Spring Programs for Technology Management and HR Leadership Filling Quickly – Deadlines Soon

The Bank Technology Management School (March 31 – April 5, 2019) and the Human Resource Management School (April 7-12, 2019) are both filling quickly! Application deadlines are 30 days prior to the program start dated, so we encourage interested bankers to apply now for these prestigious programs.

GSB 75th Homecoming – Celebrate Innovation

Join other GSB alumni and financial industry professionals for a special bank management forum as part of GSB’s 75th anniversary session. Enrollment is strictly limited so please register early.

We’ve developed an outstanding 2 ½ day program with some of GSB’s most popular, highly-rated instructors who’ll share timely, practical and actionable solutions to some of today’s top competitive challenges, including:

- **Incorporating Innovation into Your Bank’s Strategic Plan** with JP Nicols, FinTech Forge
- **5 Strategies Most Important for Long Term Survival...and Top Quartile Performance!** with Terry Saber, Saber Advisory Group
- **Economic Update** with Jim Johannes, University of Wisconsin
- **Banking Your Most Profitable Client - the Closely-Held Business** with Steve LeFever, Profit Mastery
- **A Look at the Digital Evolution and What’s Ahead** with Eric Cook, WSI Digital Marketing

You’ll find detailed descriptions of these presentations on the GSB website as well as a detailed program schedule to help you choose the best program option for your needs.

Of course, no homecoming would be complete without an array of networking and social events! So, we’ve structured the program with classes in the morning and afternoons open to leave plenty of time for networking and fun-filled local excursions in and around Madison. We’re planning some great social events and look forward to welcoming you to Madison!
Alumni Spotlight: Mike Steelman

An attorney by trade, Mike Steelman turned a crisis into a career.

The young husband and father had attended Western Illinois University on the GI Bill, followed by law school, while working at night. By the early ’80s, he had started a private practice in Bushnell, Ill., focusing on criminal and trial work.

And then he answered a call to assist his local community bank during the ag crisis.

“They were having lots of problems, lots of challenges, and they asked me to come over full time to help them out. I knew all those folks and I agreed to do that for a time,” he said.

The chairman of the bank asked him to stay, and he did. “Those were very difficult years for our customers, for our farmers, and we had to make hard decisions,” Steelman said. “Once you get through it, customers remember your efforts to help them. It’s a life-learning experience and pays dividends for your customers and for your bank.”

In 2001, he became chief executive officer and chairman of Farmers and Merchants State Bank of Bushnell and its holding company, Prairieland Bancorp Inc.

‘A Challenge and a Treat’
Several years into his banking career, Steelman attended GSB at the University of Wisconsin-Madison.

“The Farin classes were always a challenge and a treat,” he said. “And, you know, just being there with other bankers was just about as important as the classes.”

Steelman graduated in 1994. He’s one of four GSB graduates among his bank’s 23 employees, with one serving on the GSB Banker Advisory Board. Another employee is attending now.

“GSB has been very valuable for my banking career,” he said. “That’s why we try to stay involved and really encourage our people to attend.”

Involvement Beyond the Bank
Steelman stays involved in the industry and in the community in many ways, most notably as a member director of the Federal Home Loan Bank of Chicago since 2011. He’s the current chairman of the board.

“It’s a great, well-run, member-focused bank,” he said. “We have banks, insurance companies, credit unions, thrifts all in this together to help the home loan markets. We give large amounts

of money for affordable housing in Wisconsin and Illinois, and we have liquidity available for our members when they need it.”

As part of his role with FHLB-Chicago and as a member of his state banking trade associations, Steelman regularly travels to Washington, D.C. to speak with regulators and legislators. He believes it’s important to offer his perspective on topics such as regulatory burden and competition from Farm Credit, especially as the leader of a $70 million bank with a strong focus on ag lending.

At the local level, Steelman serves as director and secretary of the Bushnell Economic Development Corporation, which is focused on buying back and rehabilitating downtown buildings. He also serves on the board of directors for the Western Illinois University Foundation.

