

News Release

IBA Communications Staff Changes Effective August 2022



FOR IMMEDIATE RELEASE
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INDIANAPOLIS – The Indiana Bankers Association has two significant changes to note within its communications department, effective immediately:



Evan Hoffmeyer has joined the team as assistant vice president of communications. Hoffmeyer will serve as the IBA's primary media contact; assistant editor of the IBA's flagship publication, the bimonthly *Hoosier Banker* magazine; and copywriter among other duties.

Most recently, Hoffmeyer served as a communications director at Raybourn Group International, an Indianapolis-based association management company, where he worked with several trade associations and professional societies. Before that, he was a local journalist for 12 years, ending with a five-year run at WTHR-TV in Indianapolis. He earned his bachelor's degree from University of the Ozarks and a master's degree from Ball State University.



Emily Brooks has been promoted to the post of digital media manager. She is responsible for all digital media content including videos, photos, graphics and social media, as well as overseeing the IBA website and curating *IBA E-News*, the Association's weekly e-newsletter.

Brooks joined the IBA as member engagement specialist in 2018, before which she held video production and marketing internships with Indiana INTERNnet and the Indiana Association for Adult and Continuing Education. She is a graduate of Indiana University.

In recent months, the Indiana Bankers Association additionally has added two team members in other working areas. **Maria L. Dowers** joined the IBA as executive and government relations coordinator, where she provides administrative support as executive assistant to the IBA president and CEO, and coordinates the administrative functions of the Government Relations Team. **Beth Abney** joined as education meeting coordinator. She assists in promoting and presenting IBA seminars, schools, webinars and teleconferences.

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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.

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