The Graduate School of Banking is pleased to enhance its curriculum with keynote speakers who provide an engaging look at various leadership topics. These value-added programs, held at the beautiful Gordon Dining and Event Center on the UW campus, round out an exceptional learning experience. We’re excited to celebrate GSB’s 75th Anniversary Session with these exceptional presenters:

**2019 Economic Update**

Jim Johannes,
Senior Associate Dean for Faculty and Research, Director of Puelicher Center for Banking Education, Aschenbrener Chair in Finance, Graduate School of Banking-Prochnow Professor of Banking

Back by popular demand, we are pleased to present this engaging session with Jim Johannes, one of GSB’s most popular faculty members—and one of the nation’s most respected economists. Bankers will enjoy an insightful look at the current state of our economy from a contemporary and historical perspective and discover what it means to their bank and the industry. Johannes has published widely on the money supply, monetary policy and banking and consistently earns top ratings from our students. Born and raised in Milwaukee, Jim received his B.A., M.S. and Ph.D. degrees in economics from the University of Wisconsin-Madison.

**Make Some Noise: Open The Throttle & Dominate Your Marketplace**

Ken Schmidt,
Former Director of Communications Strategy for Harley-Davidson Motor Company, Author of Make Some Noise, & Brand Visionary

Ken Schmidt’s keynote is a fascinating story of how businesses of any size and scope can—by focusing on understanding and harnessing the most basic drivers of human behavior—improve their competitiveness and avoid margin-killing commoditization in even the most difficult marketing environments. The road to building a fanatically vocal customer base, creating a passionately loyal corporate culture, and developing leaders who inspire and motivate starts here. Schmidt challenges audiences to consider what they are willing to do today that is different than what they did yesterday, for the people who can put them out of business tomorrow. One of GSB’s most popular and highly-rated keynote speakers, Ken is sure to provide a high-energy and engaging look at how you can make some noise for your bank!
Enrique Venegas, executive vice president and chief credit officer of North American Savings Bank, Kansas City, Missouri, believes that professional success entails much more than individual pursuits. It also includes giving back and paying it forward.

The 2013 GSB graduate immigrated to the U.S. from Santiago, Chile, to attend college at the age of 20 with only two suitcases, his ambition and $5,000 dollars.

“I didn’t have a family that sponsored me here or a last name that carried weight or connections in the industry to get me a job,” he says. Venegas admits that his tenacity carried with it a vehemence that if he could begin his career as teller making minimum wage and make it all the way to the C-level of a $2 billion dollars in assets bank, then anyone could. He says that he has softened over time acknowledging that even if people are presented with opportunities, not everyone has the fortitude to excel.

This revelation came, after noting the diversity of backgrounds and levels of career experience at GSB, as one of his top takeaways, resulting in his mission to pay it forward. “I try to pay it forward, both on a personal and professional level,” Venegas says. “If you’re lucky enough to do well, it’s your responsibility to send the elevator back down”. And in this vein, Venegas plans to make GSB attendance a regular part of the personal development track for his leadership team.

“Some have been working for me now for a while and they have tremendous amounts of technical abilities, and a lot of potential to continue to develop,” he says. “On the other hand, there is a need for them to be challenged, to think more strategically, to gain a broader understanding of the industry, and to continue to further develop their leadership skills. Two years ago, I made the commitment to send one of my leaders to GSB, whom will be soon graduating, and has gain tremendous amount of knowledge. Next year my plan is to send someone else.”

Venegas praises the GSB program with laying out an end-to-end process, allowing students to not only get a comprehensive overview of all areas of banking but also providing a leadership component.

“I attended GSB to challenge myself,” he says. “It really challenged me to think more broadly as far as all the moving parts and pieces of banking, and the industry in general. It taught me to focus on what’s important, to understand the importance of framework for risk management, organizational structure, but above all, about leadership.”

Equally as memorable for Venegas were the relationships he established. “It’s the people that you get to know and the relationships that you get to build,” he says. “Many of them go from a professional relationship to a friendship. Over time we don’t call each other that much or touch base, but I reach out to some of them on a professional or personal basis, every year. And, even if we don’t [speak], I feel that we’ve created this relationship that if we did not speak for years and were to meet again, it would be like time didn’t pass.”

The emphasis on relationships also extends to his relationships with his banking community. He stresses that beyond the importance of profits or returns is to be kind, gentle and treat others the way that you’d expect to be treated.

