



TEXAS TECH UNIVERSITY
Rawls College of Business
School of Banking™



ONE WEEK. TWO YEARS.
BETTER BANKERS.

AUGUST 6-11, 2023, LUBBOCK, TEXAS

WWW.TTUBANKSCHOOL.BA.TTU.EDU

— 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, and dinners. Knowing that an important part of the week is having time to network with other participants and invited executives, we provide for networking 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 letters of the first and last names being capitalized and prominent.

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 evenings will include activities and dinners including a Sunday 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 networking 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.

YEAR I SCHEDULE - *Tentative*

Monday	Tuesday	Wednesday		Thursday	Friday
Breakfast	Breakfast	Breakfast		Breakfast	Breakfast
Financial Basics and the UBPR	Managing Bank Performance Analysis	The ABC's of Ag Lending		Lending is Simple, Right? A Case Study	Advisory Board Focus Groups
Using the UBPR: Case Studies	Risk Management and Bank Performance	Credit		David R. Seim Memorial Lecture	View BankExec Presentations
Break	Break	Break		Break	Break
Funding the Community Bank and Bank Capital	Risk-Return Case Study I	Bank Operations I	Credit	Regulation: Bank Exams A to Z	Human Capital: DEI; IQ/EQ; Managing Conflict
Lunch	Lunch	Lunch		Lunch	Lunch
Managing the Bank's Investment Portfolio	Risk-Return Case Study II	Bank Operations II	Credit	Plenary Session: State of the Economy	
Break	Break	Break		Break	
Accounting and Auditing of Banks	Asset/Liability Management	Taking Loans from Approval to Closing		Enterprise Risk Management & the Chief Risk Officer	
Leadership	Thinking Like a CIO: Tech Issues Facing Community Bankers	Industry Discussion and M&A		Developing Bank Team Dynamics	
Group Photo	Open	Open		Open	Open

EVENING EVENTS

YEAR II SCHEDULE - *Tentative*

Monday	Tuesday		Wednesday	Thursday	Friday
Breakfast	Breakfast		Breakfast	Breakfast	Breakfast
Banking in a Changing Economy	From Prospect to Customer: Keys to a Winning Sales Culture		BankExec Simulation	BankExec Simulation	Advisory Board Focus Groups
Comparative Analysis	Creating & Maintaining Competitive Advantage		HR Foundations for Successful Managers	David R. Seim Memorial Lecture	BankExec Presentations
Break	Break		Break	Break	Break
Comparative Analysis	Bank Performance and Risk Management II		BankExec Simulation	BankExec Simulation	Certificate Presentations
Lunch	Lunch		Lunch	Lunch	Lunch
Quickbank Simulation	Credit		Leveraging Human Capital: Leadership	Plenary Session: State of the Economy	
Break	Break		Working Lunch NW112 / Leadership	Break	
Quickbank Simulation	Credit	Banking on Chaos & Disorder: FinTech, Cyber & Strategic Disruption	Leveraging Human Capital: Leadership	BankExec Simulation	
Quickbank Simulation	Asset/Liability Management Refresher		BankExec Simulation	Team Prep for BankExec Presentations	
Group Photo	Open		Open	Open	

EVENING EVENTS



JERRY S. RAWLS COLLEGE OF BUSINESS ADMINISTRATION