

# 148<sup>th</sup> Assemblies for Bank Directors

The Nation's Most Trusted Source For Bank Director Education

**Grand Hyatt Baha Mar**  
*Nassau, The Bahamas*  
January 17-20, 2019

## “What’s Ahead for the Community Bank Director”

Directors and senior management teams from throughout North America will convene January 17-20, 2019, to plan for the future, focusing on *What’s Ahead for the Community Bank Director*. The conference will be guided by the industry’s leading authorities on community banks and their unique competitive edge. On the agenda are critical issues bank boards are facing nationwide, including: credit discipline, governance, business ethics, understanding “the numbers,” engaging customers for lasting relationships, the economy, the latest technology innovations and industry leader insights. Workshops will afford you the opportunity to “drill down” further to gain a complete understanding of what’s expected of today’s boards of directors and their senior management. The 148th Assembly for Bank Directors will be held at the brand new Grand Hyatt Baha Mar, a spectacular Caribbean resort earning rave reviews by travel experts. We negotiated a below market group rate to make it especially attractive for a full board retreat.



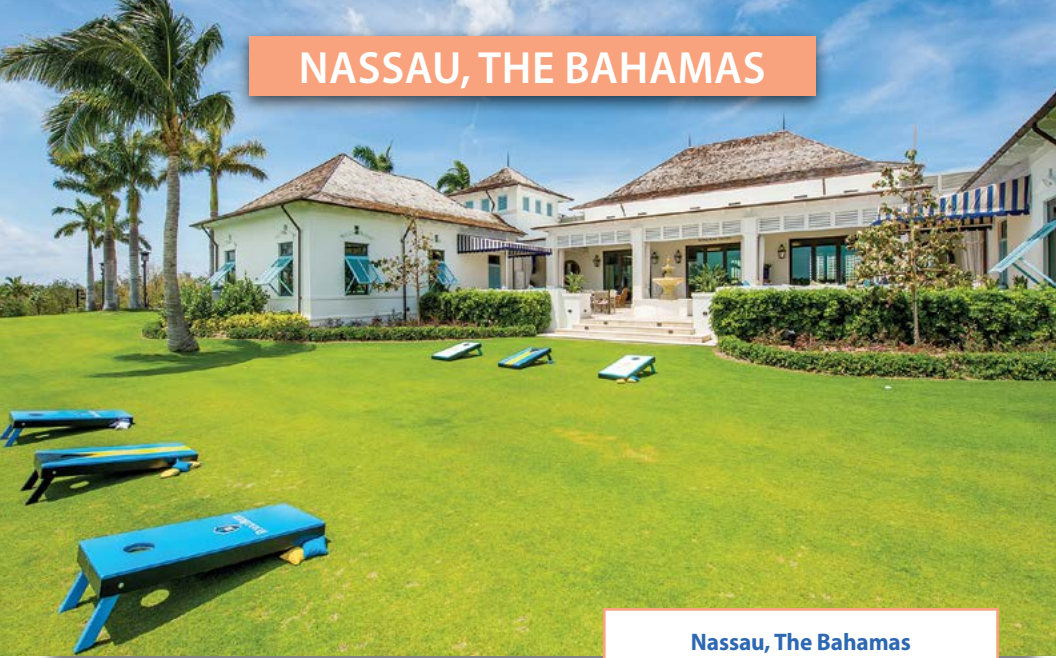
Presented by



**SWGSB**  
SW Graduate School of  
Banking Foundation



# NASSAU, THE BAHAMAS



## About the Grand Hyatt Baha Mar

Located on Cable Beach, Grand Hyatt Baha Mar offers you a piece of paradise in The Bahamas. This Nassau luxury resort includes the Baha Mar Casino, along with the sumptuous spa, ESPA Baha Mar. Explore the city of Nassau, dive into pristine waters, and soak up the sun. A destination within a destination, Grand Hyatt Baha Mar Resort in Nassau, Bahamas offers a luxury stay during your island getaway.

Grand Baha Mar is a breathtaking beach destination with dynamic programming, activities and guest offerings located in one of the most beautiful places in the world – The Bahamas.

For more information visit [bahamar.com](http://bahamar.com).

