



GSB—WHERE BANKING AND LEADERSHIP COME TOGETHER

APPLY NOW

2017 GSB Distinguished Speaker Series Lineup Announced

The Graduate School of Banking is pleased to enhance its curriculum with a series of keynote speakers, included in tuition at no additional charge -- addressing timely, relevant banking and 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 pleased to announce our 2017 speaker lineup -- including Steve Gilliland, who received a standing ovation from GSB students several years ago, and Phillip Van Hooser, who shares his insights gained from his leadership roles in Fortune 500 organizations.

Monday, July 31

Making a Difference – A Matter of Purpose, Passion & Pride

Steve Gilliland, Accomplished Author and Popular Keynote Speaker



A member of the Speaker Hall of Fame, Steve Gilliland is one of the most in-demand and top-rated speakers in the world. Recognized as a master storyteller and brilliant comedian, he can be heard daily on SiriusXM Radio's Laugh USA. With an appeal that transcends barriers of

age, culture and occupation—plus an interactive and entertaining style—Steve shows audiences how to open doors to success in their careers, their relationships and their lives.

Sharing his inspiring message of purpose, passion and pride, this presentation will focus on the conscious choices we make every day that impact the lives of others. Making a Difference is an eye-opening and heartfelt keynote detailed how to positively influence people in every imaginable way, regardless of position or status. Each of us has the potential to transform the culture of an organization through our actions and attitude. While we don't always know what challenges face the people we meet every day, we do have the power to bring them hope. That hope can multiply and spread exponentially ... the essential, motivating truth behind Making a Difference!

Monday, August 7

Professionalism Is a Choice – Is the “Good Enough” Mentality Costing You Money, Market Share & Reputation?

Phillip Van Hooser, MBA, CSP, CPAE, Leadership Keynote Speaker, Trainer & Author



From FORTUNE 500 manufacturing, community banking, and boardroom leadership, Phillip Van Hooser's practical, plainspoken experience equips and inspires emerging and experienced leaders.

Each day, employees, managers, executives and leaders at all levels — regardless the industry — make choices that speak volumes about their professionalism. Choices and actions that either say, “I am a professional” or “I think I am good enough to get by.” The “good enough” mentality is a costly one for organizations and individuals when quality and productivity falter or fall below acceptable standards; if operating procedures are skimmed over inviting accidents and down time lawsuits and fines result from regulations and lawful practices that are discounted; opportunities are missed because of an apathetic sense of urgency; or, reputation and standing in the market place are diminished by unethical decisions. [View a video message](#) from the presenter about his GSB keynote, which will help bankers learn:

- The value of guarding their reputation
- How to solve problems rather than assign blame
- Why integrity cannot be compromised — ever
- How to reverse the negative habits of whining and whispering
- The personal and professional costs of immoral or unethical choices
- That perfection is impossible — but excellence and continuous improvement are essential

We Thank Our Sponsors

Special thanks to these generous sponsors for their support of the Distinguished Speaker Series:



DON'T MISS THIS!
Graduate School of Banking
 July 30 - August 11, 2017

Registration deadline is June 15!



GSB Spotlight Profile: Micah Bartlett

This Banker Wants You to Know That Banking is Fun



Micah Bartlett,
CEO of Town and Country Bank

Micah Bartlett, CEO of Town and Country Bank, says there hasn't been a week in his life since the age of 16 that he wasn't employed at a bank. The 2000 GSB graduate got his start as a part-time teller in a tiny bank in central Illinois while in high school. That's when his zeal for the banking industry began and has continued since.

"Having started as a teller at 16, I was always very engaged and passionate about the industry and never really saw it as just a job or a paycheck," he says. "Once I was in it, I was always intellectually curious and wanted to learn more about the industry and to understand the broader context of what we do."

That strong desire to stay abreast of the industry is what led Bartlett to GSB. He says he appreciated that GSB students begin where they are in their knowledge base and are able to round out their education through the program.

"From a tangible perspective, you learn aspects of the business that perhaps you didn't know before," he says. "You have a deeper appreciation for the aspects of lending, asset-liability management, products and different bank business models. The intangible part is having the credential, networking and a higher level of expertise which affords you the opportunity for career ascension and promotions because you have invested in your education."

