



**SW Graduate  
School of Banking**  
at **SMU Cox**



*159th Assembly  
for Bank Directors*

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February 13–16, 2025  
JW Marriott Desert Springs Resort & Spa  
Palm Springs, CA

# The Nation's Most Trusted Source for Bank Director Education

The SW Graduate School of Banking at SMU Cox Assemblies for Bank Directors empower bank directors, aspiring bank directors, and those in a financial institution's C-suite with knowledge and relationships that strengthen careers, organizations, and communities.

Attendees gather from across the country to address the latest issues affecting the industry. From nationally known authorities on corporate governance to leading experts on risk management, the assemblies provide the knowledge to execute board duties with rigor and intelligence. With regulators now requiring a full range of banking knowledge, you can rely on our assemblies to deliver programs of national interest, tailored to the unique duties and responsibilities of community bank directors.

**This program qualifies as one of two requirements needed to attain the National Certified Community Bank Director's (NCCBD) Certification.**

## REGISTER TODAY

Learn more and secure your spot at [swgsb.org/palmsprings](https://swgsb.org/palmsprings).



## A Legendary Destination

Gain CPE credit hours learning from the nation's foremost banking experts while experiencing the beauty of Palm Springs. Onsite at the resort, you can relax at one of five pools, schedule time at the award-winning spa, hit the links on one of two championship golf courses, or play a set at the Tennis Club. You can also enjoy all Palm Springs has to offer. This easy-to-reach, storied oasis in the California desert known as Hollywood's playground offers mid-century modern architecture, a robust arts and cultural scene, a chic shopping district, and legendary dining.

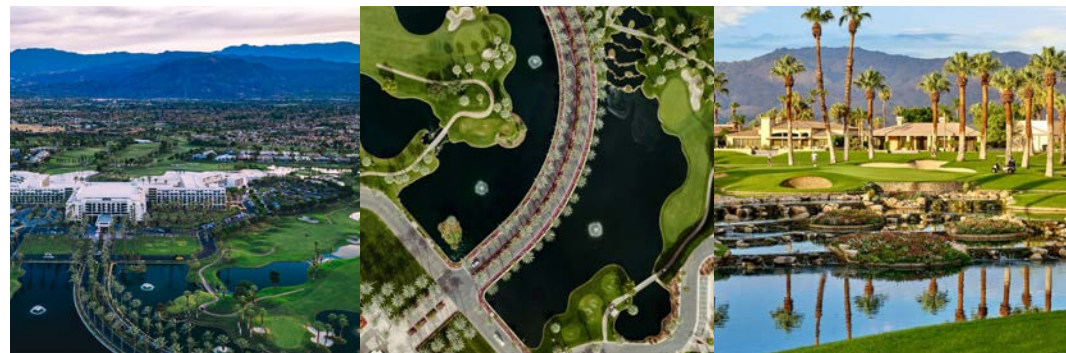
## Assembly for Bank Directors Golf Tournament— Back by Popular Demand!

With two courses designed by renowned course architect Ted Robinson—the Palms and the Valley—JW Marriott Desert Springs Resort & Spa promises to be a stellar destination for our golf tournament. This exciting scramble format tournament is set for a 12:30 p.m. staggered start on Saturday, February 15, 2025. The tournament is limited to 48 players, 12 four-person teams, and promises to sell out. Tournament fee of \$395 includes boxed lunch, greens fees, golf cart complete with touch screen GPS system, practice facility usage (driving range and putting green), pickup and delivery of any golf bags from the hotel bell stand, curbside greeting, and bag valet. Bags will be pre-loaded on staged carts prior to the event. Rental clubs are available for \$75. Registration deadline is January 31, 2025. For tournament registration form and rules, visit [swgsb.org/palmspringsgolf](https://swgsb.org/palmspringsgolf).