### Nassau, The Bahamas

January 17-20, 2019

### Grand Hyatt Baha Mar

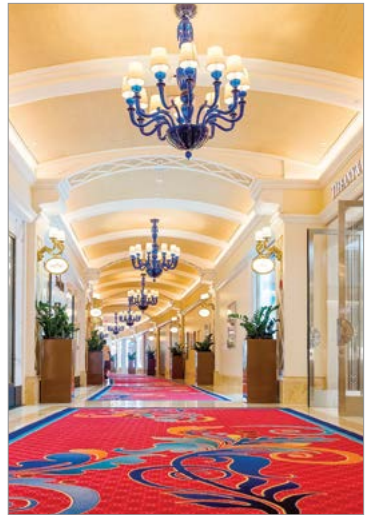
One Baha Mar Blvd.  
Nassau, Bahamas  
242-788-1234

### Reservations:

<https://book.passkey.com/go/GRUPOATTENDEES>

### Reserve your place early!

After Wednesday, December 19, 2018  
rooms and group rates  
are subject to availability.



# DIRECTORS PROGRAM

**THURSDAY, JANUARY 17** (4:30 - 6:30 p.m.)

**Registration**

**Reception** (with Spouses)

**FRIDAY, JANUARY 18** (7:30 a.m. - 3:30 p.m.)

**Continental Breakfast** (with Spouses)

**Welcome and Program Announcements** (with Spouses) – S. Scott MacDonald, Ph.D.

- "Cyber and Technology: Trends of Today Impacting the World of Tomorrow" – Trey Maust
- "Lessons in Leadership: What I've Learned in Four Decades in Banking" – Christopher L. Williston
- "Cyber Security: A Leadership Imperative" – Christopher J. Furlow

**Luncheon** (with Spouses) – **sponsored by Commerce Street Capital**

- "Business Ethics: Wells Fargo and Mickey Gilley: Why All New Accounts Look Profitable at Closing Time" – Lyle Sussman, Ph.D.

**Optional Workshops** (please choose one):

- "Financial Information that New Bank Directors Should Know" – William T. Chittenden, Ph.D.
- "Capital, Growth and the M&A Outlook" – Dory A. Wiley

*Dinner on your own*

**SATURDAY, JANUARY 19** (7:30 a.m. - 12 noon)

**Continental Breakfast** (with Spouses)

**Announcements**

- "Engaging Your Customer to Build Lasting Relationships" – Marci Armstrong, Ph.D.
- "14 Credit Discipline Tools to Tune Up Your Bank's Credit Culture" – Martin J. Strischek
- "An Insider's View of Community Banking and Its Future" – Cynthia L. Blankenship

*Afternoon and Evening at Your Leisure*

**SUNDAY, JANUARY 20** (7:30 - 9:30 a.m.)

**Coffee Service Only** (with Spouses)

**Panel Discussion and Wrap-up**

*Schedule Subject to Change. All events are business casual.*

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*"The Assemblies for Bank Directors is a great training tool for our directors. We send attendees each year. The results are always positive for our system and our representatives have a great time."*

Gary Hudson, President and CEO  
Farmers and Merchants Bank

## The Experience Of Success

For more than four decades, the Assemblies for Bank Directors has been the national leader in bank director education, serving more and more bank directors across America. The Assemblies' programs have kept U.S. bank boards abreast of the latest industry developments, as well as complemented senior management's own efforts to manage their institutions strategically. With regulatory authorities now requiring a full range of banking knowledge, you can rely on our experience to deliver programs of national interest — tailored to your unique duties and responsibilities.

**For all of the details, call 214-768-2991 or visit [swgsb.org/abd](http://swgsb.org/abd).**

# SPEAKERS

**Marci Armstrong, Ph.D.** – director, Brierley Institute, Edwin L. Cox School of Business

**Cynthia L. Blankenship** – Vice Chairman and Corporate President, Bank of the West

**William T. Chittenden, Ph.D.** – Associate Dean for Graduate Programs, Texas State University, Department of Finance and Economics

**Christopher J. Furlow** – President and CEO of the Texas Bankers Association, Austin, Texas

**S. Scott MacDonald, Ph.D.** – President and CEO, SW Graduate School of Banking Foundation

**Trey Maust** – the Chief Executive Officer of Sheltered Harbor and Executive Vice Chairman of Lewis & Clark Bank, Oregon City, Oregon

