



GSB—WHERE BANKING AND LEADERSHIP COME TOGETHER
APPLY NOW FOR 2019 PROGRAMS

Bank Technology Management School Links IT Management to Bank Performance

Next session held March 31-April 5, 2019

Veteran IT professionals and those new to IT management will benefit from this exceptional program by gaining skills and knowledge to effectively manage the bank’s IT function. We also encourage CEOs and other senior managers to attend and learn more about how the bank’s IT function is a key element in bottom-line profitability.

This program features a business of banking curriculum that provides a solid foundation in banking – including asset/liability management and profitability analysis – to help technology professionals understand their organizations. Additionally, the school offers a deep dive into critical technology issues facing the financial industry, including:

- IT Project Management
- Vendor Management
- Leveraging Infrastructure and Emerging Technologies to Create Your Bank’s Advantage
- IT Disaster Recovery & Incident Response Planning
- IT Exam Preparation Hotspots
- Hacking ■



Scholarships Available for Human Resource Management School

The popular and respected HR Management School continues to impress! Evaluation scores were exceptional again this year and we’re excitedly looking ahead to the 2019 program, to be held April 7-12, 2019, at the Fluno Center for Executive Education in Madison.

Featuring a timely curriculum that brings together essential concepts in the business of banking with key issues in

human resources—talent development and retention, compensation, developing culture, employment law and more – to create a one-of-kind learning experience. Scholarships are available and we encourage HR professionals to apply today for the Human Resource Management School as well as a scholarship. ■

GSB Spotlight Profile: Bob Gotelli



Bob Gotelli,
SVP and Director
of Human Resources
for Bank of Marin,
Novato, California

According to a recent *Forbes* article, while companies acknowledge the relevance of human capital to business outcomes, many don't feel that their HR departments align with driving business results. In 2017, Bob Gotelli, SVP and Director of Human Resources for Bank of Marin, Novato California, also noticed this trend and decided to proactively answer the call by enrolling in GSB's HR Management School.

He says he was initially attracted to the program because of its combination of graduate-level development in the Human Resource curriculum and banking business.

"The content is all graduate level, so not your typical HR training," he says. "It was bank profitability analysis, bank regulatory in a competitive environment, and asset liability management—all of the high-level components of what the banking business is all about.

And on the HR side, it was on the higher level of organizational development and design, HR strategic planning--those types of things. So, while those may not be exactly identified as business components, they are applicable across any business unit. I thought there was real value in that."

Gotelli says that though a good deal of the content reinforced his knowledge of best practices, he learned new best practices in addition to gaining a greater understanding of how his role in HR is critical to the success of Bank of Marin.

"Knowing how success is measured, in terms of profitability and being a high-performing bank, helps me align what I do with the banks goals," he says. "This is really helpful for me in particular; and the strategic focus got me to start thinking about succession planning and how to structure the department."

Gotelli says that the strategic planning focus was his biggest takeaway from the program because it stressed the importance of taking a strategic approach to HR and executing it rather than leaving things to chance. "So often we get wrapped up in all the things coming at us and we play defense," he says. "The program teaches you to have more of a long-term view and strategic plan approach to operating your department."

Upon completion of the program, he returned to Bank of Marin and implemented an enhanced human resources strategic plan focused on the long term goals.

In addition to the content of the GSB program, Gotelli says he enjoyed the networking and the range of students in terms of stages in their careers—from HR assistants to HR directors. He emphasizes how much he appreciated the interactions with his fellow classmates, learning and sharing ideas.

"You might think that you're not going to learn something from

someone who is junior to you, but they may be working on a program at their bank that you haven't seen before," he says. "One of the things that I valued about this program is the camaraderie," he continues. "We're not only in the same industry, but we're in the same field. We established an email network shortly after the program started and we still communicate today. We keep in touch mostly to share ideas or solutions to difficult issues."

When not focused on strategic planning, Gotelli enjoys life in the wine region of California. "I live in the middle of wine country, and with wine country comes great dining options," he says. "I enjoy spending my free time exploring the wine country, enjoying the culinary offerings and wine from Sonoma Valley, Napa, and Healdsburg, in the Dry Creek area." ■

GSB 75th Alumni Homecoming Celebrate Innovation

August 4-7, 2019
Madison, WI

[Details and registration available on our website](#)



GSB Online Seminars: Upcoming Programs

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

Reward and Recognition Strategies

Presented by: Patrice McGuire, on Nov. 16 from 9:30-11 am

Advanced Cash Flow Analysis

Presented by: David Osburn, on Nov. 19 from 2 -3:30 pm

Advanced Tax Return Analysis

Presented by: David Osburn, on Nov. 20 from 10 -11:30 am

Commercial and Industrial Lending in Today's Competitive Market

Presented by: David Osburn, on Nov. 20 from 2 -3:30 pm

Vendor Management Process Improvements

Presented by: Jon Waldman, on Nov. 21 from 2 -3:30 pm

Monitoring & Updating Real Estate Values: Using Real Estate Cash Flow & Other Resources Beyond Initial Underwriting

Presented by: Richard Hamm, on Nov. 27, December 4 & 11 from 8:30-10 am

Global Cash Flow Analysis: Examples, Issues and Obstacles

Presented by: Richard Hamm, on Nov. 27, December 4 & 11 from 10:30 am - 12 pm

A Practical Guide to Consumer Lending

Presented by: Richard Hamm, on Nov. 27, December 4 & 11 from 1 -2:30 pm

Trusts for Planning, Privacy and Protection

Presented by: Jim Lethert, on Nov. 28 from 10 -11:30 am

The Future of Community Banking

Presented by: Joe Sullivan, on December 4 from 10 -11:30 am

Commercial Real Estate Lending in Today's Economy Presented by: David Osburn, on December 4 from 2 -3:30 pm



Loan Documentation for Commercial Real Estate Lending Transactions

Presented by: David Osburn, on December 5 from 10 -11:30 am

Build a Better BCP

Presented by: Cole Ponto, on December 5 from 2 -3:30 pm

Coaching Prospecting - How to Boost Your Team's Prospecting Results

Presented by: Ned Miller, on December 10 from 10 -11 am

Problem Loan Workout in Today's Market

Presented by: David Osburn, on December 11 from 10 -11:30 am