Wisconsin School of Business Puelicher Center Fundraising to Establish the James M. Johannes Endowed Directorship for Banking Education

Jim Johannes Director, Puelicher Center for Banking Education and professor of finance at the Wisconsin School of Business; WSB senior associate dean for faculty and research; Aschenbrener Chair in Finance; Graduate School of Banking-Prochnow Professor of Banking.

After 35 years of teaching at the Graduate School of Banking, Jim Johannes announced his retirement; the 2019 session was his last teaching for GSB. Jim has been consistently one of our highest rated instructors. To recognize his significant contributions to GSB and banker education, we are pleased to share with the GSB community a way to honor his years of dedicated service.

The Puelicher Center supports undergraduate and graduate degree programs offered by the Wisconsin School of Business Department of Finance, Investment, and Banking with a focus on banking. The Center has already raised approximately $600,000 toward a fundraising goal of $1 million to endow a directorship in honor of current Puelicher Center Director and longtime, esteemed GSB faculty member Jim Johannes.

Professor Johannes joined the Wisconsin School of Business in 1983 and has led the Puelicher Center since 1995. His legacy — at the Wisconsin School of Business, the Graduate School of Banking and in the banking community nationwide — will have lasting impact. A directorship in his honor will help the Center recruit leadership who can identify career development opportunities for students, pursue interdisciplinary learning exercises, build strong industry connections for students, and provide industry with cutting-edge, applicable research.

Banks and individual alumni are invited to support the effort to establish the James M. Johannes Endowed Directorship for Banking Education* and help strengthen in the impact that the Puelicher Center can have on banking education nationwide.

*Should the WSB fall short of its $1 million goal, funds raised will be utilized for the James M. Johannes Endowment for Banking Education and will be used to support the general needs within the Puelicher Center.
At a time when so many are consumed with finding their passion and reinventing themselves, Lucas White, president of The Fountain Trust Company, Covington, Indiana, has remained engrossed in a career that he began in 1994 at the age of 14.

“I started at the bank at 14 as a line teller,” he says. “I always figured that violated some sort of child labor law, but dad assured me that it didn’t! I always knew that I wanted to come back to the bank; I never really considered doing anything else. Being a teller was one of the most fun jobs I’ve ever had at the bank. I got to talk to people and I always enjoyed the employees here.”

A fourth-generation banker, White confesses that he questions if his parents attempted reverse psychology by constantly reminding him and his only sibling, brother Campbell, that they should never feel obligated to return to the bank, encouraging them to do whatever it is they truly wanted to do with their lives.

“I don’t really know if that was intentional on their part or, or not, but it worked!” he says.

Although, through the years, White rotated throughout the bank getting hands-on training in the data center, daily input of the deposit accounts and lending, he felt that he needed more education.

“I’ve worked in a lot of different departments, but I’ve never worked anywhere but here. So, I thought GSB would give me a good, basic foundation for the bank as a whole and I’d learn about parts of the banks that I didn’t necessarily know as much about,” he says.

White says his biggest takeaway was learning that there is no right way to run a bank. “Bankers have a fairly diverse background,” he says. “Every community bank is run a little differently. They all have different business models and they all have different philosophies about things that they think are important to running a bank. When you’re at GSB you learn this.”

The 2005 GSB graduate found this particularly invaluable as he is also a fourth-generation lawyer (he completed his law degree in 2006), which means that running the family bank and family law business simultaneously has unique challenges.

In his role as chairman for IBA, White’s main goal will be to increase exposure and involvement in the association by traveling around the state of Indiana, visiting with presidents and CEOs of all approximately 97 chartered banks talking to them about the association, what it is currently working on and what it hopes to accomplish.

“Larry Myers, who was chairman four years ago, was the first one ever to go around the state and meet with everybody,” White says. “When he did that, I thought it was a great way to make people feel connected to the association.” White’s hope is that, as a person who is not trying to sell anything and whose only intent it to forge relationships with bankers and inform them of the good things IBA is doing, those bankers will feel more connected.

His second goal, which dovetails into that, is to engage the bankers who are not involved in government relations by encouraging them to go on a DC trip. “Some people hate it; some people love it,” he says. “You never know until you try it.”

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SPRING SCHOOL ESPECIALLY FOR HR LEADERS IN BANKING

This one-week Human Resource Management School, next held March 29-April 3, 2020, at the Fluno Center for Executive Education, Madison, Wisconsin, features a curriculum that has been divided into two core areas of study - the business of banking and human resource management. Here’s a sample of the types of courses being offered:

BUSINESS OF BANKING CURRICULUM

• Introduction to the Business of Banking
• Bank Profitability Analysis
• Asset/Liability Management
• Bank Regulatory & Competitive Environment
• Strategic Planning & Marketing

HUMAN RESOURCE MANAGEMENT CURRICULUM

• Culture and Strategy: Is Yours Aligned Across the Organization
• Best practices for recruitment and retention in a digital, millennial world
• Quantifying HR to the Bottom Line
• Measuring Performance with Continual Coaching and Feedback
• Building a Talent Management Succession Plan
• Employment Law Update
• Building and Refining the HR Strategic Plan
• Best Practices: Building and Refining Incentive Compensation Plans

This school has received consistently top ratings and enrollment is limited – we urge human resource leaders in banking to enroll now while space remains available. Visit our website for additional details, fees and an informative video on the school.

OPPORTUNITY AWAITS AT GSB

SCHOLARSHIPS AVAILABLE

Through its Herbert V. Prochnow Educational Foundation, the Graduate School of Banking is pleased to provide supporting scholarships to the Graduate School of Banking and the GSB Human Resource Management School. Visit the scholarship page of the GSB website for information and application details.
When not working, White enjoys family time with his wife, Sue; sons Graham, 14 months old; Oliver, age six; and Lyric, age seven. On his own, he also runs, bikes and appreciates long motorcycle rides.

White says that though his sons enjoy spending time at the bank with him—just as did with his father as a child—only time will tell if they will be the 5th generation. He recounts a conversation he had with oldest son, Lyric, who has a savings account and would have been four or five years old at the time in which he explained that banks lend customers’ money to others:

“He said, ‘So, you’ve given my money to somebody else?’ And I said, well, yes, but they have to pay it back. ‘Well, I’m never going to put another dollar in the bank!’ I thought, well, I need to figure out how to teach my kids about banking in a way that they will continue to make deposits to their accounts. I don’t know if they’ll have any interest or not in banking after my sales pitch of—you put your money in, and we give it to somebody else. I’ve got to work on my messaging.”

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ONLINE SEMINARS

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

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Coaching Prospecting - How to Boost Your Team's Prospecting Results
Three Key Risk Assessments in Your ERM Program - ERM, IT, and Internal Controls
Commercial Real Estate Lending in Today’s Economy
Negotiation Skills for the HR Professional
Problem Loan Workout in Today's Market
Loan Documentation for Commercial Real Estate Lending Transactions

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