



DOB connects

a program by the Division of Banks

COVID-19 Webcast Series

*“Staying Strong for our Employees,
Customers and Community: Lessons from
a Community Bank”*

We will cover:

Tackling a pandemic crisis;
Balancing financial and operational priorities;
Internal and external communication strategies;
Validating market changes and rapidly evolving
community needs

Moderator: Jay P. Bienvenu, Senior Deputy Commissioner

Program Administrator: Mayte Rivera, Deputy Commissioner
Massachusetts Division of Banks

Guest Speaker: Edward Manzi, Chairman and CEO
Fidelity Bank

Edward Manzi, Chairman and CEO, Fidelity Bank

A Webster, Massachusetts native, Ed Manzi graduated Magna Cum Laude from the University of Massachusetts Lowell with a B.S. in Accounting. He then earned his M.B.A. with high distinction in 1992 from Bentley College and is a Licensed Certified Public Accountant in Massachusetts. Ed held executive management positions at several New England community banks. After serving as the President & CEO of the Shirley Co-operative Bank for seven years, he became President & CEO of Fidelity Bank in July of 1997. Under his leadership the bank has expanded significantly throughout Central Massachusetts, developed the exclusive LifeDesign approach to banking, and significantly broadened the banking business model to include strong and growing Commercial Banking, Mortgage Banking, and Investment & Insurance divisions. In August 2010, Manzi was appointed Chairman of Fidelity Bank.

Jay P. Bienvenu, Senior Deputy Commissioner

Mr. Bienvenu was appointed in 2006 to serve as Senior Deputy Commissioner, where he serves on the Division of Banks' Policy Group and is responsible for all areas of supervision for state-chartered banks and credit unions throughout the Commonwealth. Previously, Mr. Bienvenu served as Deputy Commissioner, where he was primarily responsible for overseeing the examination and supervision of Massachusetts banks and credit unions. Mr. Bienvenu has also served the Division as Chief Director for the Bank Supervision Unit, where he oversaw the Large and Complex Institutions Section and as Field Office Supervisor. Mr. Bienvenu joined the Division in 1990 as an Assistant Bank Examiner. Prior to joining the Division, he spent five years working in various positions in the banking industry.

Mr. Bienvenu holds a Bachelor of Science degree in Economics from Fitchburg State College. In addition, he completed a Masters Degree in Business Administration from the University of Massachusetts at Lowell in 1995.

Community Banking in the Midst of a Pandemic Crisis: Experiences and Challenges

- Management and Board Leadership
- Staff morale and culture
- Operational adjustments
- Financial implications
- Communication strategy (internal and external focus)
- Pivoting to the digital era

The opinions expressed in this presentation are intended for informational purposes, and are not formal or binding opinions of the Division of Banks.

Community Banking in the Midst of a Pandemic Crisis: Lessons Learned

- Maintaining:
 - *CLARITY, CONFIDENCE AND SENSE OF CARE*
- Emphasis on STRONG communication with staff and customers
- Staff will demonstrate remarkable resilience during crisis
- Community banks can shine more than ever.

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Resources



- <https://www.csbs.org/covid-19-and-value-community-banks>
- <https://www.americanbanker.com/opinion/how-to-keep-community-banks-thriving>
- <https://www.fdic.gov/regulations/resources/cbi/data.html>
- <https://www.federalreserve.gov/newsevents/speech/files/bowman20200210.pdf>

If you have consumer protection
compliance questions,
please email

Deputy Commissioner,
Mayte Rivera, at

mayte.rivera@mass.gov

(Slides will be posted on the Division of
Banks' website :

<https://www.mass.gov/info-details/dob-connects>)