

157th Assemblies for Bank Directors

The Nation's Most Trusted Source For Bank Director Education



Strategic Planning, Fiduciary Governance and Industry Best Practices

Directors and senior management teams from throughout North America will convene February 1-4, 2024, to plan for a successful future, focusing on community banking and the new imperatives. Leading industry authorities guide the conference and the agenda includes the critical issues bank boards are facing nationwide. Extensive Q&A, moderated by industry experts, provides an opportunity to gain a complete understanding of what's expected of today's boards and their senior management. Recent peer exchanges at our programs have been transformative!

The Hyatt Regency Maui Resort and Spa provides an oceanfront oasis on world-renowned Ka'anapali Beach - fortunately spared by the tragic Maui wildfires. This newly reimagined 40-acre Hyatt Regency Maui Resort and Spa is a AAA Four Diamond-rated hotel offering access to everything desired for an unforgettable getaway in paradise.



HYATT REGENCY MAUI RESORT AND SPA
February 1-4, 2024

We are deeply saddened by the damage and loss of life caused by the recent wildfires on Maui. You might be wondering how this tragedy might affect the plans for the upcoming Assembly. After many internal discussions and conversations with the Hyatt leadership, we are convinced that the best plan is to move forward with the program at the Hyatt Regency Maui. Fortunately the venue – and the immediate surrounding area – has not been damaged, and there will be plenty of activities, experiences, and excursions to enjoy. See just a partial list below.

We will not only have a wonderful time together, but we will also be contributing to Maui's local economy and their rebuilding efforts that rely heavily on tourism. The men and women – and their families – deserve our confidence at such a critical time. We are certain you agree that we need to be a part of the solution – to help this unique part of America back on its feet.

If you would like to personally donate to Maui's rebuilding efforts, follow these links:

- **Maui Strong - Hawaii Community Foundation:**
<https://www.hawaiicommunityfoundation.org/maui-strong>
- **Fundraiser by Jessica Schultz: Hyatts of Maui Colleague Support (gofundme.com):**
<https://www.gofundme.com/f/hyatt-maui-colleagues-wildfires-in-maui>

Lastly, your safety and quality of experience is the utmost priority for us. If you have any questions or concerns at all, please let us know at 214-768-2991.

For those inquiring about the resort's penguins and other exotic birds, the Hyatt assures us they are thriving. They have over 20 different varieties of birds.

We look forward to seeing you in Maui in February. Onward and upward!

WHALER'S VILLAGE – 5-8 minute oceanfront walk from the hotel

- **Hawaiian Wildlife Discovery Center:** www.hawaiiwildlifediscoverycenter.org/
- **Maui Escape Room:** www.mauiescape.com/
- **Dining & Shopping:** www.whalersvillage.com/en/directory/

OTHER ACTIVITIES IN KA`ANAPALI:

- **Zipline Tours:** www.skylinehawaii.com/
- **Beach Olympics/Games:** team building activities such as beach Olympics or Mai Tai competitions
- **Surfing Lessons, Stand Up Paddle Boarding, Snorkel Tours:**
www.kaanapalisurfclub.com/
- **Boat Tours** (snorkeling, whale watching – during season, sunset tours)
– beach pickup from Whaler's Village

OTHER ACTIVITIES ON ISLAND:

- **Helicopter Tours**
- **UTV Tours**
- **Horseback Riding**

ACTIVITIES AT HYATT REGENCY MAUI:

- **Spa & Wellness options**
- **Half-acre Pool with Dedicated Kid Play Area** – all oceanfront
- **2 Golf Courses**
- **YO! Maui** golf simulator on site!
- **Tennis & PickleBall**
- **Scuba Diving**
- **Tour of Stars** (Night time, rooftop stargazing/tour experience)
- **Wildlife Attractions:** Wildlife Attractions: The resort is home to a colony of African black-footed penguins, known as the "Penguins in Paradise." Guests have the opportunity to go on a wildlife tour to see them and the vibrant collection of koi fish, swans and parrots.
- **Cultural Experiences:** Lei Making Classes, Hula Dancing Lessons and Hawaiian Storytelling Sessions

Oceanfront Chat with Governor Michelle Bowman

Michelle Bowman took office as a member of the Board of Governors of the Federal Reserve System on November 2018, to fill an unexpired term ending January 31, 2020. She was reappointed to the Board on January 23, 2020, and sworn in on January 30, 2020, for a term ending January 31, 2024.

Before her appointment to the Board, Bowman served as the state bank commissioner of Kansas from January 2017 to November 2018. She also served as vice president of Farmers & Drovers Bank in Kansas from 2010 to 2017.

