corporation
11:00 – 12:15 pm			Performance Management Neysa Laux Consultant	
11:45 – 12:15 pm		The Intersection of Artificial Intelligence (AI) and Financial Services Bart Layton, President & CEO AI Guardian		
12:15 – 1:15 pm	Lunch (Trustees Dining Room)	Lunch (Trustees Dining Room)	Lunch (Trustees Dining Room)	Lunch/C-Suite Panel (noon)
1:15 – 2:15 pm	AFSA Education Foundation Opportunities for Engagement Rhonda Ashburn Executive Director AFSA Education Foundation	The Intersection of Artificial Intelligence (AI) and Financial Services -continued	Performance Management -continued	Consumer Lending Jason Kohler, Managing Director of Branch Operations, Mariner Finance, LLC
2:15 – 2:30 pm	Break	Break	Break	No Break
2:30 – 4:30 pm	Basic CPR for Time Management Neysa Laux Consultant	Business Ethics Elizabeth Chapman, Principal Program Lead, Cathy Family Office Chick-fil-A Corporate	Performance Management -continued	Bus departs for hotel at 3:30pm

Buses depart at 7:30 am Monday through Thursday from Grand Hyatt Atlanta – Buckhead and from Mercer Atlanta begin loading in the afternoons at approximately 4:30 pm Monday, Tuesday, and Wednesday and at 3:30 pm on Thursday for the Year 1 group.

Sunday – July 19th: Welcome Reception – 6:30 pm, Azalea Room, Grand Hyatt Atlanta – Buckhead

Monday – July 20th: Class Pictures prior to/during lunch

Thursday – July 23rd: Closing Reception/Dinner – 6:15 pm, Grand Hyatt Atlanta – Buckhead



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Mercer University – Stetson-Hatcher School of Business, Room 002
Year II: July 19 – July 24, 2026

	Monday, July 20	Tuesday, July 21	Wednesday, July 22	Thursday, July 23
8:00 – 10:00 am	Leading from the Heart Rochelle McClanahan Chair-Elect, AFSA Board Chief Operating Officer, Brundage Management	Employment Law Tom Bishop, J.D. Chairman of the Board of Trustees, Mercer University	Analysis of Financial Statements Julie Petherbridge, Dean & Associate Professor of Accounting Mercer University	Strategic Planning Ginger C. Barrett, Chairperson of the Board & Chief Culture Officer, 1st Franklin Financial Corporation
10:00 – 10:15 am	Break	Break	Break	Break
10:15 – 11:00 am	How You Can Be a Great Coach at Work Neysa Laux Consultant	Employment Law -continued	Financial Statements -continued	Strategic Planning -continued
11:00 – 12:15 pm		Community Relations Rochelle McClanahan Chief Operating Officer Brundage Management		
12:15 – 1:15 pm	Lunch (Trustees Dining Room)	Lunch (Trustees Dining Room)	Lunch (Trustees Dining Room)	Lunch/C-Suite Panel (noon)
1:15 – 2:15 pm	The Modern Lender's Marketing Playbook: From Awareness to Loyalty, Tactics for Success in 2026 & Beyond Rich Campanaro, SVP Sales & Strategy & Bambi Frazier, Director of Local Visibility and Growth, Amsive	Monetary & Funding Strategies Ben Miller, CFO Republic Finance, LLC	Regulatory Compliance Marc V. Kowski, Partner Husch Blackwell, LLP	Competitive Environment Celia Winslow, President & CEO, American Financial Services Association
2:15 – 2:30 pm	Break	Break	Break	No Break
2:30 – 4:30 pm	The Modern Lender's Marketing Playbook -continued	Monetary & Funding Strategies -continued	Regulatory Compliance -continued	Bus departs for hotel at 3:00 pm

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