GSB OFFERING ALL SIX SPECIALTY SCHOOLS ONLINE THIS FALL—DON’T MISS OUT!

The Graduate School of Banking at the University of Wisconsin is very pleased to offer flexible learning options for bankers—including this exceptional array of popular, respected schools that will be held virtually this fall, including:

**FINANCIAL MANAGERS SCHOOL**
Designed especially for CFOs and other finance professionals in banking; co-sponsored by the Financial Managers Society.

**SALES AND MARKETING SCHOOL**
The ideal choice for bank sales, marketing and management teams to attend together!

**HUMAN RESOURCE MANAGEMENT SCHOOL**
Helping HR leaders become drivers of business success by effectively managing the bank’s “people portfolio”

**BANK TECHNOLOGY SECURITY SCHOOL**
The business of banking, plus impactful coursework on the latest in cybersecurity and IT security.

**DIGITAL BANKING SCHOOL**
Helping community banks enter or grow their presence in the digital space

**BANK TECHNOLOGY MANAGEMENT SCHOOL**
Critical issues in vendor management, technology leadership, business continuity and more in the context of the banking business

Visit GSB.ORG to learn more about these and other programs, including the Graduate School of Banking that will be held in 2021, and an array of online seminar that are available year-round to educate your team.

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—EARLY ENROLLMENT ENCOURAGED AS SPACE IS LIMITED IN ALL PROGRAMS.
DIGITAL BANKING SCHOOL

GSB-WISCONSIN CREATES DIGITAL BANKING SCHOOL TO MEET COMMUNITY BANK DEMAND

To meet demand for education around innovation and digital banking, the Graduate School of Banking at the University of Wisconsin has developed the nation’s first Digital Banking School—designed exclusively to help community bankers successfully move into or grow their digital presence.

STARTS SEPTEMBER 29

To be held online starting in September, the school will feature 8 modules that cover the critical elements of developing and executing a successful digital bank—and will be led by a team of knowledgeable instructors including Eric Cook of WSI Digital Marketing, who is the school’s program coordinator. Cook will be joined by an impressive faculty that includes a mix of innovation and FinTech consultants and active bankers—including Patrick Sells of Quontic Bank—who was recently named “2020 Digital Banker of the Year” by American Banker.

“There is a tremendous need for education in this area—and we’re proud to add this terrific school to our lineup of offerings that support community banking,” said Kirby Davidson, president and CEO.

“I believe this is the perfect time for GSB to launch a Digital Banking School. It’s exactly what the banking industry needs right now, especially given what’s taken place over the past several months as bankers have had to shift their strategies and adapt rapidly to new ways of serving and connecting with their customers digitally. Given the caliber of faculty who are involved and the sessions we have planned, this program will serve as a comprehensive expert’s guide in all the various facets of a digital banking strategy. As a GSB graduate and faculty member for several other GSB programs, it’s not only exciting for me - but a real honor - to be the section leader for this groundbreaking program,” added Eric Cook, digital strategist with WSI and founder/chief mentor at TheLinkedBanker.com.

Enrollment in the Digital Banking School is strictly limited to maintain small group interaction online. To encourage participation from various stakeholders in the bank, GSB is offering this program with a single, per-bank registration fee, allowing cross-functional teams to learn together. Registration is now open online.

ENROLL TODAY AT GSB.ORG
Nebraska bankers Alan Emshoff and Chris Hove came into the profession from different sides of the field, so to speak, but today they’re both industry leaders who remain optimistic despite the uncertainties their employees and customers face day to day.

“You always have to prepare for the what-ifs in the world,” said Hove, president & CEO of Nebraska Bank of Commerce in Lincoln, Neb., and the chairman of the Nebraska Bankers Association. “Who would have ever thought that you would have had to implement your pandemic plan, but everybody has one and we’ve been able to execute it. Nebraska banks have been through a lot of things, but we’re thriving and doing fine.”

Hove said his nine years of experience serving in the Navy has prepared him well. “In the military, you prepare a lot, but then when things start happening, the plans get thrown out the window,” he said.

Hove always wanted to be a banker, but the ’80s were tough times, so he joined the Navy. While stationed in San Diego, he earned his master’s in business administration and then joined the management training program at First National Bank of Omaha. His grandfather had been a banker for 50 years and his father for more than 30 years in his hometown of Minden, Neb.

Alan Emshoff started his career in a less intentional way in 1986. “I farmed with my dad for a few years after I got out of college. I walked into the bank one day and I was going to deposit a check. The banker came out and said I want to visit with you. He had a conversation with me and said, ‘You might have what it takes to be a banker.’”