“Bankers have the stereotype of being largely focused about returns—and we are—but that doesn’t mean that you don’t care about people,” Venegas says. “That doesn’t mean that you don’t treat people with respect, compassion, and to always assume positive intent.”

If you ask Venegas what he discovered about himself during his time at GSB, he’ll tell you unabashedly how much he missed the time away from his family with whom he enjoys spending time when away from the office.

He does a lot of biking, hiking, and spending time with his nine-year-old son Gabriel, who races competitive go carts, and seven-year-old Isabella who enjoys playing chess, drawing, and painting with her father. Having grown up near the Andes Mountains, Venegas once claimed sky diving and rock climbing among other activities, but says that now as a husband and father he derives the most satisfaction from spending time outside with his children and wife, Amanda, camping, gardening, and at the lake. However, he confides that the most therapeutic activity for him now is mowing the yard.

“In my current role, I feel like it is a never-ending process. There is always a new challenge, new regulations, a new project or initiative, so you never quite get the sense of accomplishment,” he says. “You can get little things like mowing the lawn done in an hour or two, so there’s a sense of accomplishment and I enjoy that.”
To celebrate GSB’s milestone anniversary we’re hosting a GSB Homecoming, August 4-7, 2019, in Madison and we invite alumni and others to join us for a terrific educational program, fun-filled social and networking events and an opportunity to spend time reconnecting with old friends. You’ll find details here - but highlights include:

- insights from JP Nicols on incorporating innovation into your bank’s strategic plan;
- an economic update with Jim Johannes;
- an evening keynote by former Harley Davidson executive Ken Schmidt, one of GSB’s most highly-rated speakers on branding and leadership, back by popular demand;
- strategies for sustainable profitability growth with Terry Saber;
- and, a warm welcome and the chance to spend quality time with colleagues.

Plus, you can extend and enjoy an additional bonus option that features Steve LeFever on banking the closely-held small business, Eric Cook with a look at what’s ahead in the digital evolution and the chance to take elective courses in the graduate school on a range of important topics.

We’ve built in plenty of social time – enjoy time with friends at UW Memorial Union or play a round at the optional golf outing at the beautiful University Ridge Golf Course. We have big things planned – but it won’t be the same without you!

This event is limited to 75 bankers and we expect a sell-out, that’s why we’re accepting applications only from alumni of GSB residential programs until March 15; after that, if space remains, we’ll open the program to other banking professionals—we strongly encourage alumni to register now for priority enrollment.

We hope you’ll decide to “come home” to Madison for what is sure to be an exceptional learning and networking event in celebration of 75 years at GSB!
Online Seminars Offer Flexible, Affordable Education

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

Growing Long-Term Retail Deposits – Overview of Advanced Managerial Approaches

Creating the Right Enterprise Risk Management (ERM) Program for YOUR Community Bank

Has Your Fraud IQ Kept Pace with Your Fraud Risk?

How to Craft an Effective Commercial Loan Write-Up

Developing a Leadership vs Managership Approach

How to Craft Your Pitch

Developing an Enterprise-Wide Risk Assessment

Landscape of Agriculture Today and Tomorrow

SBA 7(a) Loan Guaranty Program

Assisting Managers with Conflict Resolution

SBA CDC/504 Loan Guaranty Program

SBA Express Loan Programs

Attacking the Human Element - Social Engineering

Loan Committee Presentation Skill Training

Three Key Risk Assessments in Your ERM Program - ERM, IT, and Internal Controls

Advanced Financial Statement Analysis

The World of Trusts for Bankers

Growing Long-Term Retail Deposits - Uber-izing Design of Bank Deposit Vehicles

Community Bank Capital Raising Simplified

LinkedIn Value Strategies

Advanced Cash Flow Analysis

Commercial Construction Loans: Administering and Monitoring

C&I Business Cash Flow Basics and Global Cash Flow Integration Issues for Lenders and Analysts

Understanding C&I Loan Structuring, Loan Agreements and Covenants

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Community Bank Mergers and Acquisitions Simplified

Evolution of Ransomware

Growing Long-Term Retail Deposits - Withdrawal-Only Deposit Accounts

Predicting Future Job Performance through Behavioral Based Interviews

Mentoring Relationships - How Having a Mentor and Being a Mentor Helps You Succeed in Your Career

Growing Long-Term Retail Deposits - Misunderstood Opportunities in Early Withdrawal Penalties

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