He and his wife, Laura, have been married for 50 years, having first met in first grade. They have a daughter, Lainie, who is a teacher in the Peace Corps, stationed in the Caribbean in Saint Vincent and the Grenadines. Still at home is their five-year-old Golden Doodle, Shakespeare, who loves to go on walks.

Today, the former attorney still does pro bono legal work for people in need. “I haven’t charged a fee in 20-plus years,” he said.

Scholarship Deadlines Approaching – Don’t Leave Money on the Table

Scholarships for the Graduate School of Banking and the Human Resource Management School remain available in several states and additional at-large awards exist nationwide. Scholarships pay approximately one-third of the tuition to these prestigious schools; given that the scholarship application process is simple and convenient, we urge all new, incoming students in these programs to take advantage of this opportunity. Visit the GSB website for details and to apply.

Mike Steelman, Chairman and Chief Executive Officer, Farmers and Merchants State Bank of Bushnell, Bushnell, Illinois

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For additional information—including detailed seminar descriptions and presenter bios—and to register online, please visit [http://gsb.virtualvenues.com/store](http://gsb.virtualvenues.com/store)

**Top Strategies for Community Banks in 2019**  
with Philip Smith, on February 5 from 10:00-11:00 am CT

**Business Law Basics and Lender Liability**  
with David Osburn, on February 5 from 10:00-11:30 am CT

**Analyzing the Company’s Liquidity Using the Cash Conversion Cycle**  
with David Osburn, on February 5 from 2:00-3:30 pm CT

**Loan Structure, Documentation and Compliance Training - a Comprehensive Approach**  
with David Osburn, on February 6 from 10:00-11:30 am CT

**Becoming an Employer of Choice**  
with Ann Knutson, on February 6 from 10:00-11:30 am CT

**Analyzing the Company’s Liquidity Using the Cash Conversion Cycle**  
with David Osburn, on February 5 from 2:00-3:30 pm CT

**Cash Management: How Sales, Operations and Technology Can Work Together to Generate More Fee Income**  
with Marcia Malzahn, on February 7 from 2:00-3:30 pm CT

**Compelling Advertising for Community Banks**  
with Tom Hershberger, on February 14 from 2:00-3:30 pm CT

**Building an Effective Marketing Plan**  
with Tom Hershberger, on February 14 from 10:00-11:30 am CT

**Cybersecurity 101 - Board Basics**  
with Chad Knutson, on February 15 from 10:00-11:30 am CT

**Commercial Real Estate Cash Flow: Analyzing Income-Producing or Rental Real Estate, Plus Global Cash Flow Issues**  
with Richard Hamm, on February 19, 26, March 5 & 12 from 8:30-10:00 am CT

**Commercial Real Estate Appraisals: Reviewing and Interpreting**  
with Richard Hamm, on February 19, 26, March 5 & 12 from 10:30 am - 12:00 pm CT

**Developing Personal and Global Cash Flow from Tax Returns**  
with Richard Hamm, on February 19, 26, March 5 & 12 from 1:00-2:30 pm CT

**Building a Recognition Program for Success**  
with Ann Knutson, on February 20 from 10:00-11:00 am CT

**Growing Long-Term Retail Deposits – General Overview**  
with Neil Stanley, on February 21 from 2:00-3:00 pm CT

**Enhancing the Customer Experience**  
with Jill Slupe, on February 21 from 2:00-3:00 pm CT

**Key Ratio Analysis: Calculating and Interpreting the Numbers Correctly**  
with David Osburn, on February 26 from 10:00-11:30 am CT

**Basic Estate Planning and Estate Settlement**  
with Jim Lethert, on February 26 from 10:00-11:30 am CT

**Growing Long-Term Retail Deposits - Overview for Front-Line Bankers**  
with Neil Stanley, on February 28 from 2:00-3:00 pm CT