**Martin J. Strischek** – bank consultant and instructor, former SVP and senior credit policy officer, SunTrust Bank

**Lyle Sussman, Ph.D.** – Professor and Department Chair, University of Louisville, College of Business

**Dory A. Wiley**, president and CEO, Commerce Street Holdings, LLC

**Christopher L. Williston** – President and CEO, Independent Bankers Association of Texas



## Our Upcoming Programs

**Certified Community Bank  
Directors Program 2018**  
Southern Methodist University  
Dallas, Texas  
November 8-10, 2018

**Workshop for Bank Directors**  
Hyatt Regency Savannah  
Savannah, Georgia  
March 22-24, 2019

**149<sup>th</sup> Assembly  
for Bank Directors**  
Fairmont Waterfront  
Vancouver, British Columbia  
September 12-15, 2019

# CCBD

THE CERTIFIED COMMUNITY  
BANK DIRECTOR'S PROGRAM

Remember that this and other Assembly programs satisfy part of the Certified Community Bank Directors™ (CCBD) requirements for certification (or recertification) offered by SWGSB Foundation and IBAT. Please visit [swgsb.org/ccbd](http://swgsb.org/ccbd) for more information about the CCBD certification requirements and how this program qualifies.

The next CCBD program will be held in Dallas, Texas, on November 8-10, 2018.

For more information about upcoming programs, visit [swgsb.org](http://swgsb.org).

# REGISTRATION

## 148<sup>th</sup> Assembly for Bank Directors

GRAND HYATT BAHAMAR • NASSAU, THE BAHAMAS

**Register early!** Program popularity may limit attendance.

**Call:** 214-768-2991 | **email:** abd@swgsb.org

*All programs are considered industry updates and are conducted in group-live format. No prerequisites or advanced preparation is required.*

NAME		NICKNAME		
BUSINESS OR PROFESSION				
TITLE				
MAILING ADDRESS		<input type="checkbox"/> HOME	<input type="checkbox"/> BUSINESS	<input type="checkbox"/> BANK
CITY		STATE	ZIP CODE	
BUSINESS PHONE		FAX	HOME	
E-MAIL ADDRESS				
BANK DIRECTORSHIP HELD IN		BANK ASSET SIZE		
BANK CITY		BANK STATE		
NAME OF SPOUSE OR GUEST, IF ATTENDING				

**Assembly Fees**  Director only, \$1,195  Spouse or guest, \$175

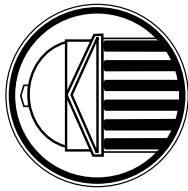
**Group Discounts (from the same bank):**

- \$1,095 each for 3rd & 4th directors  \$995 each for 5th & remaining directors  
 Enclosed is a check made payable to : SWGSB Foundation, P.O. Box 750214, Dallas, TX 75275-0214

**To register online and pay with your credit card, please visit our website at**  
[swgsb.org/form\\_event\\_directors?event=ABD148](https://swgsb.org/form_event_directors?event=ABD148)

**Assembly fees cover** educational materials, instruction, and scheduled events. Directors are responsible for their own travel expenses, hotel expenses, and travel arrangements. For hotel reservations at our group rate, please call 242-788-1234 and reference "Assembly for Bank Directors" conference. For all other requests, please call the hotel concierge at 242-788-1234.

**Cancellation policy:** All refunds are subject to a nonrefundable \$95 registration fee; cancellations must be in writing. Full refunds will be issued for cancellations made at least 10 business days before the program's start date. A 50% refund will be issued for cancellations between 10 business days and 72 hours of the program's start date. No refunds will be issued for cancellations made less than 72 hours before the program's start date. For more information regarding administrative policies such as complaint and refund, please contact our offices at 214-768-2991.



# SWGSB

SW Graduate School of  
Banking Foundation

Southern Methodist University  
PO Box 750214  
Dallas, TX 75275-0214

*“Banking continues to transform quickly with technological advances and the ability to deliver financial services in unprecedented new ways. These advances bring new board oversight responsibilities, and when you add a changing regulatory environment, the need for director training has never been greater. The Assemblies for Bank Directors provide your board members a first-class event and the opportunity to learn and network with the best.”*

**Craig Buford, President and CEO**  
Community Bankers Association of Oklahoma



SWGSB is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors. State boards of accountancy have no authority on the acceptance of individual courses for CPE credit. Complaints regarding registered sponsors may be submitted to the National Registry of CPE Sponsors through its website: [NASBaregistry.org](http://NASBaregistry.org)

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