BankDirector®

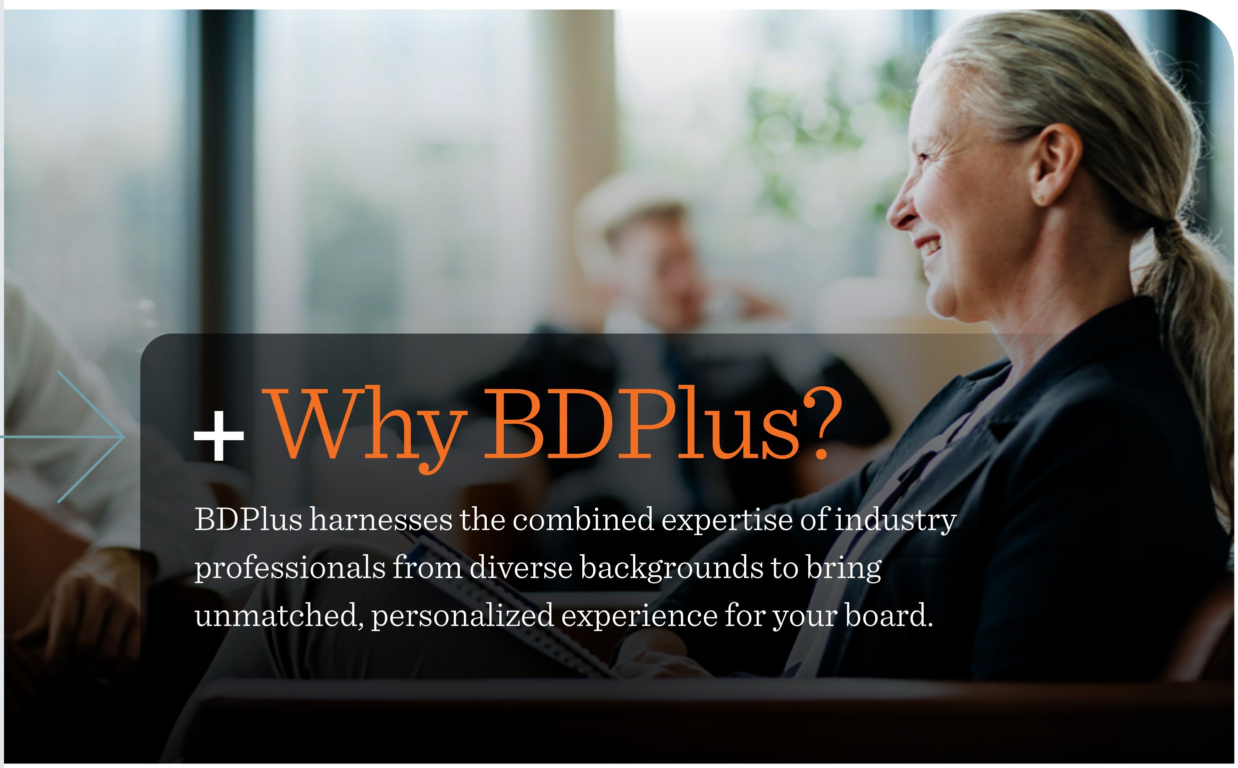
STRONG BOARD. STRONG BANK.

+BDPlus

+ Introducing BDPlus

Since 1991, Bank Director has been the go-to resource for CEOs and members of the boards of financial institutions. Expanding on our services, Bank Director is now bringing our industry knowledge, research and event content into the boardroom.

Designed specifically for bank boards, the Bank Director team works with you to develop an agenda, from one hour to a full day, leading – or contributing to – your strategic planning session or executive retreat.



+ Why BDPlus?

BDPlus harnesses the combined expertise of industry professionals from diverse backgrounds to bring unmatched, personalized experience for your board.

Bank Director®

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+ Personalize Your Session

Strategic Planning Sessions

Bank Director provides content to the board and executive team during a one-day planning session focused on what banks should know and consider to grow their institution. This program can be designed for both directors and the senior leadership team.

Board of Directors Retreat

Bringing our industry knowledge into your boardroom, Bank Director works closely with your bank to assist in developing an agenda that meets your strategic goals and serves as a facilitator during your board retreat.

In-Boardroom Education

Focusing specifically on educating the board, Bank Director provides boards with the education and governance training needed to address the issues and challenges facing them in today's highly regulated and rapidly evolving banking and financial services industry.

Virtual Boardroom Presentations

Stay up-to-date on the issues facing our industry through short 60-90 minute virtual presentations conducted by a member of the Bank Director team. Session topics range from governance, M&A, capital allocation, auditing, regulation and performance review.

Topics & Focus Areas

- Attributes of an Effective Director
- Evolving Role of the Board
- Diversity & Board Refreshment
- Regulatory Relationships
- Succession Planning
- Audit & Risk Oversight
- Compensation Trends
- M&A - Buy, Sell or Hold
- Publicly Traded vs Privately Held
- Forecasting & Budgeting
- Non-Interest Revenue Streams
- Liquidity &/or Planning for the Exit
- Holding Company Capital Options
- Understanding the Financials
- Technology Landscape
- Digital Considerations

+ **For more information,** please visit BankDirector.com or email us at bankservices@bankdirector.com.

