

News Release

Wilson to Retire From Indiana Bankers Association



FOR IMMEDIATE RELEASE

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INDIANAPOLIS – Laura Wilson, vice president of communications for the Indiana Bankers Association, is retiring effective Dec. 31 after 35 years of service. She joined the IBA in 1987 as associate editor and business manager of Hoosier Banker, IBA's flagship magazine. Wilson's position steadily grew to include responsibility for all IBA print and electronic communications, media outreach, public relations and social media.

The hallmark of her career centers around Hoosier Banker. As editor for 388 issues, she has exerted a more profound impact on the publication than any other editor in its 106-year history. She successfully converted it to digital form in addition to print, and tied the digital edition to IBA's social media accounts and YouTube videos. Her time with the magazine culminated with the November/December 2022 issue, which served as the official commemorative issue for the IBA's 125th anniversary celebration.

Beyond office duties, she served the business community in many ways including activity with Bank On Indiana, the Indiana Society of Association Executives and the Indianapolis chapter of the International Association of Business Communicators. A graduate of Northwestern University, Wilson was named ISAE's 2013 Association Professional of the Year. Her past volunteer experience includes the New World Youth Symphony Orchestras and the Crossroads of America Council of Boy Scouts of America, for which she authored a centennial celebration book in 2010.

"Laura Wilson leaves big shoes to fill after decades of devoted service to the Indiana banking community," said Amber R. Van Til, IBA president and CEO. "Her depth of knowledge and attention to detail has helped connect the Association to the Indiana financial literacy community, and Hoosiers with the banks who serve them every day."

Well wishes can be sent to the Indiana Bankers Association via EHoffmeyer@indiana.bank or the Association's office at 8425 Woodfield Crossing Blvd., Suite 155E, Indianapolis, IN 46240.

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EDITORIAL NOTE: Evan Hoffmeyer, IBA's assistant vice president of communications, has been named Wilson's successor. He is the IBA's new contact for members of the media and can be reached at EHoffmeyer@indiana.bank.

The Indiana Bankers Association supports Indiana banking through issues advocacy, professional education, and products and services that enhance financial institutions' ability to help build better communities.

Indiana Bankers Association

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