



TEXAS TECH UNIVERSITY
Rawls College of Business

School of Banking™



ONE WEEK. TWO YEARS.
BETTER BANKERS.

AUGUST 8-13, 2021, LUBBOCK, TEXAS

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— WELCOME FROM THE DIRECTOR —

Since 1973, the Texas Tech School of Banking has successfully partnered with hundreds of community banks to bring together bankers seeking to advance their careers as current or future members of their management and leadership teams. The concentrated week-long programs are delivered by seasoned experts in their fields, and specifically designed to provide a greater understanding of all aspects of community bank management today and in the future. Our goal is to help participants grow professionally and become tomorrow's banking leaders. From accounting, to leadership, to technology, year one participants learn through interactive lectures and team activities. Speakers and lecturers are practice-oriented as well as thought provoking, helping bankers "take it back to the bank." Additionally, each participant is provided his or her bank's financial information and learns where to find the numbers, how to interpret the numbers, and how to analyze their bank's financial situation compared to peers.

Through a nationally-recognized bank management simulator, year two participants work in teams to build and manage a thriving virtual community bank. Participants apply tools learned in year one, plus advanced material and topics covered in year two, to put knowledge into practice in a team competition. This extraordinary experience allows participants to manage a virtual bank and test multiple strategic decisions to explore how best outcomes are achieved in real banks. Year two is designed to help bankers see and manage all aspects of the bank, not just their silo . . . exactly what managers and executives say they depend on.

Throughout the challenging and collegial week, participants will enjoy the state-of-the-art Rawls College of Business building. Breakfast and lunch are provided daily, and evenings include social activities, cocktail receptions, plus dinners on four nights. Knowing that an important part of the week is having time to network with other participants and invited executives, we provide for refreshment breaks during the day.

We are proud of the Texas Tech School of Banking's legacy of educating today's and tomorrow's banking leaders. We encourage you to explore the school and see why thousands of bankers across several decades have enhanced their careers by attending the Texas Tech School of Banking!

A handwritten signature in black ink, appearing to read "Jeff Mercer". The signature is fluid and cursive, with the first name "Jeff" and last name "Mercer" clearly distinguishable.

Jeff Mercer, Ph.D.

Director, Texas Tech School of Banking

BETTER BANKERS.

Complex, competitive, and constantly changing, the banking industry demands much from bankers in order for them to stay on top of policy, practice, and the impacts of fast-changing technology and customer needs. During an intensive week long series of speakers, classes, and interactive sessions, the Texas Tech School of Banking explores numerous issues impacting bank risk, growth, and profitability. Covering A to Z, our singular goal is to help participants strive to grow professionally and be better bankers.

ONE WEEK.

A challenging and collegial week, participants will enjoy the state-of-the-art Rawls College of Business building. Breakfast and lunch are provided daily, and four evenings will include activities and dinners including a Sunday, August 8th evening kickoff reception, and a dinner on Thursday. Knowing that an important part of the week is having social time to network with other participants and executives, we provide for refreshment breaks during the day as well as evening cocktail receptions.

TWO YEARS.

YEAR ONE: FUNDAMENTALS

From accounting to leadership to technology, year one participants learn from seasoned bank executives and thought leaders in their fields through interactive lectures and group activities. Speakers and lecturers are practice-oriented as well as thought provoking, helping bankers “take it back to the bank” and expand their professional network. Additionally, year one participants are provided financial information on their bank in order to see deep inside, and analyze, their own bank’s financial situation.

YEAR TWO: PRACTICE

Through a world-class bank management simulator called BankExec, year two participants work in teams to build a thriving community bank. Participants apply tools learned in year one and put knowledge into practice in a team competition. This extraordinary experience allows participants to manage a virtual bank and test multiple strategic decisions to explore how best outcomes are achieved. Year two is designed to help bankers see and manage all aspects of the bank, not just their silo . . . exactly what managers and executives need.

SAVE THE DATE

AUGUST

8TH - 13TH

TEXAS TECH UNIVERSITY

SCHOOL

OF

BANKING

2021

REGISTRATION

The registration fee includes all instruction and materials, meals and snacks, and transportation to and from hosted events. Registrants may cancel on or before July 31, 2021, without penalty.

PROGRAM COST

Register on or before July 4, 2021: \$1,745

Register after July 4, 2021: \$1,845

Last day to register: July 31, 2021

CERTIFICATE

Participants who complete both years will receive a Texas Tech University School of Banking Certificate of Completion and be recognized in *Bankers Digest*.

HOTEL

A discounted nightly rate has been negotiated with both the Overton Hotel and Conference Center and the Cotton Court Hotel.

For more information, please contact TTU School of Banking Assistant Director Stephanie Bohn at stephanie.bohn@ttu.edu.