What to Expect

Our team works with your team to develop an appropriate discussion and level of detail for the board based on the areas they want to bolster existing knowledge or dive deeper. The Bank Director team, at your discretion, can investigate areas of focus or areas of interest and their impact on bank performance in the current market.

+ Let's Go Further

Bank Director assists you even further - think of us as your Industry Executive Concierge team member - without the overhead, cost or expense of bringing on a new employee or outside consultant. As a BDPlus client, you receive:

- Access to the Bank Director Leadership Team
- Bank Director Facilitator for Your Annual Strategic Planning Session or Board Meeting
- Participate in an Annual Bank Director CEO Peer Exchange
- CEO Participation at Bank Director's Annual Acquire or Be Acquired Conference
- Access to Bank Director's Board Performance Survey Tool

+ **For more information,** please visit BankDirector.com or email us at bankservices@bankdirector.com.

Meet Our Industry Experts

Bringing our industry knowledge to your boardroom.

Bill Herrell
Executive Vice President & Managing Director,
Bank Director
Email:
bherrell@bankdirector.com

Over 30 Years in Investment Banking

Bill Herrell is Executive Vice President & Managing Director of Bank Director. In this role, he is responsible for leading and implementing board advisory services offered by the company. Bill joined Bank Director in July 2024. He has been advising and studying the community bank industry for more than 30 years. Originally trained as a corporate lender, his career led him to advisory work in the banking industry. Bill's extensive background ranges from advising on private and public capital raises to structured products and all sizes of mergers and acquisitions. He spearheaded a southeast US advisory team for D. A. Davidson that quickly climbed the M&A league tables. Prior to that, he served as Principal and Co-Founder of The Burke Group, LLC, and was a Managing Director in the Financial Institutions Group banking practice at Morgan Keegan & Co., which was acquired by Raymond James. He has also held positions at FSI Capital, SunTrust Robinson Humphrey, Inc., and Bank of America, formerly known as NationsBank.

Bill has served as an instructor for the Federal Financial Institutions Examination Council (FFIEC) in Washington, D.C., and as an expert witness on securities matters to the banking industry. He is also a frequent speaker at banking industry conferences on mergers and acquisitions and private capital raising. Bill currently serves as a member of the Banking and Financial Services Program Advisory Committee at Eastern Kentucky University and as a board member for profit entities. He has held his Series 7, 24 and 63. Bill holds a master's degree in finance from Boston College and a bachelor's degree in finance and insurance from Eastern Kentucky University.

Sal Inserra
Senior Advisor,
Bank Director

Over 35 Years in Public Accounting

Sal Inserra is a seasoned audit and advisory professional with over 35 years of experience in public accounting, specializing in the financial services industry and public companies. As a retired Partner from Crowe LLP, one of the largest public accounting, consulting, and technology firms in the United States, Sal led complex audit engagements for major financial institutions and provided strategic counsel on regulatory compliance and risk management.

Throughout his career, Sal has developed deep expertise in auditing practices, particularly in areas critical to the banking sector. He has extensive experience with SEC reporting, internal controls and regulatory compliance for both public and private financial institutions. Sal's insights on emerging auditing trends and regulatory changes have made him a sought-after speaker at industry conferences and seminars.

With his strategic mindset, deep industry knowledge, and commitment to innovation, Sal is well-positioned to provide valuable insights to boards navigating the complex landscape of financial reporting, risk management, and regulatory compliance. He looks to leverage his expertise to help organizations strengthen their governance practices and drive long-term value for stakeholders.

Sal holds a Bachelor's degree in Business Administration from the City University of New York. He is a Certified Public Accountant (CPA) licensed in New York and a member of the AICPA.

Michelle King
CEO,
Bank Director

Over 20 Years in Banking

Michelle King is CEO of Bank Director and FinXTech. In this role, she is responsible for overseeing the strategy and financial performance of the company. Michelle joined Bank Director in 2011. She is focused on leading the company's efforts to reach senior bank executives and board members along with corporate clients and prospective clients. In addition, she frequently meets with CEOs, chairs of the board, c-level executives and members of the board to provide services and support to these officers and directors. Michelle is a member of the Bank Director board and serves on the Executive Committee.

Michelle started her career in 1988 with a small community bank in Franklin, TN. During her tenure with the bank, she was a part of five acquisitions – the final acquisition led to her position at Bank of America in their marketing department for the state of Tennessee. A graduate of the Southeastern Consumer Banking School, Michelle spent much of her career working in the consumer banking division, holding roles in consumer lending and retail banking, and in the bank's, Bank-at-Work department.

Jack Milligan
Editor-At-Large,
Bank Director
Magazine

Over 40 Years in Board Governance

Jack Milligan is the Editor-At-Large of *Bank Director* magazine, a position to which he brings over 40 years of experience in financial journalism organizations. Jack contributes to Bank Director's editorial coverage and leads its director training efforts. In 2022, Jack developed Bank Director's Director Certification Program to bring much-needed governance training to bank boards.