Bartlett credits GSB for boosting his qualifications to take on more responsibility. A lifelong learner, he says that as he advanced in his roles he always took the initiative to seek out the answers to questions he faced. "Growing up, when I would encounter aspects of the business that I didn't know or didn't feel confident in my knowledge, it bothered me." So rather than blame his superiors for his knowledge gap, he took it upon himself to learn. A CFO at the time, attending GSB was a natural decision.

"When I went to GSB I had a lot of knowledge, but craved being able to understand our bank at a different level," he says. He also craved fresh ideas. "The whole theme of wanting to be substantive, knowledgeable and the 'go-to' person was something that I always wanted to do and probably one of the most important aspects of my career. Going to GSB was certainly part of building that substance."

Having started his career as a teller working back office and operations, he says he didn't have a deep grounding in credit. The classes and projects focusing on the lending area helped him deepen his knowledge and appreciation of what a good bank lending operation is. "That was a key takeaway," he recalls. "I also enjoyed learning deeper ways of doing strategic planning and asset-liability management, as well as getting to know people and hear their stories. I liked being in the classroom interacting with the professors and fellow students."

And one of the instructors who stands out for Bartlett is Tom Farin

from whom he learned asset-liability tactics, pricing tactics and the use of marginal cost analysis. Since he was in a finance role he says he particularly embraced the pricing and asset-liability tactics.

Although there was technical knowledge that he was able to return to his bank and immediately implement, such as in the lending area, bond portfolio management, and asset liability management, he acknowledges that he equally enjoyed the "softer" side of the program such as courses on decision making, analyzing options and management techniques.

This self-professed positive thinker will have an opportunity to give this year's GSB graduates the benefit of his experience as the commencement speaker. Although he hasn't completely solidified his core message yet, he's certain it will revolve around encouraging and motivating the students to find their "thing" and to understand the importance of the industry and why what they do matters.

"They should find ways to make it [the profession] more and more meaningful," he says. As the current chairman of Illinois Bankers



Micah with his family

Association (IBA), the theme of his speech to his colleagues was "banking is fun." He may or may not evoke that. "I acknowledge that everyone may not feel that way," he says. "I really believe in the power of positive thinking. If you wake up every day and declare that what you do is fun and what you do matters, you're much more likely to be in the mindset to make that true and make a difference."

As chairman of the IBA, member of the ABA's Community Banker Council, and a past advisory director for the Federal Reserve Bank of Chicago, Bartlett is very involved in the industry. This has shaped his perspective of his profession as being fun. "I love that we get to live vicariously through our customers and share in their success, whether it's consumers or businesses," he says. "We get to see how they manage their own lives and make their financial way in the world, particularly small businesses. We get to see how entrepreneurs had a dream and created it. We learn whether it worked or not. We get to have a front row seat," he says.

Continued on page 4 ...

Financial Managers School Experiencing Strong Enrollment

September 10-15, 2017 • Madison, Wis.

PRESENTED BY

FMS | Financial
Managers
Society

AND



The Financial Managers School, which is currently enrolling participants for the fall session to be held in September, is showing robust enrollment in 2017. The program, which is co-sponsored by the Graduate School of Banking and the Financial Managers Society, has limited space still available – those interested in attending are encouraged to enroll early. Designed by experienced CFOs especially for financial managers, this week-long school shares best practices and provides community financial institution managers the tools needed to build a solid foundation in asset/liability management. Those who participate will learn how to:

- Develop an effective capital planning strategy
- Acquire the tools to successfully manage the A/L function of a financial institution
- Find proven solutions to today's complex challenges from an experienced faculty
- Hone your skills with a comprehensive curriculum that includes an in-depth study of key financial management areas
- Create career-long relationships with like-minded colleagues ■



Comments from 2016 Participants

"I thought the training was fantastic. Being new to the CFO role, this is exactly the sort of training I was looking for. I knew I had some gaps in my knowledge base, and the Financial Managers School really helped me to see the whole picture of the CFO role."

"I am a GSB graduate and I learned a lot from the Graduate School of Banking program. As a GSB alumnus, I recently attended the Financial Managers School. It was an excellent complement to GSB."

"The financial challenges of running a bank as well as the challenge in finding out ways to fund banks at a reasonable cost are increasing. The Financial Managers School allowed me to take away some new ideas that will help our bank better in the future."

Register Now - Bank Technology Security School

October 15 - 20, 2017 | Dex Media Center, Dallas, Texas

Applications are currently being accepted for the Bank Technology Security School, being held in Dallas, Texas, in October. Information security professionals from banks nationwide are encouraged to attend this exceptional one-week school that includes practical, daily hands-on labs that will allow cyber professionals to work with learned concepts in real-world situations involving network penetration and web hacking. The program's curriculum features two core areas of study—the business of banking and offensive and defensive IT security measures.



