

The VBA and Collaborating for Success.

A Vendor's Perspective.

By Jim Caliando, President & COO, PWCampbell



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For many years, state financial leagues have existed for the benefit of the member banks they serve. They provide their members with education, news and information, government relations, products and services, lobbying efforts and countless opportunities professional development. But, did you realize if used correctly, they can also provide a multitude of benefits for companies who serve the financial industry? As a member, you have access to information on the latest banking trends, increased visibility through advertising and event sponsorships and valuable interaction with decision makers within the banks you are trying to do business with on a daily basis.

PWCampbell, a full service design/build firm headquartered in Pittsburgh, Pennsylvania, has been a participating member with the VBA for nearly 17 years. Over that time, our partnership has grown and evolved into an extremely successful relationship. From the dedicated board of directors to the experienced, friendly staff who handle the day to day functions, the Association works hard to be the conduit of the Virginia banking industry and to foster a successful relationship between its banking members and its business members. While it is obvious that budgets vary substantially among companies, involvement in the VBA can be tailored to fit your needs. The key to success is consistency with participation and involvement. There are many levels in which you can become involved and the VBA team is always open to new ideas, suggestions and creative thinking!

Some of the ways PWCampbell has utilized the VBA include:

- **Endorsed Provider.** In 2009, PWCampbell successfully completed a thorough and

The Fauquier Bank & PWCampbell

A long-time partnership built on trust, consistency and sound business judgment for over a decade.

As our community grows, we add branches to meet the demand.

PWCampbell has been a longtime trusted partner in helping us successfully grow our retail branch network. Their consistent approach and strict attention to detail throughout the entire design phase and construction process, ensured our projects not only stayed on schedule and on budget but also enabled us to develop facilities that are leading edge with more modern appeal.

Chip Register, SVP/Chief Administration Officer of The Fauquier Bank

The Fauquier Bank is our longest standing active partner and is consistently growing. We value their business and their friendship and are grateful for the opportunity to not only help them expand their retail branch network but also assist them with transforming their existing branch network.

Jim Caliando, President and COO of PWCampbell

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PWCampbell is a retail services and design/build firm, with over 100 years of solid experience. We are dedicated to serving our clients by providing the planning, design and construction expertise they seek to optimize their building and marketing efforts. With our strength in the design/build area, we have evolved into a fourth generation, full-service professional organization concentrating our efforts in the financial industry.

robust due diligence process at the hands of the VBA's professional staff to become an approved Endorsed Provider for design/build services, demographic analysis, retail branding and digital marketing. We continually review our product offering and look for ways to expand our services and value propositions to the many members of the Association. We have been very fortunate in doing business with member banks because of our endorsement.



- **Advertising Opportunities.** PWCampbell makes the most of ad placement when the occasion arises. This includes not only placing ads but also submitting industry relevant articles to establish our company as a leader within our industry and to offer our expertise to the Virginia banking community.
- **Participation in events, meetings and conferences.** The VBA offers numerous occasions throughout the year to network with key decision makers within the banking arena. PWCampbell not only attends as many events as possible, but in most cases also commits to exhibiting and sponsorships.
- **Utilizing the expertise of the staff.** The VBA is very fortunate to have a knowledgeable and dedicated team who know their members and the Virginia banking community. There has been countless times

where the VBA has made introductions on our behalf, put us in touch with a client who had a need for our services or helped us to make headway into a market.

- **Professional Speaking.** PWCampbell continually seeks opportunities to become a leader during conventions, breakout sessions, and annual meetings through our participation as an experienced speaker. PWCampbell has presented at many events on topics such as Branch of the Future,

Universal Staffing, Efficient Use of Operations Space, etc. We are very excited to partner with the VBA and continue to actively look for situations where we can provide solutions to both the Association and its members. Not only have

we gotten great business leads, valuable clients and enhanced awareness for our company, but we have also made quite a few friends along the way.



We encourage each and every associate member to re-evaluate their role and participation with the VBA and challenge you to be a better partner in helping them to continue to be one of the strongest and most reputable financial trade associations in the country.



James G. Caliendo is a former bank executive and now President and COO at the 108 year old design/build and retail services firm. In the past 18 years alone, under Jim's direction, PWCampbell has worked with over 500 financial institutions influencing millions of square feet of retail and operational space to create engaging, impactful and scalable solutions for every sized facility project.