Jack is a nationally recognized speaker at financial industry conferences. Over Jack's tenure, he has interviewed some of the most notable bank CEOs and senior leaders in the financial industry. Jack received his master's degree in Journalism from The Ohio State University.

Jim McAlpin
Board Member,
Bank Director

Over 35 Years in Corporate & Business Law

Jim McAlpin has over thirty five years of experience in advising leaders of financial institutions and boards of directors on strategic, regulatory and corporate governance matters. His corporate governance expertise is based on decades of being in boardrooms to assist clients with mergers and acquisitions, capital and debt issuances, strategic planning and succession planning. Jim has a deep understanding of the duties, responsibilities and fiduciary obligations of directors and an ability to explain these duties in "plain English." A passion for Jim at this stage of his career is helping good boards become great boards through a process of learning, engagement and intentional choices.

Jim currently serves on the board of Bank Director. He also serves on the boards of two mid-sized banks. He is a nationally recognized speaker at financial industry conferences and contributes regularly to publications on bank and corporate governance related topics. He is also often quoted in banking industry publications.

Jim served as Chairman of Powell Goldstein LLP from March 2004 until its combination with Bryan Cave LLP in January 2009. He subsequently served on the Executive Committee of Bryan Cave until October 2014.

Jim was the leader of the firm's Banking Practice Group from 2011 until 2022. He received a J.D. from the University of Alabama in 1984, where he was an editor on the Alabama Law Review, and graduated, cum laude, from the University of Alabama in 1981 with a B.S. in Business Administration.

Jackie Wall
Vice President,
Bank Director

Over 7 Years Analyzing Bank Board Performance

Jackie Wall is the Vice President for Bank Director. As the primary point of contact for board members utilizing Bank Director's resources, she is responsible for leading the company's education and training efforts. In addition, Jackie works closely with boards and CEOs on developing, analyzing and initiating Board Performance Surveys.

Prior to joining Bank Director, Jackie worked as an Account Manager at Chatter Buzz Media, a digital marketing agency in Orlando, Florida. Jackie received her bachelor's degree in Speech Communication from Millersville University.

+ 40 Years
in Board Governance

+ 35 Years
in Public Accounting

+ 35 Years
in Corporate & Business Law

+ 30 Years
in Investment Banking

+ 20 Years
in Banking

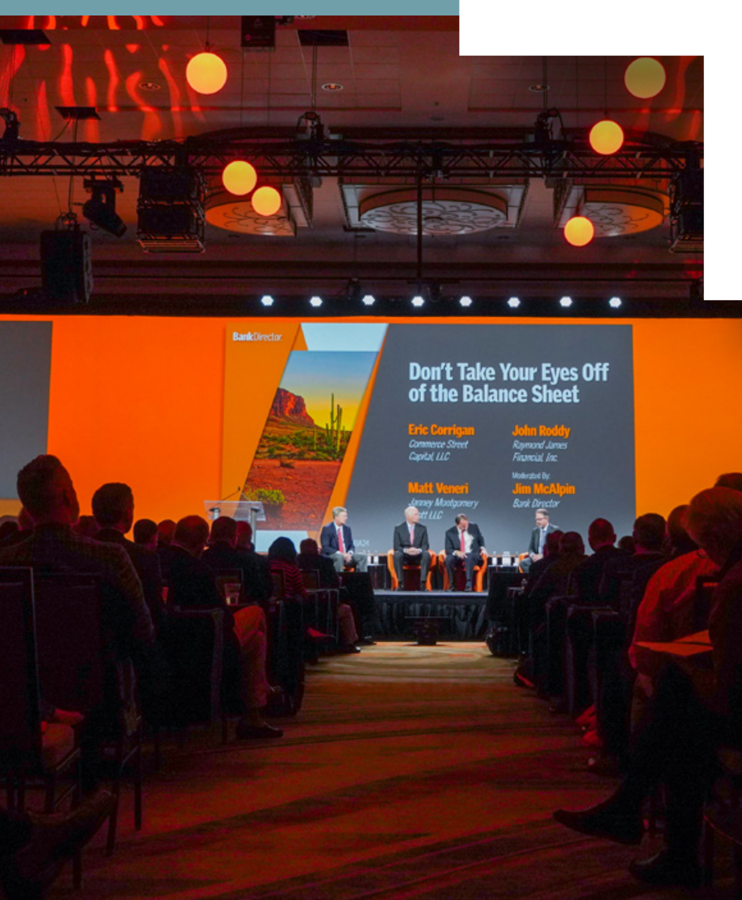
+ 7 Years
analyzing Bank Board Performance

+ BDPlus Additional Resources

- Online Training Video Series & Learning Management Platform
- Exclusive Content, Videos & Conference Materials
- Annual Board Performance Survey: Distribution and Analysis
- Exclusive Bank Director Research Data
- Regularly Updated Board Structure Guidelines
- Glossary of Bank Terms
- Special Rates to Bank Director Conferences
- Board Subscription to *Bank Director* Magazine
- Access to FinXTech Connect, Our Online Platform of Vetted Technology Companies

› **Online Training Video Series & Learning Management Platform**

Board Subscription to *Bank Director* Magazine



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