Network and Learn from the Best in the Business

Financial Managers School Offers Deep Dive into Asset/Liability Management

Designed by experienced CFOs especially for financial managers, this week-long school identifies best practices and provides financial managers the tools to build a solid foundation in asset/liability management. An integrated case study is used throughout the curriculum to identify major financial strengths and weaknesses of institutions, examine interest rate risk profiles, evaluate issues relating to base strategy forecasts, analyze loan and investment portfolios, make pricing decisions and formulate and communicate effective strategies to improve the institution’s overall profitability.

CFOs and others in senior management actively involved in the financial management responsibilities as well as financial managers who have day-to-day experience with asset/liability management, investments, budgeting and reporting activities will benefit from this in-depth peer and process immersion in asset/liability management are encourage to enroll in this exceptional program.

Choose From Two Date/Location Options:
May 9-13, 2016 - Amherst, MA
September 18-23, 2016 - Madison, WI

Enrollment Deadline: 30 days prior to program start of program
Alumni Spotlight: Jill Castilla

Community Banker of the Year

Jill Castilla, GSB graduate and president and CEO of Citizens Bank of Edmond, has been named Community Banker of the Year for 2015 by American Banker. She received this designation in honor of her success in turning around the one time struggling bank, in addition to her leadership in the areas of technology, social media and innovation.

In 2009, after being away for many years, Castilla returned to the family bank where she first began her career (she is the 4th generation of ownership and management). Established in 1901, the $253 million asset community bank was on life support and she was charged with resuscitating it. She was CFO of Grand Rapids State Bank in Minnesota at the time, but was compelled to take on the challenge. She packed up her three children and relocated to Edmond, ahead of her husband, a pharmaceutical sales representative who would later join them. She had her work cut out for her. Not only was the bank floundering following the financial crisis, but she had to make unpopular decisions, such as ending an employee pension plan and taking away employee perks such as company cars and credit cards.

Although it was Castilla’s innovative approach that resurrected the bank, it was her adoption of social media that revived it. In 2012, she began using Twitter to engage the community by informing it about new banking regulations, educating it on financial services and sharing customers’ success stories. By focusing on the needs of the community instead of only promoting the bank’s offerings, she soon caught the attention of the local and trade media while building a rapidly growing following.

At a time when few small banks were using social media, Castilla, who was a Twitter newbie herself, learned how to effectively connect and engage with the community in 140 characters or less. Subsequently, the bank produced a few YouTube videos that have gone viral, resulting in $40 million of loans and deposits.

Not only has she turned Citizens around, but it has become a model for other small banks trying to compete in this competitive market.

A 2006 graduate of GSB, Castilla credits the program, in particular the bank simulation portion, with helping her take her already strong analytical and project management skills to the next level.

“I fell in love with community banking,” she says. “The simulated role of a CFO allowed me to step into a real senior financial officer position at a community bank and later lead the turnaround of Citizens Bank of Edmond. The expansive yet deep curriculum created a “Jill of all trades” that was absolutely instrumental as I dealt with all of the operational, credit quality and capital issues that our institution faced.”

Castilla, who had gained experience in a number of departments at the Federal Reserve Bank at the time, says her experience at GSB made her a better manager and gave her greater perspective about the customers it served.

“When I accepted a position at Grand Rapids State Bank just six months after GSB, I was confident stepping into a senior management role and continued to reach out to former instructors and classmates whenever I needed more support,” she says. “In returning to Citizens and finding its condition to be compromised, Jeff Gerrish, one of the faculty, was the first person I called. Our bank would not have survived our issues without the skills, knowledge and resources that came from GSB.”

Castilla is a highly respected leader in the community serving on the boards of the Oklahoma Bankers Association and Community Bankers Association of Oklahoma while holding leadership positions at the American Bankers Association and the Independent Community Bankers of America, which named her a top social media influencer. She was also named Woman of the Year in 2013 by the Edmond Area Chamber of Commerce.

Although Castilla thoroughly enjoys the opportunities she’s given daily to enrich her bank, members and community, she does take time away to recharge. When not enthusiastically supporting her children’s activities, including Army football since her oldest just entered college, she says she’s addicted to computer strategy games, enjoys yoga and spending time with her family and friends.

This “Jill of all trades” doesn’t check her creativity at the door when the work day ends. Her favorite activity is freestyle rap.
The GSB Online Seminar Series programs to meet the dynamic learning needs of today’s busy financial professional, delivered by some of today’s top industry experts. With the GSB Online Seminar Series you’ll benefit from:

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Featured Seminars This Spring:

Top 10 Rules of Leadership for Community Banking  
March 15 at 2:00-3:30 p.m. Central Time

The Past, Present and Bright Future of Community Banking  
March 22 at 2:00-3:00 p.m. Central Time

Compelling Advertising for Community Banks  
March 23 at 2:00-3:30 p.m. Central Time

How to Build an Employee Referral Program That Works  
March 24 at 10:00-11:30 a.m. Central Time

Building Your Brand on a Limited Budget  
March 24 at 2:00-3:30 p.m. Central Time

Formation and Use of the Bank Holding Company  
March 29 at 10:00-11:00 a.m. Central Time

Making Subchapter S Work, Even if You Think it Can’t  
March 30 at 10:00-11:00 a.m. Central Time

Strategies for Family Banks  
March 31 at 10:00-11:00 a.m. Central Time

Building an Effective Marketing Plan  
April 12 at 10:00-11:30 a.m. Central Time

Using Research to Improve Your Decisions and Guide Your Future  
April 13 at 2:00-3:30 p.m. Central Time

Is Your Business Development a House of Cards?  
April 15 at 9:00-10:00 a.m. Central Time

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