

FORWARD

DRIVING TODAY. OWNING TOMORROW.

February 25-27, 2026
Fairmont Scottsdale Princess

Wednesday, February 25

11:00 AM – 3:00 PM	Arrivals, Registration, TM Expo & Gifting Experience	Princess East Foyer
3:00 – 3:10 PM	Welcome Comments – Steve Curley	Princess Ballroom
3:10 – 4:00 PM	Tomorrow in Motion: How Digital Assets Drive What's Next <i>How WA will serve the tokenized and digital world with a wallet for the next stage of growth in the digital financial ecosystem.</i> Presenter: Dale Gibbons & David Fragale	
4:00 – 4:45 PM	From Possibility to Performance: The Bank's AI Roadmap for Value Creation <i>AI presents a powerful opportunity to transform how we work, serve our clients and scale our capabilities. In this session, we'll share the bank's strategic AI roadmap - how we are identifying, assessing and prioritizing use cases to deliver tangible business value, while aligning people, process and technology to responsibly advance AI across the enterprise.</i> Presenters: Sonny Sonnenstein, Kevin Ng, Craig Lee Huntington	
4:45 – 4:50 PM	WABPAC: Celebrating Success <i>A brief update on WABPAC's growth, strategic importance and enhanced charity match program.</i> Presenters: Tim Boothe & Josh Denney	
4:50 – 5:45 PM	Welcome Reception, Networking & Cocktails	Sonoran Landing
5:45 – 7:00 PM	Driving Today to Own Tomorrow Welcome Dinner & Keynote Speaker – Nick Fry (Introduced by Tim Bruckner) <i>Nick Fry is the Non-Executive Chairman of McLaren Applied and Former CEO of Mercedes AMG Petronas F1 team. Nick demonstrates how the leadership, culture and fast decision making necessary to succeed in the world of Formula One can be utilized in every business to drive today and own tomorrow.</i>	Princess Ballroom
7:00 – 8:00 PM	Dinner	
7:45 – 8:30 PM	People Behind the Numbers Awards	
8:30 PM	After-Dinner Networking & Cocktails	The Plaza Bar

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Thursday, February 26

7:00 – 8:30 AM	Breakfast	Princess Plaza
8:30 – 9:30 AM	Opening Remarks – Ken Vecchione <i>How we're driving today to succeed, not just in today's operating landscape but to <u>own</u> tomorrow through our strategic objectives.</i>	Princess Ballroom
9:30 – 10:15 AM	Company Financial Update – Vishal Idnani	
10:15 – 11:15 AM	Purpose-Driven Leadership: The Competitive Edge for Tomorrow's Success Keynote Speaker: Paul Epstein (Introduced by Dale Gibbons) <i>Paul Epstein is a former NFL and NBA executive and bestselling author of The Power of Playing Offense. Over nearly 15 years, he helped move NBA teams from the bottom to the top in revenue, set Super Bowl premium sales records, opened a billion-dollar stadium and founded the 49ers Talent Academy, earning the nickname "Why Coach."</i>	
11:15 AM – 12:00 PM	Local Touch, National Reach: How We Succeed Today to Own Tomorrow <i>A holistic approach to banking relationships and sector expertise, emphasizing cross-selling, tailored product innovation, organic growth, branch expansion and how we compete successfully with the "big guys".</i> Panelists: Kristen Hillenbrand, Leo Munoz, Mark Roberts Moderated by: Tim Bruckner	
12:00 – 12:15 PM	AI in Action: Shaping Client Data into Client Value <i>How WA's early adoption of AI is building data intelligence into its operations by turning everyday client information into practical, measurable value that can support the next generation of client needs.</i> Presenter: Jocelyn Lynch & Tim Daly	
12:15 – 1:15 PM	Lunch	Princess Plaza
1:15 – 2:00 PM	Expanding Fee Income to Fuel our Future <i>How WA will grow recurring fee income by strengthening core treasury management and creatively leveraging non-traditional sources like WATC, DST, Lender Finance and Digital Assets.</i> Panelists: Jocelyn Lynch, Brent Edgecumbe, Francesca Castagnola, Conor Ferguson, Pete Karabatos Moderated by: Steve Curley	Princess Ballroom
2:00 – 2:15 PM	AI in Action: Transforming Vendor Risk Management <i>A look at how WA is utilizing AI-driven document processing to deliver both financial and operational returns through improved turnaround times, reducing external spend and creating more efficiencies.</i> Presenters: Carl Miller & Mike Lynch	

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Thursday, February 26 – Cont.