The program's curriculum features two core areas of study—the business of banking and offensive and defensive IT security measures.

IT Security Curriculum

- Security Breaches, Laws and Regulations
- Information Security Management
- Virtualization
- Network Defense
- Mobile and Wireless Security Defense
- Network Penetration/Testing and Ethical Web Hacking

Business of Banking Curriculum

- Introduction to the Business of Banking
- Bank Profitability Analysis
- Asset/Liability Management
- Bank Regulatory & Competitive Environment



"Data security is my number one concern as COO and the Bank Technology Security School helped to equip me with the knowledge I need to try and keep my bank secure."

"We will be sending all of our technical employees through GSB Bank Technology Security School. It's the absolute best value, packed with the most pertinent, topical information regarding technology and security in our industry. 5 star value, 5 star content."

Daily Interactive Labs Add Value

This one-week school includes practical, daily hands-on labs that will allow you to work with learned concepts in real-world situations involving network penetration and web hacking. This applied learning is a key benefit of participating.

 Those who've already attended the Graduate School of Banking or GSB Bank Technology Management School may join this program in progress on Monday, bypassing the business of banking curriculum they've already experienced, at a reduced rate. See gsb.org for details.

... continued from page 2.

Bartlett stresses that though he hasn't totally coalesced the message to this year's GSB graduates yet, he's certain it will be pro-banking, pro-individual, positive and encourage them to find what it is that they're passionate about in the industry and make a difference with it.

"Not everyone is going to be the CEO of a bank and get to set the direction for the bank, but they surely get to set the direction for what their life can mean and what they're passionate about," he says. "Whether you look at it at the bank level or the individual level, we all get to decide what our 'thing' is, what we're passionate about and take the resources that we have to make it happen. That's fun to me and I think it's very empowering."

And Bartlett's theme of fun carries over into his personal life as well.

He and his wife Peggy love spending time with their family which includes two young grandsons. Additionally, they enjoy travel as often as they can. He adds that he has a vision of he and his wife sitting in a beautiful setting in a nice winery somewhere sipping wine and listening to music which they do often. He confesses that he enjoys spending time with his wife so much that it means he often has to do the things she enjoys doing such as watching romantic comedies instead of movies of his choice. He's not forced to, but chuckles saying she'd probably fall asleep if they saw his movie of choice.

"I like to have a good time and enjoy life," he says. "I'll do whatever it takes to make that happen, even if that means watching romantic comedies when I'd rather be watching a Bourne movie." ■

Spring Online Seminars Still Available

These valuable programs from the spring series of GSB Online Seminars are available for convenient viewing; register and share recordings with everyone on your team!

To register for any GSB online program, please visit <https://www.gsb.org/online-seminars/choose-seminar.php>



MANAGEMENT:

- The Leadership Effectiveness Loop
- Community Bank Capital Raising Simplified
- Financial Analysis of Community Bank Acquisitions
- Bank Director Training
- Risk Management with an Enterprise Wide Focus

RELATIONSHIP BANKING:

- How to Boost Your Team's Prospecting Results
- How to Build an Employee Referral Program That Works

TECHNOLOGY:

- Gone But Not Forgotten - Tips for Managing Information Before Employees Become Former
- Cyber Incident Response Procedures

GENERAL BANKING:

- The World of Trusts for Bankers
- Landscape of Agriculture Today and Tomorrow
- The Business of Banking: Understanding the Factors that Drive Bank Profitability
- Trusts for Planning, Privacy and Protection

HR MANAGEMENT:

- Building a Recognition Program for Success
- Employment Law Update
- Handling Conflict in the Workplace

LENDING:

- Advanced Tax Return Analysis
- Collateral Evaluation in C&I Lending
- Equipment Finance: Loans and Leases, Plus Capitalization
- Business Cash Flow Basics and Global Cash Flow Integration Issues for Lenders and Analysts
- Commercial Construction Loans: Administering and Monitoring
- Advanced Financial Statement Analysis
- Loan Structure, Documentation and Compliance Training - a Comprehensive Approach



Stay Connected!

Keep your alumni contact information current in the GSB database. An online Alumni Update form is available at <https://www.gsb.org/student-alumni-center/alumni-update-form.php>.