Emshoff took a part-time job at Farmers State Bank in Avoca, Neb., while still farming – and then attending college, earning a bachelor’s degree in business at age 33. After earning his degree, Emshoff became vice president of the First National Bank of Schuyler. He started working at the First National Bank (now Generations Bank) in Exeter in 1997, where he was named president in 2000 and added CEO and chairman of the board to his title in 2010. He is the most recent former chairman of the Nebraska Bankers Association.

Both Hove and Emshoff attended GSB while working as lenders.

“It just opened my eyes to the investment portfolio and gave me perspective on what that was all about,” Emshoff said. “I also learned about leadership, personnel, HR – stuff that I had never had the opportunity to think about before.”

“I was a commercial lender [at the time]. I was just focused on my own portfolio and then started in more of a senior lender position where I had three or four lenders that reported to me. That’s such a key part of it at GSB. You’re learning leadership as you go along and build technical skills,” said Hove, whose father had also attended GSB-Wisconsin.

Today, leadership coaching is an aspect of the job that Hove enjoys most. “I’ve always felt that financial education and coaching people is one of my primary responsibilities and it’s something I really enjoy doing,” he said. “You can’t always be the nice guy – you have to be strong and disciplined and we have to hold each other accountable.”

Likewise, bank leaders often have to share hard truths with customers – especially when you’re an ag lender. “The ag economy is always having big swings, and essentially I’ve been an ag banker this whole time,” Emshoff said.

“Nebraska has had some difficult times over this past year. We had the floods last March in northern and central Nebraska, and that was devastating. The bankers came together for a fund to help people start rebuilding. And now we have the pandemic,” Emshoff said. “Bankers have put their best foot forward to keep everyone safe, and I’m just proud to be a Nebraska banker.”
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with Brynne Tilman

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Negotiations 101
with Nan Gesche

Problem Loan Identification and Resolution
with Mike Davis

UPCOMING PROGRAMS:

Commercial Real Estate Appraisals: Overview of Evaluations, Validations of Existing Appraisals and Third Party Review
with Richard Hamm
August 4 at 8:30-10:00 am CT

Personal Tax Returns and Cash Flow: Focus on the Individual, Sole Proprietorships, Rental Property and Farms
with Richard Hamm
August 4 at 10:30 am - 12:00 pm CT

Loan Documentation: Roles and Functions of Key Commercial Documents PRIOR to Closing
with Richard Hamm
August 4 at 1:00-2:30 pm CT

How to Disagree Without Being Disagreeable
with Nan Gesche
August 4 at 2:00-3:30 pm CT

The Evolution of Data Science and Its Impacts on Consumer Lending
with Jennifer Priestly
August 5 at 10:00-11:30 am CT

Core Deposits - Impact on ALCO Measures & Funding Plans
with Dave Koch
August 5 at 2:00-3:30 pm CT

Managing Generations in Today's Workplace
with Patrice McGuire
August 7 at 9:30-11:00 am CT

Commercial Real Estate Appraisals: Approaches to Value De-Mystified
with Richard Hamm
August 18 at 8:30-10:00 am CT

Personal Tax Returns and Cash Flow: Focus on Business Owners and/or Self-Employed with Pass-Through Income at Schedule K-1s
with Richard Hamm
August 18 at 10:30 am - 12:00 pm CT

Loan Documentation: Understanding the Roles and Functions of Key Commercial Documents AT Closing
with Richard Hamm
August 18 at 1:00-2:30 pm CT

Brand Strategy: The Key to Higher Margins with Jay Coakley
August 12 at 10:00-11:30 am CT

Lending to Churches and Non-profits with Aaron Lewis
August 12 at 2:00-3:30 pm CT

Mastering LinkedIn for Bankers: Engage with Insights
with Brynne Tilman
August 13 at 10:00-11:30 am CT

Leadership & Negotiation Skills for the Workplace
with Marci Malzahn
August 13 at 2:00-3:30 pm CT

Growing Your Bank – The Real Life Implications of the Regulatory Compensation Rules
with Bill Elliott
August 17 at 2:00-3:30 pm CT

Commercial Real Estate Appraisals: Key Appraisal Components Beyond the Approaches to Value
with Richard Hamm
August 25 at 8:30-10:00 am CT

Advanced Personal and Global Cash Flow Issues: Capital Gains, Recurring/Non-Recurring Items, Loss Carryforwards and Others
with Richard Hamm
August 25 at 10:30 am - 12:00 pm CT

Commercial Real Estate Lending: Cap Rates & Factors Beyond Debt Cover and Loan To Value
with Richard Hamm
August 25 at 1:00-2:30 pm CT

Using Sales Navigator: The World’s Best Prospecting Tool
with Brynne Tilman
August 20 at 10:00-11:30 am CT

Successor in Interest – Protection that Most Banks Ignore
with Bill Elliott
August 24 at 2:00-3:30 pm CT
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