



# 2024

## **PACB PROFESSIONAL DEVELOPMENT CALENDAR**

*PACB's professional development and training programs are a cornerstone of our commitment to community banking excellence. With a comprehensive range of topics, flexible delivery formats, and industry expertise, our programs empower banking professionals to excel, adapt, and thrive in the ever-evolving financial landscape.*





*"PACB's mission is to empower  
community banks to make positive impact  
within the communities they serve."*

**[www.pacb.org](http://www.pacb.org)**





# THE PACB ALL-ACCESS EDUCATIONAL PASS



**PACB’s All Access Pass** Includes 5 Conferences and 21 Webinars for the following tracks of learning:

- Marketing
- Human Resources
- Risk Management
- Commercial Lending
- Branch Management
- Asset / Liability Management

## Five Reasons Why Your Bank Needs **PACB’s All Access Pass**:

1. Educate Multiple Employees in 6 Separate Tracks of Learning with 26 Different Learning Opportunities ... *That means you can identify a different employee for each conference and webinar.*
2. Receive 70+ hours of Continuing Education Credit hours of training.
3. Presenters are Known Experts in their Field.
4. PACB’s Education Session Topics have been requested by Senior Managers of Community Banks.
5. PACB offers Education and Training tailored to Community Banks.

	Total Price of Each Webinar/ Conference Sold Separately	All Access Pass Price	Huge Savings!
Member	\$4,004.00	<b>\$2,800.00</b>	<b>Savings of \$1,200</b>
Non-Member	\$5,679.00	<b>\$3,980.00</b>	<b>Savings of \$1,700</b>

## MARKETING

### Who Should Attend?

Chief Operations Officer (COO), Chief Information Officer (CIO), Chief Marketing Officer (CMO) / Director / Manager / Assistant Manager / Coordinator, Digital Marketing Specialist, Customer Experience & Client Engagement Specialist, Sales Managers, Human Resources find valuable information in this education track.



Conference:	Building Connections Through Marketing & Branding	Member	Non-Member
March 21-22	Cork Factory Hotel, Lancaster, PA	\$450.00	\$575.00
Webinars:			
February 7	Effective Marketing In A World Driven By Technology and Compliance - "Oh the Rules"	\$99.00	\$149.00
August 28	Your Digital Transformation: Worthless Without Audience Insight	\$99.00	\$149.00
October 30	Employer Branding: 3 Vital Elements that Elevate Financial Institutions	\$99.00	\$149.00

## HUMAN RESOURCES

### Who Should Attend?

Chief Operations Officer (COO), VP of Human Resources, HR Director / Officer / Manager / Assistant Manager, Payroll & Benefits Administrator, Training Officers find valuable information in this education track.



Conference:	Human Resources: Personal Excellence In Community Banks	Member	Non-Member
October 3-4	Hershey Lodge & Convention Center, Hershey, PA	\$450.00	\$575.00
Webinars:			
February 13	Social Media: Helping Employees Be "SMART" about their Online Activities	\$99.00	\$149.00
May 15	New Model of Recruitment & Retention: It's All About Employee Engagement	\$99.00	\$149.00
July 10	Building A Culture That Develops Future Leaders	\$99.00	\$149.00

## COMMERCIAL LENDING

### Who Should Attend?

Chief Lending Officer / Manager, Commercial Lender, Credit Officer, Credit Analyst, Branch Manager, Relationship Manager / Market Manager, Accounting / Credit Underwriting Manager find valuable information in this education track.



Webinars:		Member	Non-Member
February 21	Proper Structure of a good Commercial Loan	\$99.00	\$149.00
April 24	Creative Financial Partnerships - Help your Clients and Your Bank to be more Profitable	\$99.00	\$149.00
June 12	Analyzing Financial Statements	\$99.00	\$149.00
August 14	Introduction to Asset-Based Lending	\$99.00	\$149.00
October 16	Maximizing Utilization of the SBA 7(a) Loan Guaranty Program & The Outsourcing Solution	\$99.00	\$149.00
December 11	Why Getting More From Your Loan Review Is Now Critical	\$99.00	\$149.00

## BRANCH MANAGEMENT

### Who Should Attend?

President / CEO, Vice President / Chief Operations Officer (COO), Chief Financial Officer (CFO) / Finance Manager, Controller / Accountant, Credit Officer / Credit Manager, Compliance Officer, Business Development Director / Manager find valuable information in this education track.



Conference:	Branch Managers: Next Generation Leadership	Member	Non-Member
April 18	Spooky Nook * Warehouse Hotel, Lancaster, PA	\$350.00	\$475.00
Webinars:			
February 28	Leadership Essentials: Coaching , Communication & Delegation	\$99.00	\$149.00
July 17	Fraud Prevention	\$99.00	\$149.00
October 9	Business Development: Every Employee Is Responsible for Customer Relationship Growth	\$99.00	\$149.00



## RISK MANAGEMENT

### Who Should Attend?

Chief Operations Officer (COO), Chief Information Officer (CIO), Internal Audit Officer, Information Security Officer, Risk Officer, Chief Credit Officer, Relationship Officer / Manager, Compliance Officer / Manager find valuable information in this education track.



Conference:	Smart Solutions to Risk Challenges	Member	Non-Member
March 7	Spooky Nook * Warehouse Hotel, Lancaster, PA	\$350.00	\$475.00
Webinars:			
May 22	Secure Check Printing: Anti Fraud	\$99.00	\$149.00
June 26	Artificial Intelligence and Machine Learning	\$99.00	\$149.00
August 7	Abuse and Financial Exploitation of Vulnerable Adults	\$99.00	\$149.00
August 21	Incident Response and Business Continuity for Community Banks	\$99.00	\$149.00
November 6	Improving Your Fraud Investigation Skills: Detecting Deceptions and Examining Questioned Documents	\$99.00	\$149.00
December 4	The Future of Cyber Security: Trends You Should Know and Monitor	\$99.00	\$149.00

## ASSET / LIABILITY MANAGEMENT (ALM)

### Who Should Attend?

President / CEO, Vice President / Chief Operations Officer (COO), Chief Financial Officer (CFO) / Finance Manager, Controller / Accountant, Credit Officer / Credit Manager, Compliance Officer, Business Development Director / Manager find valuable information in this education workshop.



Best Practices in Asset / Liability Management		Member	Non-Member
October 17	ALM – TBD	\$325.00	\$450.00







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