

Friends for Financial Wellness - Executive Summary

Carpool to Newport, RI



Moderator

- [Dan Dougherty, Group Founder](#)

Guest Speaker

- [Greg Spencer, Passarelle Data](#)

Cambridge Savings Bank

- [Katie Catlender, EVP & CCO](#)

Mascoma Bank

- [Samantha Pause, CMO](#)

SVB Private (First Citizens Bank)

- [Steve Gogolak, Head of Digital Products](#)



Agenda

1. Newport Preservation Society mansion tour of the 'The Elms.'
2. A summer update of all Friend's meetings - Dan Dougherty
3. Motion and promotions. Members on the rise:
 - a. Colton Pond now CMO of Loan Pro,
 - b. Samantha Pause now Chief Brand and Innovation Officer at Mascoma
4. Mastermind Discussion "Building a Strategic Modern Data Estate" - Greg Spencer



Friends For Financial Wellness

Guiding Principles

Our Mission

We will lift financial engagement of the communities we serve by collaborating as a banking community. We will focus on removing obstacles, measuring results and forging new paths to come together, engage customers and communities in support of financial wellness.

Our Commonality

The primary competitive threats are national financial brands and de novo digital 'banks.' We are also in a way our own competitive threat: If we don't move, morph and anticipate needs, we lose relevance. We are bankers that serve our communities, and we seek to leverage the proximity and trust we enjoy with our customers and communities as an advantage to maintain long-term relevance.

Our Members

Our founding members seek like-minded senior executives that fit our commonality. We encourage guests to join our meetings and will accept requests from guests that wish to join our group. We seek diverse perspectives and innovative thinking.

Our Why?

Peers working together for camaraderie, community, connection, and collaboration to guide our users to financial security; giving people the confidence and choices to control their financial health.

Next Up

NYC Chapter meeting during Finovate at FTV Capital.

Plans are in motion for a NYC chapter membership drive on September 12th. This will be a shortened agenda with a group exercise led by Fariha Greenwood, a Fintech Update by Colton Pond, and an overview by Dan Dougherty. We expect a large group will be attracted into this FTV sponsored event with a smaller select group joining our board room meeting. We will join the bigger networking group after our meeting adjourns.

Pivot - Boat Ride to Carpool

The original plan was for Dan to captain a 30 foot Wellcraft boat from Padanaram Harbor to Cuttyhunk Island for a meeting with an incredible view over to Gay Head, Martha's Vineyard. We had ten friends registered to attend this meeting.



Marine Forecast

Monday's forecast:

On Thursday night the winds are going to shift to the South Southeast at 10 to 15 knots increasing to 15 to 20 knots after midnight. Friday morning will have gusts up to 25 knots with bigger seas and showers likely all day. The body of water over to Cuttyhunk is Buzzards Bay. Conditions like this on Buzzards Bay require a long wave drenching slow ride. On Cuttyhunk will be steady rain and low visibility shrouded in fog. On Tuesday we decided: "Let's pivot and drive to Newport, RI instead".

Carpool

The group met Dan in Wellesley at Sun Life HQ and carpooled to Newport for a mansion tour of The Elms.



Meeting Notes from the Lunch at the Midtown Oyster Bar

Katie provided the group with the update that she has finalized the hiring of her executive management team and how this team are all data driven leaders focused on driving key KPI's. Steve updated the group on his journey at First Citizens Bank from SVB. Samantha shared an update on the Mascoma core migration from Jack Henry to Thought Machine.

Mastermind Discussion

Greg led the group on an exercise asking each person to name a technology system they have recently implemented that made a customer impact. He connected these experiences back to how the degree of success correlates to the degree of trusted data. This allowed for an inspired discussion and explanation by Greg about modern data approaches via Composable CDP's and Reverse ETL tools. Next, Greg touched upon eight areas that can enable a best in class, compliant, data estate for a FI's using these types of modern data tools



Wrap Up

Each member was invited to:

1. Lunch with Personetics at Finovate, NYC
2. Executive Roundtable. September 30th with Jody Bhagat, host of the [Banking on Innovation Podcast](#)

Agenda

- **Disparity between leaders and laggards**
- **Market opportunities; Digital Transformation to drive deposits, by Shital Chheda, Partner at McKinsey & Company**
- **Bank Executive Perspectives: Challenges and opportunities in the current environment**
- **Competing through Personalized Engagement - Jody Bhagat**
- **Recognizing and capturing deposit flows - Scott McQuilkin**
- **Facilitated discussion to Win, Grow, Retain deposits**
- **Dinner with quest speaker - former NCAA national doubles champion**
- **A walk over to the USTA Billie Jean King Tennis Center to watch the US Open**

3. **A custom assessment on each members digital platform and the available pathways to hyper personalized end user experiences.**