Network and Learn from the Best in the Business

Financial Managers School

Fall session to be held September 18-23, 2016 Madison, Wis. – Fluno Center for Executive Education

Coming off a successful May session in Amherst, Mass., the Financial Managers School is accepting applications for a fall session to be held in September. Designed by experienced CFOs especially for financial managers, this week-long school goes beyond the basics to present best practices and provide community financial institution managers the tools needed to build a solid foundation in asset/liability management. Using an integrated case study that will be used daily, you’ll learn the unique concepts and terminology of bank finance and asset/liability management along with the practical implementation tools to profitably manage a financial institution’s balance sheet.

Register now to:
• Develop an effective capital planning strategy
• Acquire the tools to successfully manage the A/L function of a financial institution
• Find proven solutions to today’s complex challenges from an experienced faculty
• Hone your skills with a comprehensive curriculum that includes an in-depth study of key financial management areas
• Create career-long relationships with like-minded colleagues

Bank Technology Security School

October 23-28, 2016
Fluno Center for Executive Education
Madison, WI

Key Information Security Strategies

Information security professionals will not want to miss this innovative one-week school that’s designed by, and especially for, information security officers in the financial industry. This state-of-the-art program will broaden your understanding of the business of banking including key drivers of bank profitability, along with an in-depth, interactive and hands-on study of the latest IT security techniques and strategies.

The school uses a mix of lecture, small group discussions and interactive computer labs. The hands-on, computer-based simulation labs will allow you to explore penetration and vulnerability testing, security attacks, early detection of data breeches and more. You’ll spend the week diving deep 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.
While on maternity leave with her second child, she received a call from her hometown bank, Peoples State Bank of Bloomer asking if she could help with an IT issue they were having. “They knew I was good with computers and that I’d be able to help them,” Couey recalls. “I helped them with their situation and ten minutes after I left I received a call from the CEO offering me a job.”

Initially, Couey declined. She enjoyed the radio station and the work she was doing, however, what she did not enjoy was the 76-mile commute—especially with two small children at home. After careful contemplation, she decided to take a chance and left the radio station to begin her banking career.

Couey started as an EDP operator at the bank with the understanding that within a year, she’d be taking over as operations supervisor in that department. Within that timeframe the operations manager retired and she took over as supervisor. In 2008, the CEO retired and the new CEO began.

“When he started, the very first day he asked me if I could change anything there, what would I change,” she says. “I gave him a list of things I thought we could improve upon and he said ok—let’s get started.”

Armed with the new CEO’s blessing, Couey spearheaded a complete system overhaul, ushering in new systems such as online banking, cash management, remote deposits, bill pay, and more.

“Within 18 months, we pretty much revamped the whole bank in every aspect of technology,” she says.

During this time, then CEO and GSB alumnus Mike Welsh suggested that Couey attend GSB. “He really thought I had a great future in banking and wanted to see me grow in this industry,” she says. In 2009, Couey enrolled. This was the beginning of what would be a strong relationship with GSB for the 2011 graduate. As her role at Peoples State Bank of Bloomer expanded, including a promotion to VP of Operations, Couey went on to attend the GSB Bank Technology School, graduating in April 2012, as well as the Financial Managers School, which she completed in September 2013.

Although she was a banking newbie, Couey used her desire to succeed as well as the support she garnered from her board and CEO to gain momentum. “She credits GSB with giving her the knowledge, resources and skills she needed to excel.

“Each of the projects that we dealt with was something I could apply within our bank,” she says “GSB made me really learn the whole banking process so much more than from a just a high level. I got to dig into the trenches, ask the questions and explore some of the processes and situations that fellow employees were working in.”

Additionally, the School provided valuable strategies she could immediately implement at SFB. Among the many projects she says she gained the most from the interest rate market scenario and analysis, in which students could predict how fluctuations in the market and interest rates could affect their own institutions. That was a wonderful exercise that we could actually use in the future,” she says.

Besides the educational benefits, Couey praises GSB with providing a strong social component as she speaks about the fellow students with whom she has not only stayed in close contact with over the years, but also developed genuine friendships with.

