A diploma from GSB has long been associated with academic rigor—and GSB graduates are recognized as bankers who are knowledgeable and prepared to lead. In addition to a diploma from GSB, the Wisconsin School of Business’ Center for Professional and Executive Development bestows on GSB graduates its prestigious Certificate of Executive Leadership. This distinction showcases the quality of GSB’s outstanding program as recognized by one of the nation’s top business schools. GSB’s reputation for excellence spans three-quarters of a century. We’re immensely proud of the 23,000+ GSB alumni who’ve gone on to hold leadership positions in their banks and communities. As we celebrate our 75th session and look back proudly, and we also look ahead to a bright future in banking. We are enthusiastic about the opportunity to develop the next generation of world-class bank leaders!

The June 1 enrollment deadline is fast approaching! We hope you’ll encourage colleagues and high potential employees to apply now for the 2019 session of the Graduate School of Banking.

Schmidt and Johannes to Keynote at 2019 Session

Two of GSB’s most popular and respected speakers will return to the main stage to present dynamic keynote presentations in the GSB Distinguished Speaker Series at the 2019 Graduate School of Banking. For full speaker biographies and details visit www.gsb.org/gsb/gsb-speakers.php —please note, alumni can enjoy both presenters by attending the 75th Anniversary Homecoming!

Jim Johannes is one of the nation’s most respected economists. He holds several key roles at the Wisconsin School of Business, including senior associate dean, and is a long-time and highly-rated member of the GSB faculty. He’ll present an engaging look at the current state of our economy and explain what it means to you and your bank – truly, not to be missed!

Ken Schmidt, former director of communications for Harley Davidson, will share his visionary insights on branding and consumer behavior – and how you can “make some noise” to differentiate your bank. Schmidt is back by popular demand and is a sought-after, high-energy presenter.
Mary Young, Senior Vice President/Executive Banking Center Officer at The Cecilian Bank in Elizabethtown, Kentucky

Ask Mary Young how she learned how to lead a team through two community bank acquisitions, and she’ll give you a straight answer.

“By the seat of my pants,” she says with a laugh.

“They say get a little help from your friends. That’s what I did,” said Young, senior vice president/executive banking center officer at The Cecilian Bank in Elizabethtown, Ky.

“I got the people whose knowledge I needed in the same room and said, ‘Let’s think through everything we need to do or every scenario or what could happen.’”

After the first acquisition, Young made a list. “I said, if we ever do this again, let’s be sure we don’t do the following things. Learn from your mistakes, in other words.”

Young has had much to learn from – mostly successes – since she started working in banking in 1988 while attending Murray State University. During her first seven years, she worked as a teller, customer service representative, loan processor, loan officer and stockbroker.

In 2001, she returned to her hometown of Vine Grove, Ky., to work at The Cecilian Bank as a banking center manager. In 2010, she took on a newly created role and joined the senior management team. She now oversees operations for 15 locations.

Managing the bank’s first acquisition – two Integra Bank locations – was her first big task in her current role, a task that she felt comfortable taking on because of her experience in banking and her time at GSB.

Young was given the option as to which graduate banking school she wanted to attend and chose GSB-Madison based on its reputation and rigor; her decision was also influenced by the opportunity of a scholarship offered through the Kentucky Bankers Association. It was a choice that has had long-range impacts on her career and is one she describes as “by far one of the best decisions I’ve ever made.”

Since graduating from GSB in 2007, Young has never really left. She has represented Kentucky on the Banker Advisory Board for six years, serving as both vice chair and chair. As a member of the board, she attended curriculum planning meetings twice a year, and as an officer, she also attended trustee meetings. She’ll be back this August as a student once again, participating in Celebrate Innovation!, a special homecoming seminar celebrating GSB’s 75th session.

Young said time on the Banker Advisory Board has given her a greater appreciation for the quality of GSB programs and faculty.

“One of the main things we do in August is spend a day on campus, attending classes and talking to students. We really try to get honest feedback from them. And I have personally seen things change year-to-year based on comments we’ve gotten from students because that’s how seriously they take the feedback,” she said.

Ongoing Influence

Her experiences, both at GSB and after, have influenced her role in ways big and small, from the broad base of knowledge that prepared her for a role in senior management down to the way she runs meetings with banking center managers.

