



SW Graduate School of Banking at SMU Cox

159th Assembly for Bank Directors

February 13–15, 2025
JW Marriott Desert Springs Resort & Spa, Palm Springs, California



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*

8:15–9:15 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*

9:45–10:45 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 p.m. Professional Ethics and Integrity, *Mark E. Aldrich, Chairman and Founder, Aldrich & Bonnefin*

2:30–3:30 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 a.m. Red Flags in Board Reports, *Sanford M. Brown, Co-chair, Financial Services Group, Alston & Bird*

9:30–10:30 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., Chief Economist, SW Graduate School of Banking at SMU Cox*

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