2018 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 2018 speaker lineup:

**MONDAY, JULY 30**

**Business as Unusual: The Big AHA!**  
*Jack Uldrich*

In the near future, the greatest change will be the accelerating rate of change itself. In this enlightening, entertaining and educational session, Jack shares insights from his forthcoming book, Business as Unusual: How to Future-Proof Yourself Against Tomorrow’s Transformational Trends, Today. Specifically, Jack will make attendees aware of the major trends transforming the world of banking; explain why leaders must demonstrate humility in the face of rapidly changing customer expectations and disruptive business models; and then conclude by identifying concrete actions banking leaders can take today in order to future-proof themselves against “the tides of tomorrow.”

Jack Uldrich is a well-recognized global futurist, speaker, and author of eleven books, including a number of award winning best sellers. He is a frequent guest on major media outlets, including CNN, CNBC and National Public Radio. Jack is also an ongoing contributor on emerging technologies and future trends for a number of publications, including The Wall Street Journal, Forbes, Wired Magazine and BusinessWeek.

Jack is a former naval intelligence officer and Defense Department official. He previously served as the director of the Minnesota Office of Strategic and Long-Range Planning. His recent book is Foresight 20/20: A Futurist Explores the Trends Transforming Tomorrow.

**MONDAY, AUGUST 6**

**Grit and Leadership**  
*Shannon Huffman Polson*

From the cockpit to the boardroom, Shannon Huffman Polson shares stories of grit and leadership to help others overcome fear, break through uncertainty, and reach their full potential. Shannon is a woman of many firsts. Among those high points: She is one of the first women to fly Apache combat helicopters in the U.S. Armed Forces, where she served on three continents and led two flight platoons and a line company.

After nearly a decade as an Army officer and attack aviation leader, and later, as a leader and manager in the corporate sector at Guidant and Microsoft, Shannon turned her attention to storytelling, sharing the stories of remarkable leaders and trailblazers through her “Grit Project” and other writing endeavors. Drawing on a distinguished military and corporate career, she reveals her lessons learned and leadership strategies to help you harness your own inner strength, move beyond resistance, and attain your goals. With an emphasis on grit – which she describes as “a dogged determination in the face of difficult circumstances” – she demonstrates how to tap into that passion and resolve so you can face your limitations, own your sense of purpose, and become a leader of greatness.
Fighting the Good Fight

Kurt Herbrechtsmeyer,
GSB Spotlight Profile:
Charles City, Iowa

President and CEO,
First Security Bank & Trust Co.

Although it’s been 16 years since Kurt Herbrechtsmeyer, President and CEO, First Security Bank & Trust Co. Charles City, Iowa, was in a classroom at GSB, he says that not much has changed regarding the issues the banking industry is dealing with and he appreciates that GSB has remained the thought leader in educating bankers.

“It amazes me that the same issues we faced in the early 2000s, we still face today,” he says. “The solutions and the best practices that I learned back then are still very applicable today. They’re still valid, and yet so many banks aren’t employing them [best practices].”

Learning these best practices were critical for Herbrechtsmeyer when, after working for many years as a technology consultant for Arthur Andersen & Company in Chicago and New York, he returned in 1998 to run the bank his family has led for 90 years.

While he acknowledges that there was much he didn’t know and was lacking years and years of experience of being in a bank to build on, attending GSB was freeing to him in that he could look at things at a high level without having to worry about every little detail.

“I certainly learned that I had a lot to learn,” he says. “It was very humbling, but it was also very challenging. I heard a lot of really great ideas and learned things that I needed to bring back to the bank that would be a challenge to get implemented because they weren’t traditional ideas or things that people working in banks were thinking about at the time.” As an example, he mentions taking what he learned at GSB about portfolio analysis and alerting his bank to things that they didn’t see in their analysis.

“That was something very valuable that I was able to bring back that showed some risk in areas we hadn’t perceived before I did that,” he says.

Now Herbrechtsmeyer revels in taking on different challenges. In the prestigious role of chair of the Iowa Bankers Association, he is tackling some of the most important issues facing bankers today, among them legislating tax reform to follow up on what’s going on at the federal level. He sees this as an opportunity for the Iowa banks to educate their customers and legislators on what’s become a trend of federal level. He sees this as an opportunity for the Iowa banks to educate their customers and legislators on what’s become a trend of federal level. He sees this as an opportunity for the Iowa banks to educate their customers and legislators on what’s become a trend of federal level.

Herbrechtsmeyer stresses that these credit unions are not only competing with community banks such as his but also hurting credit unions in the area by raising deposits that he says are funding loans and building branches in the wealthiest parts of the state.

“Our main focus is getting that legislation changed, so that big credit unions that are highly profitable are being treated like banks, and small credit unions and small banks are being treated fairly for what they’re doing.”

