



**GSB—WHERE BANKING AND LEADERSHIP COME TOGETHER**  
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## Protect Your Bank from Cybercrime’s Catastrophic Costs

Cybercrime is now the fastest growing crime worldwide and attacks are increasing in size, sophistication and cost. According to *Forbes*, it is now estimated that cybercrime could cost businesses \$6 trillion per year by 2021. That’s a massive figure—but the direct dollar losses are just the tip of the iceberg. When you consider business disruption, risk to innovation, potential fines, litigation and reputational damage, the impact on the global economy is staggering.

What can your bank do to protect itself? How can you safeguard customer data and protect your brand and the bank’s bottom line?

It’s no longer about being proactive to prepare for the unexpected—instead, banks both small and large need to expect cyberattack attempts and have active safeguards in place. To learn the latest tools and strategies, consider the [Bank Technology Security School](#), an innovative one-week school that’s designed by, and especially for, information security officers in the financial industry. The school uses a mix of lecture, small group discussions and hands-on, computer-based simulation labs that allow students to explore penetration and vulnerability testing, security attacks, early detection of data breaches and more. Ideal for ISOs and others actively involved in cybersecurity, this week is spent with IT security experts and knowledgeable colleagues who will become a network to call upon for years to come. Apply today to take advantage of this opportunity to learn from experts in the banking industry about today’s key issues in information assurance. The next session of the Bank Technology Security School will be held October 21-26, in Madison, Wis. ■

### GSB Bank Technology Security School October 21-26, 2018

Fluno Center for Executive Education  
 Madison, WI



## GSB Spotlight Profile: Vicki Kraai



Vicki Kraai,  
Founder/owner of VK Solutions  
LLC, Lincoln Nebraska

In 1997, Vicki Kraai, founder/owner of VK Solutions LLC, Lincoln Nebraska, was enjoying her life and fast-paced career in the credit card industry when a family friend confided to her that her family bank, Sutton State Bank, Sutton, Nebraska, was considered under regulatory enforcement and considered a troubled institution.

As assistant vice president and bank card risk management for the National Bank of Commerce, Lincoln, Nebraska, she was in charge of credit approval and thriving in her job. Growing up in a banking family, Kraai

had spent holidays, weekends and summers working in the family bank throughout high school, but after college had launched a career in the bigger city of Lincoln. She had had no intention of returning to the family bank and now she had to decide whether to leave the life she had built for herself for 10 years or return to Sutton. She would be the third generation to operate the bank.

"I love Lincoln and I loved being in the credit card world, but I also realized that if I didn't come back and help, I didn't think that the bank would be there," she says. To make matters worse, the current president had gotten into some regulatory trouble so she would also be stepping into his shoes. "I went back not knowing anything about running a bank, and had to quickly become president," she says. "I think we were close to holding the record in the state of Nebraska for the length of time we were under regulatory enforcement. It was not a good situation."

The one blessing was that family had never taken significant earnings out of the banks so had sufficient capital. "That was the only reason I think that they didn't shut the bank down," she says. Kraai also had other obstacles ahead. As a woman in her thirties at a time she says most people in her position in a small community bank were male, she was also managing up—baby boomers and traditionalists. "That didn't really initially go over very well," she says laughing. "And so I really had to regain their trust and change the mindset."

Because Kraai says her father would just "sweep things under the rug," she was determined to be transparent. She recalls an employee once teasing her that "it was kind of a little more fun here when we didn't really care how much money was made!"

"I appreciated that because I had goals for income and loan growth. That's something that we had never done before."

As president/CEO, she also had to prove that she didn't just get the role because she was the daughter of the owner. That's where her GSB education came in handy.

The 2004 GSB graduate knew she had lot to learn if she were to turn things around at the bank and successfully lead. She attended the Kansas/Nebraska Schools of Banking in Nebraska, earning a scholarship to GSB-Madison in 2002.

"I love GSB Madison," she says. "For me, it was timely because I needed to learn about every area of managing the bank, from asset liability management to board reporting to managing people," she says. "The assignments applied to everything I was doing because I was trying to learn how to run a bank." Kraai acknowledges spending probably 10 years cleaning up the bank.

Kraai so enjoyed her GSB experience, and was so inspired by the instructors that she began teaching—ultimately at GSB since her experience in leadership, management and retail made her a natural fit—after selling the bank in 2009. "I've always been a teacher and educator just by trade," she says. "I like to see things through the lens of the customer and the banker and help them learn more about this wonderful industry that we're in."

Now as owner and founder of VK Solutions LLC, she is a community bank consultant, educator, and trainer, providing customized strategic solutions to banks based on their specific needs. "I'm a community banker at heart, always will be," she says.

When not helping banks perform at their highest levels, Kraai enjoys spending time with husband John and daughters Abby, 24, and Emily, 16. ■

## Graduate Banking School Starts July 29!

We look forward to welcoming almost 600 bankers later this month. Special thanks to our 2018 sponsors for their generous support of the GSB Distinguished Speaker Series.

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## Sales and Marketing School—All-New, Team Focused School is Filling Quickly

There are schools and conferences focused on marketing. Others target sales. But GSB's innovative new **School of Sales and Marketing** integrates these two vital disciplines into one practical, dynamic week. Designed by bankers and those with in depth knowledge of our industry, this program pinpoints key marketing and sales activities—from the customer experience and branding to prospecting, sales management and the ROI of marketing and sales action plans. We encourage those who work in both sales and marketing to attend, October 14-19, in Madison, Wis.—to experience a blend of lecture, small group discussions and breakout sessions. The Sales and Marketing School will provide real-world takeaways; marketing associates leave with a Marketing Planning Template for the coming year and sales colleagues will create an individualized Sales Plan that combines high level strategies and key tactics to generate record results. These plans will be created with the help of faculty mentors who'll work in the evening with small groups of students to integrate what has been learned that day. This program is filling quickly and early enrollment is strongly encouraged to avoid disappointment. ■



## The Financial Managers School in Nearing Capacity

This **exceptional program**, coming up in September, is nearly at its capacity. The school, which is co-sponsored by the Graduate School of Banking and the Financial Managers Society, has very limited availability – those interested in attending are encouraged to enroll immediately. 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. ■