YEAR I SCHEDULE

Monday	Tuesday	Wednesday		Thursday	Friday
Breakfast	Breakfast	Breakfast		Breakfast	Breakfast
Financial Basics and the UBPR Tanya Miller, Independent	Risk-Return Case Study I Brad Olson, Olson Research	The ABC's of Ag Lending Rick Boyd, First United Bank		David R. Seim Memorial Lecture: Be a High Performance Banker Scott Dueser, First Financial Bank	Lending is Simple, Right? A Case Study Scott Baxter, Frost Bank
Using the UBPR: Case Studies Tanya Miller, Independent	Risk-Return Case Study II Brad Olson, Olson Research	Credit Merrill Reynolds, Reynolds Williams Group		Regulation: The Good, The Bad, The Ugly Michelle Hodge, Texas DoB	Advisory Board Focus Groups 9:15 - 10:15
Funding the Community Bank and Bank Capital Scott Hein, Rawls College, Emeritus	Fraud Management Sandy Sullivan, Frost Bank	Bank Operations I Gregg Bennett, Pivotal Financial Resources	Credit Merrill Reynolds, Reynolds Williams Group	Competition, Service Quality, Pricing and Performance Bob Walters, The Bank Advisory Group	10:30 BankExec Presentations & Certificate Presentations
Lunch	Lunch	Lunch		Lunch	Lunch
Managing Bank Performance Analysis Scott MacDonald, SMU and SWGSB	Plenary Session: Regulatory Panel Update Charles Cooper, TDoB Joseph Meade, FDIC Amy Klein, OCC Robert Triplett, FRB Dallas	Bank Operations II Gregg Bennett, Pivotal Financial Resources	Credit Merrill Reynolds, Reynolds Williams Group	Plenary Session: Legislative Update John Heasley, TBA Steve Scurlock, IBAT	
Risk Management and Bank Performance Scott MacDonald, SMU and SWGSB	Thinking Like a CIO: Tech Issues Facing Community Bankers Tim Leonard, Commercial Bank of Texas	Industry Discussion and M&A Activity Dory Wiley, Commerce Street Capital		Reach 500: How Culture & Brand Leadership Grew One Community Bank Molly Day, FNBC	
Leadership J. Pat Hickman, Happy State Bank	Asset/Liability Management Barbara Jeffries, TIB	Accounting and Auditing of Banks Russell Lam, Carr, Riggs & Ingram		Developing Bank Team Dynamics Tim Tivis, Pinnacle Training Group	

EVENING EVENTS

YEAR II SCHEDULE

Monday	Tuesday		Wednesday	Thursday	Friday
Breakfast	Breakfast		Breakfast	Breakfast	Breakfast
Bank Performance and Risk Management II S. Scott MacDonald, SMU and SWGSB	Funding and Managing Bank Capital II Scott Hein, Rawls College, Emeritus		Treasury Management Solutions Amber Dean, City Bank	David R. Seim Memorial Lecture: Be a High Performance Banker Scott Dueser, First Financial Bank	Team Preparation for BankExec Presentations
Comparative Analysis Brad Olson, Olson Research	Accounting and Auditing of Banks II Russell Lam, Carr, Riggs & Ingram		Asset/Liability Management Refresher Bill Chittenden, Texas State University	BankExec Simulation Bill Chittenden, Texas State University	Advisory Board Focus Groups 9:15 - 10:15
Comparative Analysis Brad Olson, Olson Research	From Prospect to Customer: Keys to a Winning Sales Culture Tim Tivis, Pinnacle Training Group		BankExec Simulation Bill Chittenden, Texas State University	BankExec Simulation Bill Chittenden, Texas State University	10:30 BankExec Presentations & Certificate Presentations
Lunch	Lunch		Lunch	Lunch	Lunch
Quickbank Simulation Brad Olson, Olson Research	Plenary Session: Regulatory Panel Update Charles Cooper, TDoB Joseph Meade, FDIC Amy Klein, OCC Robert Triplett, FRB Dallas		State of the Economy Alan Bush, FDIC	Plenary Session: Legislative Update John Heasley, TBA Steve Scurlock, IBAT	
Quickbank Simulation Brad Olson, Olson Research	Credit Merrill Reynolds, Reynolds Williams Group		BankExec Simulation Bill Chittenden, Texas State University	BankExec Simulation Bill Chittenden, Texas State University	
Quickbank Simulation Brad Olson, Olson Research	Credit Merrill Reynolds, Reynolds Williams Group	Banking on Chaos: Building Resilient Operations Tim Leonard, Commercial Bank of Texas	BankExec Simulation Bill Chittenden, Texas State University	BankExec Simulation Bill Chittenden, Texas State University	

EVENING EVENTS