

# Class of 2018



*New  
England  
School for  
Financial  
Studies*

May 21-26, 2017  
Babson Executive  
Conference Center  
Wellesley, MA

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 needed to manage effectively in today's changing financial climate. 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 over 3,534 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 assigned 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 which challenges students to assume senior management responsibilities.

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



**Textbooks have been replaced with tablets. Each student will be required to have a tablet. Switching to a digital platform will allow students to stay up-to-date and let students engage with content in interactive ways, find information in an instant and access an entire library wherever they go.**

## CRITERIA FOR ACCEPTANCE & ADMISSION

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

Mail the application by April 7, 2017, 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. Students will be notified of acceptance in late April.

## TUITION\*

### Freshman Year:

\$1,310 for member banks, \$2,010 for nonmembers, per year, (including tablet).

\$895 (without tablet).

### Senior Year:

\$895 for member banks, \$1,595 for nonmembers.

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 the students. Registration fees are separate.

Accommodation fees are: (includes all meals and breaks)

\$1,512 per person, double occupancy ♦ \$2,107 single occupancy; and \$1,025 for day students.

Student registration for the Class of 2018 will be held at the Babson Executive Conference Center on the campus of Babson College, Wellesley, MA, on Sunday, May 21, 2017, 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
- Effects of economic trends on management and human resources issues
- 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 will be required to work through a strategic planning management process to develop a creative, viable, long-term plan for their group bank.





## 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, Dean Bank  
B.A., Political Science, UMass, Boston

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

**James D. Jones**, President, First Wellesley Consulting, Wellesley  
M.B.A., University of Rhode Island

**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, Pennsylvania  
M.A., University of Akron; Ph.D., Temple University

**Julie H. Livingston**, President and CEO, Marblehead Bank  
M.B.A., Fairfield University

**Leo F. McManus**, President, L.F. McManus Company, Worcester  
B.S., Massachusetts State College and M.S., University of Massachusetts

**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.**, Chief Executive Officer, Coastal Heritage Bank, Weymouth  
B.S., Norwich University, M.B.A., Long Island University, CPA

**Mario M. Sindone**, Senior Credit Officer, Abington Bank  
B.S. Business Administration, Northeastern University

**Todd Tallman**, CEO, Southbridge Savings Bank  
B.A. Assumption College

## STAFF

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



# DIRECTIONS

Babson Executive Conference Center  
One Woodland Hill Drive, Babson Park (Wellesley), MA 02457  
781.239.4000 · Fax 781.239.4026

## **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 (Bertucci's and Uptown Gourmet on corners). 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 (Bertucci's and Uptown Gourmet on corners). 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. (Bertucci's and Uptown Gourmet on corners). 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 (Bertucci's and Uptown Gourmet on corners). 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 (Bertucci's and Uptown Gourmet on corners). 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. (Bertucci's and Uptown Gourmet on corners). 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 end of College Drive, (Bryant Hall will be in front of you) take a left and then bear right at the fork. At the second fork, bear left and follow this to the parking garage which will be on your left. Our new Atrium lobby is located just ahead, around the cul-de-sac. For check-in and temporary parking there are a few spaces just beyond the cul-de-sac.

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

## SAMPLE SCHEDULE SENIOR YEAR

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday
	<b>7:00 a.m. - Breakfast</b>	<b>7:00 a.m. - Breakfast</b>	<b>7:00 a.m. - Breakfast</b>	<b>7:00 a.m. - Breakfast</b>	<b>7:00 a.m. - Breakfast</b>
	<b>8:00 a.m.</b> Bank Performance Analysis	<b>8:00 a.m.</b> Risk Analysis Regulatory Overview	<b>8:00 a.m.</b> BankExec Decision 3	<b>8:00 a.m.</b> BankExec Decision 4	<b>8:00 a.m.</b> Final Preparation for Annual Meetings
	<b>10:00 a.m.</b> BankExec	<b>10:00 a.m.</b> BankExec Decision 2	<b>10:30 a.m.</b> Building the Plan and Future Banking Trends  Exercises 7 and 8	<b>10:00 a.m.</b> Strategic and Action Plans  Exercise 9	<b>9:00 a.m.</b> Annual Meetings
	<b>12:30 p.m. - Lunch</b>	<b>12:30 p.m. - Lunch</b>	<b>12:30 p.m. - Lunch</b>	<b>12:30 p.m. - Lunch</b>	<b>12:30 p.m. - Lunch</b>
<b>1:30 – 2:30 p.m.</b> Registration/Room Check-in	<b>1:30 p.m.</b> Exercise 4 Bank Exec Team Bank Exec Decision 1	<b>1:30 p.m.</b> Leadership/Management Styles	<b>1:30 p.m.</b> Executive Presentation Skills	<b>1:30 p.m.</b> Review Presentation Structure and Class Study	<b>1:30 p.m.</b> Commencement
<b>2:30 p.m.</b> Introduction to BankExec Strategic Case Studies Exercise 1 – SM Team Competition Exercise 2 – Team Case Study				<b>2:30 p.m.</b> BankExec Preparation	<b>1:00 p.m.</b> Graduation Reception
<b>6:30 p.m. - Dinner</b>	<b>6:30 p.m. - Dinner</b>	<b>6:30 p.m. - Dinner</b>	<b>6:30 p.m. - Dinner</b>	<b>6:30 p.m. - Dinner</b>	
<b>7:30 p.m.</b> Exercise 3 – Financial Policies/Bank Name	<b>7:30 p.m.</b> Exercise 2 – Team Case Study Exercise 5 – Performance Target	<b>7:30 p.m.</b> Strategic Plan – SWOT Analysis and Exercise 6	Reception and Clambake	<b>7:30 p.m.</b> BankExec Preparation and Presentation Rehearsal	

# Application for Admission – Class of 2018

The New England School for Financial Studies at Babson College  
May 21-26, 2017 — Babson Executive Conference Center, Wellesley, MA  
**Application Deadline: April 7, 2017**

## Please type or print all information

Name:

Nickname for Badge:

Job Title:

Institution:

Business Address:

Street

City

State

Zip

Date of Birth:

Month

Day

Year

Telephone Number:

Business

Home

Cell

Email Address:

Secondary Email Address Required

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

Roomate Request

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

X

Mail to:

Registrar-The New England School for Financial Studies –18  
One Washington Mall, 8th Floor, Boston, MA 02108-2603

**DO NOT SEND CHECKS AT THIS TIME.** You will be billed for the total once acceptance into the program has been determined.

A letter of recommendation from your supervisor or chief executive officer must accompany this application.