

May 22-27, 2022

Babson Executive Conference Center
Wellesley, MA



*New
England
School for
Financial
Studies*

**CLASS OF
2023**

Sponsored by

Maine Bankers Association

Massachusetts Bankers Association

New Hampshire Bankers Association

Rhode Island Bankers Association

Vermont Bankers Association

MISSION AND HISTORY

The New England School for Financial Studies provides banking professionals with the tools they need to manage effectively in today's changing industry. An intensive two-year program of studies broadens the skills of supervisory personnel and trains them to make decisions that promote the profitability of the bank as a whole. As of last year, the school has graduated more than 3,800 bankers.

Two one-week resident sessions provide students with 135 hours of classroom instruction conducted by distinguished faculty members chosen for their expertise in both the academic and business worlds. Classes combine lectures with case studies to actively involve participants in the process of research, analysis and creative planning.

Between sessions, students complete five independent study projects that focus on their bank and build on the first week's instruction to prepare them for more advanced training during the second year resident session. The course culminates in a comprehensive computerized simulation that challenges students to assume senior management responsibilities.

Students will be evaluated on their knowledge of BankExec, strategic planning exercises and presentations. Each segment is appropriately-weighted and scored as part of the final grade. By graduation, students are better prepared to contribute to their bank's overall operations and participate in profitable decision making.

CRITERIA FOR ACCEPTANCE & ADMISSION

Eligible applicants should hold supervisory positions at a financial institution and demonstrate the ability to take on greater responsibility within their organization. The New England School for Financial Studies is designed for staff officers, branch managers, department heads, loan officers, and other key personnel.

Please complete and mail the application by March 20, 2022, along with a letter of recommendation from the bank's endorsing officer (CEO or applicant's supervisor). For further information, please contact Meghan McCarthy at 617-502-3807; mmccarthy@massbankers.org. Applicants will be notified of acceptance in mid-April.

TUITION

| Freshman Year | |
|-------------------------------------|-------------------------------------|
| Members | Nonmembers |
| \$1,330 per year (including tablet) | \$2,285 per year (including tablet) |
| \$955 (without tablet) | \$1,910 (without tablet) |
| Senior Year | |
| \$955 | \$1,910 |

Tuition includes the cost of all classroom instruction, materials and special activities. **Registration fees do not include accommodations.**

ACCOMMODATIONS

Participants are encouraged to reside at the Babson Executive Conference Center during the week-long sessions in order to experience the full benefits of the School. Both day and evening classes are scheduled, and all of Babson's academic and recreational facilities are made available to students. Registration fees are separate.

Accommodation fees: (includes all meals and breaks)

\$1,577 per person, double occupancy

\$2,278 single occupancy

\$1,100 for day students

Student registration for the Class of 2023 will be held at the Babson Executive Conference Center on the campus of Babson College, Wellesley, MA, on Sunday, May 22, 2022, between 2:00 p.m. and 3:00 p.m.



COURSE OF STUDY

ECONOMICS

Economic cycles and their significance
Interest rate forecasting
Significance of yield curves
Potential effects of future economic conditions on bank profitability

FINANCE

Components of risk
Asset/liability management
Consequences of interest rate fluctuations

LENDING

The lending process (both retail and commercial), regulatory environment
Elements of successful portfolio administration

OPERATIONS

Operational and strategic long-range planning
Definition of objectives, goals and strategies
Use of simulation modeling and cases to develop decision-making skills
The delivery of financial services using technology

MANAGEMENT/HUMAN RESOURCES

Strategic decision-making
Leadership styles
Diversity in the workforce
Forces of organizational change
Career responsibility shifts to the individual
Ethics and managing change
Communications

RETAIL BANK MARKETING

Marketing function
Marketing mix, product profitability analysis
Product management techniques
Marketing strategies
Sales and service



APPLICATION OF SKILLS

The course culminates in a comprehensive computerized simulation that challenges students to assume senior management responsibilities. Called BankExec, the program requires participants to implement financial, management, operational, and marketing strategies to compete successfully against similar banks on the basis of profit, market share, and performance.

Using Turning Point Technology and utilizing our digital learning tools, students must work through a strategic planning management process to develop a creative, viable, long-term plan for their group bank.

**Textbooks have been replaced with tablets.
Each student will be required to have a tablet.**

FACULTY

Jay P. Bienvenu, Senior Deputy Commissioner, Massachusetts Division of Banks & Loan Agencies
B.S., Economics, Fitchburg State, M.B.A., University of Massachusetts, Lowell

Kristin Sundin Brandt, President, Sundin Associates, Natick
B.A., Wheaton College

Dr. James J. Clarke, Principal, Clarke Consulting, Pennsylvania
B.A., LaSalle College; Ph.D., University of Notre Dame

Dr. John P. Dory, Associate Professor of Management and Director of the Doctoral Program; Lubin Graduate School of Business, Pace University
B.S., M.S., Illinois Institute of Technology, D.B.A., Harvard Business School

Thomas Foresta, Chief Information Officer, Envision Bank, Randolph
B.A., Political Science, UMass, Boston