In addition to her experience in the banking industry, Bowman worked in Washington, D.C., for Sen. Bob Dole of Kansas from 1995 to 1996, and served as a counsel to the U.S. House Committee on Transportation and Infrastructure and the Committee on Government Reform and Oversight between 1997 and 2002. In 2002, she became director of congressional and intergovernmental affairs at the Federal Emergency Management Agency. From 2003 to 2004, she served as deputy assistant secretary and policy advisor to Homeland Security Secretary Tom Ridge.

We are honored to host an Oceanfront Chat with Governor Bowman at the 157th Assembly for Bank Directors. This in-person interview will cover a number of issues important to community bank directors and their management. These in-depth conversations, with Q&As, are what set the Assemblies for Bank Directors apart and provide guidance for bank boards as they navigate choppy waters.



ASSEMBLIES FOR BANK DIRECTORS

The Experience Of Success

For 55 years, the Assemblies for Bank Directors has led the nation in bank director education. The Assemblies' programs have kept U.S. bank boards abreast of the latest industry developments and complemented senior management's own efforts to strategically manage their institutions. With regulatory authorities 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.

We monitor the banking industry's "hot topics" to ensure program content is fresh and dynamic. The locations are calm and relaxing; the speakers, top-notch. The bank faculty and facilitators are among the nation's leading banking experts. With an eye on new regulatory expectations and D&O insurance provisions, these national programs complement a financial institution's own efforts to assemble a board whose strategic vision and oversight is second to none.

NATIONAL CERTIFIED COMMUNITY BANK DIRECTOR (CCBD) CERTIFICATION:

To fulfill the requirements for the CCBD designation, one must:

- (1) Attend the three-day National Certified Community Bank Director's Program presented by SWGSB at the SMU Cox School of Business in Dallas; and
- (2) Attend an Assembly for Bank Directors (ABD) program.

ABOUT KA'ANAPALI BEACH, MAUI



Ka'anapali is a world-renowned destination located on the West side of the island of Maui, Hawaii. With a three-mile stretch of majestic white sand beach and warm, sunny weather throughout the year, Ka'anapali provides the best of the best, with easy access to everything you want to see and do. Enjoy endless water activities such as snorkeling, diving, kayaking, surfing, parasailing, jet-skiing, catamaran sails and more. Land activities include championship golf with spectacular ocean views, world-class shopping and dining at Whaler's Village, and cultural activities, including Hyatt Regency Maui Resort and Spa's Drums of the Pacific Luau, which is not to be missed.

Reservations:

swgsb.org/abd157-reservation
877-803-7534

reference Assembly for Bank Directors

Book Early!

After December 28, 2023 rooms and group rates are subject to availability.

Hyatt Regency Maui Resort and Spa

200 Nohea Kai Drive
Lahaina, HI 96761, USA

DIRECTORS PROGRAM

THURSDAY, FEBRUARY 1 | 4 P.M. -6:30 P.M.

Registration

Welcome Reception *(with Spouses)*

FRIDAY, FEBRUARY 2 | 7:30 A.M.-3:00 P.M.

Breakfast *(with Spouses)*

Welcome and Program Announcements *(with Spouses)*

– Jill Castilla and William T. Chittenden, Ph.D.

- **“Courageous Leadership”** – Michael J. Bacon
- **“Asset Liability Management”** – Emily Hollis

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

Featuring Keynote Speaker - Michelle W. Bowman

- **“When Do Risk Management Mistakes Become Traditions”** – Michael Cohn

Evening at Your Leisure

SATURDAY, FEBRUARY 3 | 7:30 A.M.- 12:15 P.M.

Breakfast *(with Spouses)*

Announcements

- **“Customer Service Innovations to Watch in 2024”** – Marci Armstrong, Ph.D.
- **“The Evolving Role of Community Bank Directors”** – Peter G. Weinstock
- **“A Bank Directors Guide to the Economy”** – Edmond J. Seifried, Ph.D.

Afternoon and Evening at Your Leisure

SUNDAY, FEBRUARY 4 | 7:30 A.M.-10:00 A.M.

Breakfast *(with Spouses)*

- **“Economic Forecast”** – Edmond J. Seifried, Ph.D.
- **“Customized Bank Performance Reports: Deep Dive into Your Institution and Your Peer Group”** – Jamie Sumner

Schedule Subject to Change. All events are business casual.

FOR CPE CREDIT

- **Field of Study:** Specialized Knowledge
- **Prerequisites:** Basic understanding of director responsibilities gained while currently serving on board
- **Who Should Attend:** New or current board members of community banks
- **Advanced Preparation:** None
- **Program Level:** Basic
- **This Assembly qualifies** for up to 11 CPE credit hours.
- **Instructional Delivery Method:** Group-Live
- **Sponsor Contact Information:** SWGSB.org

In accordance with the standards of the National Registry of CPE Sponsors, CPE credits have been granted based on a 50-minute hour.