Outside of work, Young serves on the community investment team for United Way of Central Kentucky. She is a past local president and Paul Harris Fellow with Rotary International and a member of a group called Heels Together that supports women through scholarships and other programs. She sings in a Christian group, Testify, and has acted in community theater productions.

She and her husband, Sam, have two adult sons and a grandson, as well as an adopted greyhound who Young calls her “second grandchild.”

All jokes aside, Young says that being dependable has been the one “secret” to getting to where she is today. “It has been just a dream job for me, a job that focuses on my strengths. And if you love what you do, you’ll be better at it.”

Mary and her husband, Sam Young
GSB HOMECOMING

CELEBRATE INNOVATION

Join other GSB alumni and financial industry professionals for a special bank management forum to celebrate GSB’s 75th anniversary session! We’ve developed an outstanding program with some of GSB’s top-rated instructors – including JP Nicols, Jim Johannes, Terry Saber, Steve LeFever and Eric Cook—who’ll share timely, practical and actionable solutions to some of today’s top competitive challenges, including:

• Thriving in An Era of Digital Disruption
• FIRE Session (Fast, Iterative, Responsive Experiments)
• Leadership in the Digital Age
• 5 Strategies Most Important for Long Term Survival…and Top Quartile Performance!
• Economic Update
• Banking Your Most Profitable Client- the Closely-Held Business
• A Look at The Digital Evolution and What’s Ahead
• Electives in the Graduate School

Plus, we’ve scheduled plenty of time for social events, informal networking and the opportunity for you to connect with friends and enjoy all that beautiful Madison has to offer. Enrollment deadline is June 1 — details and registration here
FINANCIAL MANAGERS IN TODAY’S CHANGING ENVIRONMENT ARE CONSIDERING IMPORTANT QUESTIONS ...

• What does the proposed “Community Bank Capital Ratio” mean for your capital plan?
• After 10 years of waiting to ride the rising rate roller coaster, are you ready for a falling rate ride?
• What can you do to reposition your bond portfolio to insulate future rate movements?
• What deposit strategies can you deploy to retain and grow if rates begin to fall?

The best place to find answers, learn new strategies and network with talented faculty and finance colleagues from across the nation is the Financial Managers School – offered in partnership by the Graduate School of Banking and the Financial Manager Society. The Financial Managers School is ideal for CFOs and other finance managers – and provides a terrific opportunity for GSB graduates who’d like to dig deeper into these important topics, as well. Enroll now for this exceptional school being held September 15-20, in Madison, Wisconsin.

PEOPLE ARE TALKING ABOUT THE GSB SALES AND MARKETING SCHOOL!

Ideally suited for marketing, business development and senior management teams to attend together, this outstanding school provides a blend of lecture, small group discussion and hands-on applications that provide immediate take-home value. The inaugural program was held in 2018 to rave reviews … and we’re building on that strong foundation to bring you an even more robust experience. Don’t miss this exceptional opportunity – register now and discover first-hand why people are talking about this one-of-a-kind school!

“Since completing the Sales & Marketing course at GSB in 2018 I have been a more active participant in our business development initiatives at my bank. I still reference the many tools I came home with from GSB and enjoy keeping in touch with my classmates from GSB. The breadth of experience and creative suggestions are always helpful!”

- Carrie Donaire
Marketing Coordinator
Citizens First Bank
Clinton, Iowa
ONLINE SEMINARS

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

Vendor Management – How Model Risk Fits In
with Marcia Malzahn, on May 9 from 2:00-3:30 pm CT

Recipe for an Effective Sales Environment
with Tom Hershberger, on May 9 from 2:00-3:30 pm CT

How to Build an Employee Referral Program That Works
with Tom Hershberger, on May 9 from 10:00-11:30 am CT

Trusts for Planning, Privacy and Protection
with Jim Lethert, on May 14 from 10:00-11:30 am CT

Commercial Real Estate Lending in Today’s Economy
with David Osburn, on May 14 from 10:00-11:30 am CT

Using Process Improvement Tools to Streamline Resolution of Audit and Regulatory Exam Findings
with Danielle Heidemann, on May 16 from 10:00-11:00 am CT

Interviewing Skills for Better Hires
with Patrice McGuire, on May 17 from 9:30-11:00 am CT

Cyber Incident Response Best Practices
with Buzz Hillestad, on May 17 from 10:00-11:30 am CT

Problem Loan Workout in Today’s Market
with David Osburn, on May 21 from 10:00-11:30 am CT

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