Raymond C. Hoefling, Senior Vice President, Webster Bank, N.A.
B.A., Finance, Northeastern University

Lance E. Kessler, President, Lance Kessler Associates, Pennsylvania
B.S., York College of Pennsylvania, M.B.A., Johns Hopkins University

Dr. Karen Lawson, President, Lawson Consulting Group, Lansdale, Pennsylvania, M.A., University of Akron; Ph.D., Temple University

Matthew J. Putvinski, Member of the Firm, Director - IT Assurance and Security Services, Wolf & Company, P.C.
B.S., Bryant University

Richard L. Rowe, Jr., Director, Coastal Heritage Bank, Weymouth B.S., Norwich University, M.B.A., Long Island University, CPA



David B. Sidon, CPA, Managing Partner, The Navis Group, Gloucester
B.S., Business Administration, Merrimack College, North Andover, MA
M.S., Finance, Bentley College, Waltham, MA

Mario M. Sindone, Executive Vice President, Senior Lender, Abington Bank
B.S., Business Administration, Northeastern University

Todd Tallman, President, Cornerstone Bank
B.A., Assumption College

STAFF

Meghan McCarthy, Director, New England School for Financial Studies
B.S., University of Rhode Island

COVID PROTOCOLS

All attendees, speakers, guests, and MBA staff attending a major program must be fully vaccinated at least 14 days prior to the start of the event, or test negative for COVID no more than 72 hours prior to the start of the event. All attendees will be required to present proof of either their vaccination status or negative test prior to attending the event. Once accepted, we will ask for your vaccine/test documentation.



DIRECTIONS

Babson Executive Conference Center
One Snyder Drive, Babson Park, (Wellesley) MA 02457
781.239.4000

<https://www.babson.edu/about/executive-conference-center/travel-and-transportation/>

We recommended you use the main entrance of Babson College (231 Forest Street, Babson Park, MA) for directions and GPS.

From Logan International Airport and all other points from the East via Mass Pike:

Follow Route 90 WEST (Massachusetts Turnpike). Take Exit 15 (Waltham / Weston Exit) Rt. 95/128 South. Stay to the right when going through the toll booth. Bear right toward 95/128 Waltham / Dedham. Get off at the first exit 95/128 South Shore / Cape Cod. Follow Rt. 128 South to exit 22-21B (16 West / Grove Street Wellesley). Stay left following 21B (Newton / Wellesley), at the set of lights take a right onto Rt. 16 West. Follow Route 16 West 1.9 miles, at the 7th set of lights, take a left onto Forest Street. Once on Forest Street continue 1 mile, pass through a 4-way stop sign and Babson College will be on the right. Follow directions below.

Coming from the West via Mass Pike:

Follow Route 90 EAST (Massachusetts Turnpike) to Exit 14 (Route 128/95 South (New Hampshire/Maine/ South Shore). Stay to the right at the toll booths. Get off at the first exit 95/128 South Shore / Cape Cod. Follow 128 South to exit 22-21B (16 West / Grove Street Wellesley). Stay left following 21B (Newton / Wellesley), at the set of lights take a right onto Rt. 16 West. Follow Route 16 West 1.9 miles, at the 7th set of lights, take a left onto Forest Street. Once on Forest Street continue 1 mile, pass through a 4-way stop sign and Babson College will be on the right. Follow directions below.

Coming from the South via Route 128 / 95:

Take Rt. 128 North to Exit 20B (Rt. 9 West). Follow Rt. 9 West 1.8 miles to turn off for Route 16 (which is on your right). At the lights take a left onto Rt. 16 West. Follow 1/2 mile, at the 3rd set of lights take a left onto Forest Street. Once on Forest Street continue 1 mile, pass through a 4-way stop sign and Babson College will be on the right. Follow directions below.

Coming from the North via Route 128 / 95:

Take Rt. 128 / 95 South to exit 22-21B (Rt. 16 West- Wellesley). Take Rt. 16 West for 1.9 miles or 7 sets of lights. At the 7th light take a left onto Forest Street. Once on Forest Street continue 1 mile, pass through a 4-way stop sign and Babson College will be on the right. Follow directions below.

Coming from the West via Route 9:

Take Route 9 East to Route 16 Wellesley Hills (Fire Station on the Left). Take right at lights and another right at the next set of lights onto Route 16 West. Follow for just under 1/2 mile. At the 3rd set of lights take a left onto Forest Street. Once on Forest Street continue 1 mile, pass through a 4-way stop sign and Babson College will be on the right. Follow directions below.

From the East via Route 9:

Follow Rt. 9 West 1.8 miles to turn off for Route 16. At the lights take a left onto Rt. 16 West. Follow 1/2 mile, at the 3rd set of lights take a left onto Forest Street. Once on Forest Street continue 1 mile, pass through a 4-way stop sign and Babson College will be on the right. Follow directions below.

On Campus Directions

Stay on College Drive through the campus. At the second stop sign, take a left and your first right onto Babson Way. Bear left at the fork onto Snyder Drive and the Babson Executive Conference Center parking garage will be on your left. The atrium lobby is located just ahead. The West gate of Babson College is open only Monday through Friday 7:00am – 7:30pm. If the west gate is locked, please proceed to the 4-way stop sign and take a right. You will see the main gate of the campus on your right.



