

MEET YOUR COMMITTEE CHAIRS



Sylvia Enix

CBA's Marketing Committee Chair

Persons Banking Company, Forsyth

With nine standing committees, CBA offers member community banks a way to strengthen their association first-hand. The Committee Chair, along with committee members provide valuable feedback and guidance on the needs, challenges and opportunities of Georgia's community banks. This week, we are pleased to feature the chair of the Marketing Committee, **Sylvia Enix**, Director of Marketing, **Persons Banking Company**, Forsyth. CBA invited Sylvia to participate

in a Q&A so you can learn about her bank, how her role on the committee helps other CBA members, and more:

How long have you been in banking?

Since 1992 or 27 years

What makes your bank different?

For over 100 years, it has and will always be the goal of Persons Banking Company to ensure our customers receive the best banking possible. We take pride in providing services and products that not only make us stand out among competition but also make a positive difference in our customers' daily lives. We're able to provide these services by working with the best staff, vendors and leaders in our communities. It is always our goal to grow with our communities.

How does the Marketing Committee help CBA members?

The CBA Marketing Committee has three major initiatives which include: a) Improving communication with CBA member banks; b) Assisting member banks with bank marketing; and c) Increase media presence regarding the importance and benefits of community banking.

We can be a great resource for any marketing questions members may have - i.e. digital and social media, vendor or Best Practices, etc. Marketers are very creative and fun!

Tell us about your hobbies or interests outside of work

I love practicing yoga, travel with my husband and fur babies.

If you are interested in serving on CBA's Marketing Committee, please contact [Lindsay Greene](#).