For CPE Credit—**FIELD OF STUDY:** Specialized Knowledge **PREREQUISITES:** A member of a bank's senior management team, a bank's board of directors, or an aspiring bank board director. **PROGRAM LEVEL:** Industry Update **DELIVERY METHOD:** Group/Live **CPE CREDIT HOURS:** Each in-person session qualifies for a minimum of 15 CPE credit hours. **REGISTRY SPONSOR ID:** #108414

SW Graduate School of Banking (SWGSB) is registered with the National Association of State Boards of Accountancy (NASBA) as a continuing professional education (CPE) sponsor on the National Registry of CPE Sponsors. Learn more at [swgsb.org/programs](https://swgsb.org/programs). 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 at [NASBAregistry.org](https://NASBAregistry.org). SMU/SWGSB do not discriminate based on race, color, national or ethnic origin, sex, sexual orientation, age, or disability. For information on policies, complaints, and refunds, call 214-768-2991.



# 159th Assembly for Bank Directors Program Highlights

**Thursday, February 13, 2025**

5–6:30 p.m. **Registration and Welcome Reception** (with spouses)

**Friday, February 14, 2025**

7:30–8 a.m. **Breakfast** (with spouses)

8–8:15 a.m. **Welcome and Program Announcements** (with spouses),

*William T. Chittenden, Ph.D., President and CEO, SW Graduate School of Banking at SMU Cox*

8:15–9:30 a.m. **Top 10 Things Bankers Can Do to Increase Profits**

*F. Scott Dueser, Chairman, President, and CEO, First Financial Bankshares, Inc. and First Financial Bank*

9:45–11:00 a.m. **State of Banking**

*John Adams, Principal and Head of Investment Banking, Sheshunoff & Co.*

11:15 a.m.–12:45 p.m. **Lunch and Keynote** (with spouses),

*Lorie K. Logan, President and CEO, Federal Reserve Bank of Dallas*

1–2:15 p.m. **Professional Ethics and Integrity,**

*Mark E. Aldrich, Chairman and Founder, Aldrich & Bonnefin*

2:30–3:45 p.m. **What to Expect from Regulators on Enforcement Actions,**

*Susannah T. Marshall, Bank Commissioner, Arkansas State Bank Department*

**Saturday, February 15, 2025**

7:30–8 a.m. **Breakfast** (with spouses)

8–9:15 a.m. **Red Flags in Board Reports,**

*Sanford M. Brown, Cochair, Financial Services Group, Alston & Bird*

9:30–10:45 a.m. **Practical Considerations for Establishing and Growing an Enterprise Risk Management**

**Program,** *Robert Wright, Executive Vice President and Strategy Officer, First National Bank of Hutchinson*

11 a.m.–12 p.m. **A Bank Director's Guide to the Economy,**

*Edmond J. Seifried, Ph.D., Chief Economist, SW Graduate School of Banking at SMU Cox*

12:30 p.m. **Golf tournament** for registered players with staggered start

**Sunday, February 16, 2025**

7:30–8 a.m. **Breakfast** (with spouses)

8–9:30 a.m. **Economic Forecast,** *Edmond J. Seifried, Ph.D.*

9:45–10:45 a.m. **Deep Dive into Your Institution and Peer Group**

*Jamie Sumner, Partner, Velligan-Blaxall Consultants*

10:45–11 a.m. **Closing Comments and National Certified Community Bank Director Certificate**

**Presentations,** *William T. Chittenden, Ph.D., President and CEO, SW Graduate School of Banking at SMU Cox, and Merrill J. Reynolds Jr., Managing Director of Executive Education SW Graduate School of Banking at SMU Cox*

*Schedule is subject to change. All events are business casual. Evenings are at your leisure.*