SAMPLE SCHEDULE FRESHMAN YEAR

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday |
|---|--|---|---|---|---|
| | 7:00 a.m. - Breakfast | 7:00 a.m. - Breakfast | 7:00 a.m. - Breakfast | 7:00 a.m. - Breakfast | 7:00 a.m. Breakfast |
| 2:00 – 3:00 p.m. Registration/Room Check-in | 8:30 a.m. Macro Economics | 8:30 a.m. Yields and Pricing of Securities and Risk Management | 8:30 a.m. Retail Lending Function | 8:30 a.m. Commercial Lending Function | 8:30 a.m. Retail Bank Marketing |
| | Financial Statement Analysis | | | | |
| 3:00 – 5:00 p.m. The Balancing Act: Succeeding at Work, Home and School | 12:30 p.m. - Lunch | 12:30 p.m. - Lunch | 12:30 p.m. - Lunch | 12:30 p.m. - Lunch | 12:30 p.m. - Lunch |
| | 1:30 p.m. Money and Capital Markets and Interest Rates | 1:30 p.m. Applying Concepts of Risk and Return to Bank Financial Statements | 1:30 p.m. Human Resources | 1:30 p.m. Strategic Planning | |
| 3:30 p.m. Group Breakouts Financial Analysis | | | | | |
| 5:30 p.m. Reception | | | | | |
| 6:30 p.m. - Dinner | 6:30 p.m. - Dinner | 6:30 p.m. - Dinner | 6:30 p.m. - Dinner | 6:30 p.m. - Dinner | |
| 7:30 p.m. Open Forum and the Year Ahead | 7:30 p.m. Writing Skills | 7:30 p.m. Technology, Trends and Direction for Banking | 7:30 p.m. Open | 7:30 p.m. Ethics | |
| Economic and Financial Terminology | | | | | |

SAMPLE SCHEDULE SENIOR YEAR

| Sunday | Monday | Tuesday | Wednesday | Thursday | Friday |
|--|---|---|---|---|---|
| | 7:00 a.m. - Breakfast | 7:00 a.m. - Breakfast | 7:00 a.m. - Breakfast | 7:00 a.m. - Breakfast | 7:00 a.m. - Breakfast |
| | 8:00 a.m. Bank Performance Analysis | 8:00 a.m. Risk Analysis Regulatory Overview | 8:00 a.m. BankExec Decision 3 | 8:00 a.m. BankExec Decision 4 | 8:00 a.m. Final Preparation for Annual Meetings |
| | 10:00 a.m. BankExec | 10:00 a.m. BankExec Decision 2 | | | |
| | 12:30 p.m. - Lunch | 12:30 p.m. - Lunch | 12:30 p.m. - Lunch | 12:30 p.m. - Lunch | 12:30 p.m. - Lunch |
| 1:30 – 2:30 p.m. Registration/Room Check-in | 1:30 p.m. Exercise 4 Bank Exec Team Bank Exec Decision 1 | 1:30 p.m. Leadership/Management Styles | 1:30 p.m. Executive Presentation Skills | 1:30 p.m. Review Presentation Structure and Class Study | 1:30 p.m. Commencement |
| 2:30 p.m. Introduction to BankExec Strategic Case Studies Exercise 1 – SM Team Competition Exercise 2 – Team Case Study | | | | 2:30 p.m. BankExec Preparation | 1:00 p.m. Graduation Reception |
| 6:30 p.m. - Dinner | 6:30 p.m. - Dinner | 6:30 p.m. - Dinner | 6:30 p.m. - Dinner | 6:30 p.m. - Dinner | |
| 7:30 p.m. Exercise 3 – Financial Policies/Bank Name | 7:30 p.m. Exercise 2 – Team Case Study Exercise 5 – Performance Target | 7:30 p.m. Strategic Plan – SWOT Analysis and Exercise 6 | Reception and Clambake | 7:30 p.m. BankExec Preparation and Presentation Rehearsal | |

Application for Admission - Class of 2023

The New England School for Financial Studies

May 22-27, 2022

Babson Executive Conference Center, Wellesley, MA

Please print clearly. We cannot guarantee registration for incomplete and/or illegible registration forms.

Name (As it will appear on Badge): _____

Title: _____ Email: _____

Institution: _____

Business Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____

Banking Experience:

Current Duties & Responsibilities (Explain briefly):

Previous Banking Experience (Give inclusive dates):

Education: Some College Number of Years Completed: _____

Type of Degree(s) received

Other Education:

Other Activities: List Industry/civic-related activities engaged in last three years

Accommodations Preference: Single Double Day Roommate Request: _____

If accepted I will need an iPad/Tablet. If accepted I will provide my own iPad/Tablet.

I hereby apply for admission to the New England School for Financial Studies at Babson College.

Signature: _____

Please email applications to: registrations@massbankers.org

You will be billed for the total tuition once acceptance into the program has been determined.



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