

**May 19-25, 2024**  
Babson Executive Conference Center  
Wellesley, MA

**New  
England  
School for  
Financial  
Studies**

**CLASS OF  
2025**

***Sponsored by***

Maine Bankers Association  
Mass Bankers Association  
New Hampshire Bankers Association  
Rhode Island Bankers Association  
Vermont Bankers Association

Senior Session: June 8 -13, 2025

# 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 gradu-ated more than 3,950 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 22, 2024, 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; or [mmccarthy@massbankers.org](mailto:mmccarthy@massbankers.org).

Applicants will be notified of acceptance in mid-April.

# TUITION

Freshman Year	
Members	Nonmembers
\$1,075	\$2,150
Tuition includes the cost of all classroom instruction, materials and special activities. <i>Registration fees do not include accommodations.</i>	

# 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)**

\$2,375 room fee

\$1,200 for day students

**There are limited rooms at the Conference Center. Rooms will be assigned based on when applications are received. Participants will be notified if they will need to stay off campus.**

Student registration for the Class of 2025 will be held at the Babson Executive Conference Center on the campus of Babson College, Wellesley, MA, on Sunday, May 19, 2024, between 2:00 p.m. and 3:00 p.m.







## FACULTY

**Jay P. Bienvenu**, Senior Deputy Commissioner, Massachusetts Division of Banks  
B.S., 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

**Michael T. Hensler**, Chief Director of Bank Risk Management, Massachusetts Division of Banks

**Raymond C. Hoeling**, Commercial Lending Consultant  
B.A., Northeastern University

**Tom Foresta**, EVP and CIO, Bristol County Savings Bank  
B.S., UMass

**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

**Sheryl Shinn**, CIO, North Shore Bank  
B.S., Mount Holyoke College

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

**Mario M. Sindone**, Senior Vice President, Commercial Lending, Coastal Heritage Bank, Weymouth  
B.S., Business Administration, Northeastern University

**Todd Tallman**, CEO, Cornerstone Bank  
B.A., Assumption College

**Michael Tucker**, Director, Greenfield Cooperative Bank  
B.A. College of the Holy Cross, LLM, Boston University School of Law.

## STAFF

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





# 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.

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.

**\*Students will be required to bring their own laptop or tablet to view materials\***



## SAMPLE SCHEDULE FRESHMAN YEAR

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
<b>2:00 – 3:00 p.m.</b> Registration/Room Check-in  <b>3:00 – 5:00 p.m.</b> The Balancing Act: Suc- ceeding at Work, Home and School	<b>8:30 a.m.</b> Macro Economics	<b>8:30 a.m.</b> Yields and Pricing of Secu- rities and Risk Manage- ment	<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
	Financial Statement Analysis				
	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
	<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					
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	
<b>7:30 p.m.</b> Open Forum and the Year Ahead	<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	
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
	<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
	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
<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>2:00 p.m.</b> 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	
<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 2025

The New England School for Financial Studies

May 19-25, 2024

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 Mailing 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: ☐ Overnight      ☐ Day

If sharing you will receive a discounted accommodation fee. Students who would like to share a room must make their own arrangement. Roommate Request: \_\_\_\_\_

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

Signature: \_\_\_\_\_

Please email applications to: [registrations@massbankers.org](mailto:registrations@massbankers.org)

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

*New  
England  
School for  
Financial  
Studies*

---

The New England School for Financial Studies  
Class of 2025  
May 19-25, 2024

Sponsored by:  
Maine Bankers Association  
Mass Bankers Association

New Hampshire Bankers Association  
Rhode Island Bankers Association  
Vermont Bankers Association