2:15 – 2:45 PM	Driving Digital Transformation: WA's Journey to Lifelong Client Relationships <i>WA is advancing its digital transformation by leveraging platforms like Digital Account Opening (DAO) and Digital Banking (Q2) to enhance Consumer and Small Business experiences, deepen client relationships and accelerate ongoing innovation.</i> Presenters: Matt Benidt & Elise Yung	Princess Ballroom
2:45 – 3:00 PM	Break	Princess East Foyer
3:00 – 3:30 PM	AI in Action: Powering Productivity with Copilot <i>In a fast-moving era where personalization and precision are key, Copilot boosts creativity and efficiency. See how marketing uses it to brainstorm faster, refine messaging and streamline tasks—and how these workflows can help teams across the bank work smarter.</i> Presenter: Stephanie Whitlow	Princess Ballroom
3:30 – 4:00 PM	Owning Tomorrow Through Top Talent <i>A look into how WA continues to develop the people we have today and what attracts top talent to WA, giving us the competitive advantage to grow tomorrow.</i> Fireside Chat: Jennifer Hwang, Nick Wanat, Dan Blanding, Heather Kelly Moderated by: Barbara Kennedy	
4:00 – 5:00 PM	Forward Intelligence: Leading in the Age of Data and AI Keynote Speaker: Cassie Kozyrkov (Introduced by Emily Nachlas) <i>Cassie Kozyrkov is the CEO of Kozyrkov, an AI Luminary and Former Chief Decision Scientist for Google. Cassie Kozyrkov, the architect of Google's AI-first transformation, challenges leaders to rethink what it means to lead in the AI era. She shares innovative strategies for embedding AI into the fabric of your company, transforming not just how you work but what you can achieve.</i>	
5:00 – 5:10 PM	Western Alliance 100 Event Preview <i>A sneak peek into our inaugural Western Alliance 100 event taking place this October in Scottsdale bringing together top clients from across the Bank.</i> Presenter: Tim Boothe	
5:10 – 6:00 PM	Break	On Own
6:00 – 9:00 PM	Cocktail Reception & Dinner	Lagoon Lawn

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Friday, February 27

7:00 – 8:30 AM	Breakfast	Princess Plaza
8:30 – 9:00 AM	Retirement Tribute Presented by: Tim Bruckner	Princess Ballroom
9:00 – 9:30 AM	Built for Speed, Designed for Trust: Innovating Without Compromise <i>As WA accelerates into our next stage of growth, disciplined operational excellence and bold technology innovation are powering our momentum. By modernizing platforms, simplifying our architecture and embedding intelligent capabilities across operations, we're positioning the organization to innovate faster, operate safer and fuel sustainable long-term growth in an increasingly digital financial landscape.</i> Presenters: Sonny Sonnenstein	
9:30 – 9:45 AM	Break	
9:45 – 11:00 AM	Pedaling Forward: Turning Leadership into Impact <i>Put leadership into motion – literally. In this hands-on service experience, teams will assemble bicycles for local kids and families in need, turning collaboration and problem-solving into immediate community impact. You'll practice clear communication, role clarity, quality control – and agility – skills that translate directly to how we deliver results at work.</i> Moderated by: Jessica Jarvi	Princess Ballroom
11:00 AM – 12:00 PM	Executive Q&A and Closing Remarks Panelists: Ken Vecchione, Dale Gibbons, Vishal Idnani, Lynne Herndon, Tim Bruckner, Steve Curley Moderated by: Tim Boothe	
12:00 – 1:00 PM	Lunch	Princess Plaza
1:00 PM	Departures	