WWW.SWGSB.ORG . INFO@SWGSB.ORG . 214.768.2991



**SWGSB**  
at **SMU Cox**

## 159TH ASSEMBLY FOR BANK DIRECTORS SPEAKERS



**WILLIAM T. CHITTENDEN, PH.D.**  
PRESIDENT AND CEO, SWGSB



**JOHN ADAMS**  
*Principal and Head of  
Investment Banking  
Sheshunoff & Co.*

**MARK E. ALDRICH**  
*Chairman and Founder  
Aldrich & Bonnefin*

**SANFORD M.  
BROWN**  
*Cochair, Financial  
Services Group  
Alston & Bird*

**F. SCOTT DUESER**  
*Chairman, President,  
and CEO, First Financial  
Bankshares, Inc. and  
First Financial Bank*

**LORIE K. LOGAN**  
*President and CEO  
Federal Reserve Bank  
of Dallas*



**SUSANNAH T.  
MARSHALL**  
*Bank Commissioner  
Arkansas State Bank  
Department*

**MERRILL J.  
REYNOLDS JR.**  
*Managing Director of  
Executive Education  
SWSGB*

**EDMOND J.  
SEIFRIED, PH.D.**  
*Chief Economist  
SWGSB*

**JAMIE SUMNER**  
*Partner  
Velligan-Blaxall  
Consultants*

**ROBERT WRIGHT**  
*Executive Vice  
President and  
Strategy Officer  
First National Bank  
of Hutchinson*



**“If you go for the great location your first year,  
you will return for the great content!”**

**PHILIP K. SMITH, CHAIRMAN AND CEO,  
GERRISH SMITH TUCK CONSULTANTS AND ATTORNEYS**



*JW Marriott Desert Springs Resort & Spa offers a desert retreat set on 450 acres of vibrant gardens with breathtaking mountain views and sparkling lakes.*

**REGISTER EARLY**

**February 13–16, 2025**

**JW Marriott Desert Springs Resort & Spa, Palm Springs, CA**

**COST**

*\$1,995/attendee*

*\$395/guest attending social functions*

*\$395/player in the golf tournament*

Fees include program materials, reception, breakfast, keynote lunch, and refreshment breaks. Hotel accommodations and travel are not included. A discounted group rate is available at the hotel. Discounts are also offered for multiple directors attending in person from the same institution.

Group discounts are available for attendees from the same bank: \$1,745/each for third and additional directors.

To register, visit [swgsb.org/palmsprings](http://swgsb.org/palmsprings) and use the REGISTER NOW link.

*Program popularity will limit attendance.*

**BOOK YOUR ROOM EARLY**

***JW Marriott Desert Springs Resort & Spa***  
***74-855 Country Club Dr, Palm Desert, CA 92260***  
***760.341.2211***

A discounted group rate is available at the hotel. For the group rate, reference SWGSB Assembly for Bank Directors. Or visit [swgsb.org/palmsprings](http://swgsb.org/palmsprings) and use the **RESERVE YOUR ROOM** link.

**Cancellation Policy:** Refunds are subject to a \$250 fee. Cancellations must be in writing. Refunds (less the \$250 fee) will be issued only for cancellations made at least 30 days prior to the program start date of February 13, 2025. No refunds will be issued for cancellations made after January 13, 2025. There are no transfers of funds to other SWGSB assemblies or programs. Attendee substitutions from the same bank may be made up to 30 days in advance.

**For more information regarding payment and refund policies,** please contact David Davis, SWGSB, Chief Operating Officer and Managing Director, at 214.768.2991 or [ddavis@smu.edu](mailto:ddavis@smu.edu).



**APRIL 27–MAY 2, 2025**  
**Commercial Lending School**  
**with Texas Bankers Association**  
**at SMU Cox**

**MAY 27–JUNE 6, 2025**  
**SW Graduate School of Banking**  
**at SMU Cox**

**SEPTEMBER 4–7, 2025**  
**Assembly for Bank Directors**  
**Newport, Rhode Island**

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February 13–16, 2025  
JW Marriott Desert Springs Resort & Spa  
Palm Springs, CA



“Our national banking programs are designed to complement a financial institution’s efforts to assemble a board whose strategic vision and oversight are second to none.”

**WILLIAM T. CHITTENDEN, PH.D.**  
**PRESIDENT AND CEO, SWGSB**

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