SPEAKERS

MARCI ARMSTRONG, Director, Brierley Institute for Customer Engagement, SMU Cox School of Business

MICHAEL J. BACON, Founder & Managing Partner, Rezolvrvizk LLC

MICHELLE W. BOWMAN, Governor, Board of Governors, Federal Reserve System

JILL CASTILLA, President and CEO, Citizens Bank of Edmond; and, Board Chair, SWGSB Foundation at SMU Cox

WILLIAM T. CHITTENDEN, Ph.D., Chief Academic Officer, SWGSB Foundation at SMU Cox

MICHAEL D. COHN, Principal, Wolf & Company, P.C.

EMILY HOLLIS, Chief Executive Officer, ALM First

MERRILL REYNOLDS, Founding Partner, Reynolds Williams Group; and, Managing Director, Certified Community Bank Director's Program

EDMOND J. SEIFRIED, Ph.D., Chief Economist, SWGSB Foundation at SMU Cox ; and, Professor Emeritus of Economics, Lafayette College

JAMIE SUMNER, Partner, Velligan-Blaxall Consultants, LLC, Allentown, Pennsylvania

PETER G. WEINSTOCK, Partner, Hunton Andrews Kurth LLP



This is my personal invitation to you and your board to experience the Assemblies for Bank Directors programs, reimagined for dynamic engagement and guided by your own professional experiences. We're excited to present present dynamic industry experts and a team of service "imagineers." Always in focus are the mighty triumvirate of governance, strategic planning and best practice. You have my promise that it will be well worth your time and treasure. Join us!

William T. Chittenden, Ph.D.
Chief Academic Officer

NEW AT THIS ASSEMBLY

Each bank will receive a custom bank performance report that will be referenced in a general discussion to better understand key performance metrics. The discussion will be led by Jamie Sumner, a leading expert in the field, who develops comprehensive analytical products for senior management and boards of directors. These performance metrics help directors to monitor their financial institutions' risk and performance.

OUR UPCOMING PROGRAMS

Certified Community Bank Director's Program

At SMU Cox School of Business
Dallas, Texas
November 8-10, 2023

ABA Commercial Lending Schools

At SMU Cox School of Business
Dallas, Texas
April 21-26, 2024

SW Graduate School of Banking

At SMU Cox School of Business
Dallas, Texas
May 28 - June 7, 2024

REGISTRATION

HYATT REGENCY MAUI RESORT AND SPA February 1-4, 2024

Register early!

Program popularity may limit attendance.

swgsb.org/register-director
Call: 214-768-2991 | email: abd@swgsb.org

NAME		NICKNAME	
BUSINESS OR PROFESSION			
TITLE			
MAILING ADDRESS		<input type="checkbox"/>	<input type="checkbox"/>
		HOME	BANK
CITY	STATE	ZIP CODE	
BUSINESS PHONE		CELL PHONE	
HOME PHONE			
E-MAIL ADDRESS			
BANK DIRECTORSHIP HELD IN		BANK ASSET SIZE	
BANK CITY		BANK STATE	
NAME OF SPOUSE OR GUEST, IF ATTENDING			
WHAT IS THE BIGGEST CHALLENGE FACING YOUR BANK TODAY?			

Assembly Fees Director only, \$1,850 (first two, per director) Spouse or guest, \$375

Group Discounts (from the same bank):

- \$1,600 each for third and additional 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/register-director

Program fees cover educational materials, instruction, and scheduled events. Directors are responsible for travel arrangements and travel & hotel expenses.

For group rate hotel reservations, call 877-803-7534 and reference Assembly for Bank Directors.

Online Reservations at: swgsb.org/abd157-reservation. Please direct all other requests to the hotel concierge at 1-888-667-7777.

Cancellation policy: All refunds are subject to a nonrefundable \$175.00 fee; cancellations must be in writing. Full refunds (less the \$175 fee) will be issued for cancellations made 30 days (or more) before the program's start date. No refunds will be issued for cancellations made less than 30 days before the program's start date. There are no transfers of funds to other Assemblies or programs. Substitutions can be made 30 days in advance.

For more information regarding refunds and policies, please contact David Davis at 214-768-2991.



SWGSB

SW Graduate School of
Banking Foundation

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

"As banks respond to and reflect on recent failures, it underscores the critical need for ongoing training for bankers and community bank directors. Our bank has turned to the Assemblies for Bank Directors' programs as a way to retain and grow the skills necessary to operate today's community banks. The OCC itself has noted that examiners will zero in on the impacts of volatile economic conditions such as high inflation, increasing recession possibilities, and rising interest rates.' The Assemblies offer just the right guidance on these issues."

T. Gary Hudson, Former President and CEO,
Current Board Member
The Farmers & Merchants Bank
Stuttgart, Arkansas



SW Graduate School of Banking Foundation 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 final 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

SMU, SWGSB and IBAT do not discriminate on the basis of race, color, national or ethnic origin, sex, age, or disability.

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