Herbrechtsmeyer says the next priority is regulatory reform that would allow community banks to get a little bit closer to the freedom that they once had to make small dollar loans and credit decisions to serve people in small communities, which he says has become very difficult to do.

The ability to make a credit decision based on what you know about a person you know or a neighbor, and to have a presence in your community has somewhat gone away,” he says. “Not to mention that the cost related to making those small dollar loans makes it almost impossible to serve that market. And that’s a real concern because in small communities there’s nobody else to fill that niche that isn’t, unfortunately, somewhat predatory. Trying to keep the community bank model alive is the second piece after the tax reform.”

When Herbrechtsmeyer isn’t busy fighting the good fight for community banks he enjoys kayaking, bicycling, running and the solitude of walking with his dog. Additionally, he, wife Julie and daughter Anna are big Broadway fans and enjoy traveling as a family to New York and around the Midwest to see shows.

Special thanks to our 2018 sponsors for their generous support of the GSB Distinguished Speaker Series.

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Recognizing the appeal and value of an MBA, the Graduate School of Banking at the University of Wisconsin-Madison has joined with the University of Massachusetts Amherst’s Isenberg School of Management (UMass) and the College of Business Administration at the University of Nebraska-Lincoln (UNL). GSB graduates will receive advanced standing in either of these outstanding MBA programs:

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Financial Times ranks the MBA@Nebraska the best value for the money in the U.S., #1 in the world for alumni salary increases and #3 in the world for career services. The MBA@Nebraska is a robust 48 credit hour program (39 for GSB graduates) with multiple specialization options. Nebraska offers five 8-week terms each year, providing the flexibility that busy professionals need to complete their degree and balance their demanding lives. Students with an average of 8 years of work experience join the program from all across the country and the world, providing a rich peer-to-peer learning environment. Engage with Nebraska’s Big Ten business faculty through relevant online classes, access our leading career center and prepare to move your career forward. For more information, please visit business.unl.edu/mba

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WISCONSIN SCHOOL OF BUSINESS CERTIFICATE OF EXECUTIVE LEADERSHIP—ALSO FOR ALUMNI

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MAY 2018

Upcoming Programs by Category (listed in start date order):

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

**Commercial Construction Loans: Administering and Monitoring**
3-part program with Richard Hamm, held on May 1, 8 & 15 from 8:30-10:00 am CT

**Employment Law Update**
3-part program with Patty Wise, held on May 1, 8 & 15 from 9:00-10:30 am CT

**Business Cash Flow Basics and Global Cash Flow Integration Issues for Lenders and Analysts**
3-part program with Richard Hamm, held on May 1, 8 & 15 from 10:30 am-12:00 pm CT

**Understanding C&I Loan Structuring, Loan Agreements and Covenants**
3-part program with Richard Hamm, held on May 1, 8 & 15 from 1:00-2:30 pm CT

**Financial Statement Projections: Tools for Making a Simplified and Effective Forecast**
3-part program with Richard Hamm, held May 1, 8 & 15 from 3:00-4:00 pm CT

**The Business of Banking: Understanding the Factors that Drive Bank Profitability**
3-part program with Rex Bennett, held on May 2, 3 & 4 from 9:30-11:00 am CT

**When a Customer Dies**
with Jim Lethert, on May 3 from 10:00-11:30 am CT

**Key Components and Strategies to a Successful Talent Management Program**
with Marcia Malzahn, on May 10 from 2:00-3:30 pm CT

**Communication Styles at Work**
with Patrice McGuire, on May 11 from 9:30-11:00 am CT

**Optimizing Talent - Bridging the Boomer/Millennial Gap**
with Tom Hershberger, on May 17 from 2:00-3:30 pm CT

**Coaching Prospecting - How to Boost Your Team’s Prospecting Results**
with Ned Miller, on May 21 from 10:00-11:00 am CT

**Loan Documentation for Secured Commercial Lending Transactions**
with David Osburn, on May 21 from 2:00-3:30 pm CT

**Problem Loan Workout in Today’s Market**
with David Osburn, on May 22 from 10:00-11:30 am CT

About The GSB Online Seminar Series

The GSB Online Seminar Series offers a convenient, cost-effective way to access quality educational opportunities. GSB seminars are designed to meet the dynamic learning needs of today’s busy financial professional and are delivered by some of today’s top industry experts. All sessions are recorded, so if you’re unable to attend one of the live presentations, it’s no problem! When you register for a GSB Online Seminar, you’ll have access to the live presentation as well as a recording of the live session in case you are unable to attend the entire program. There is no additional fee to view the recording; it’s included in your registration fee. It’s your choice to attend the live session, view the recording—or do both—based on your schedule. With the GSB Online Seminar Series you’ll benefit from:

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