“It’s wonderful to have that network of people that you can reach out to, vote ideas across, get samples of policies or agreements, or even how to handle certain situations,” she says. “And it’s not competition. These are people who are very willing to share information.”

Couey says overall the greatest takeaway from GSB—and what she appreciated about the whole experience—was that it offered a well-rounded education.

“It really broadened my knowledge base as a whole,” she says. “When you take classes, sometimes it’s very job specific; but this was so wonderful to really understand the whole banking industry. It also forced you to really explore your own institution and become more familiar.”

Couey says that her GSB experience not only benefited her professionally, but challenged her personally as well. The married mother of two questioned her ability to juggle her full-time job, and motherhood along with this new pursuit.

“I was a little anxious about the whole thing—making sure I could succeed and still do my normal work week, be a good mom and all that,” she says. “I have to say I was actually impressed with myself on how well I was able to manage my time. At the end of the day, I was able to get my assignments done on time and continue to keep up at work with little interruption to my family life. So I think for the most part I realized I could really take on more than I thought I could. That’s what I was most proud of.”

Couey can also be proud of her time management skills when it comes to the all too elusive work and life balance. She enjoys relaxing with her family at their cabin on Prairie Lake in Chetek, Wisconsin, and supporting her husband in his training of their two labs for field competition.

“My husband is the trainer and I am the spectator for the most part,” she says. “But I enjoy going to the competition and watching our...
The Graduate School of Banking Enhances Curriculum with Keynote Speakers Series

The Graduate School of Banking is pleased to enhance its curriculum with a series of keynote speakers, included in tuition at no additional charge addressing timely, relevant banking and leadership topics. These value-added programs, held at the beautiful Gordon Dining and Event Center on the UW campus, round out an exceptional learning experience. Special thanks to our sponsors for their generous support of the GSB Distinguished Speaker Series.

2016 SPEAKER LINEUP

Monday, August 1
Heart-Led Leadership
Tommy Spaulding, Bestselling Author, Speaker

Tommy Spaulding is the president of Spaulding Companies Corporation, an international leadership development, training and executive coaching organization. Spaulding is the author of It’s Not Just Who You Know, which hit #2 on the New York Times bestseller list. His latest book, The Heart-Led Leader is a New York Times and #1 Wall Street Journal bestseller and was named as a Top 100 Business Books of 2015 by INC. com. A world-renowned inspirational speaker on leadership, Spaulding speaks to hundreds of corporations, associations and organizations around the globe.

In 2005, Spaulding rose to become the youngest president and CEO of the world-renowned global leadership organization, Up with People. Previously Spaulding was the Business Partner Sales Manager for IBM/Lotus and a member of the Japan Exchange and Teaching (JET) program.

In 2000, he founded the Spaulding Leadership Institute, which runs the National Leadership Academy - a national youth leadership development organization. He also is the founder of the Global Youth Leadership Academy. Tommy was named by Meetings & Conventions Magazine as one of the BEST KEYNOTE SPEAKERS in the nation. Author of the One-Minute Manager, Ken Blanchard, says “Tommy Spaulding is one of the most talented speakers in the county. I can’t recommend anyone more highly for your organization.”

In this presentation Tommy shares stories and leadership lessons of heart-led leaders that inspire audiences to live and lead differently — business case studies that prove that living and leading from the heart will change your organization, your career and your life.

Monday, August 8
Thrive Among Thorns: Untapped Growth Opportunities for Financial Services
Ken Schmidt, Legendary Former Director of Communications Strategy, Harley-Davidson Motor Company

With little differentiation among competitors and media fueled erosion of trust in financial services providers, it’s no wonder potential clients opt to work with “whoever’s closest to my house,” instead of “whoever can best serve my needs.” Or stay away altogether. Where others see futility, Schmidt sees unprecedented opportunities for growth. He’ll show you how to change the culture of your financial services business to stand out, create demand in your local markets, fuel client referrals and take advantage of the look-alike/act-alike competitive environment.

One of the most in-demand speakers and communications consultants in America, Ken Schmidt has lived a life that most can only dream about. He has toured the world on two wheels, met with presidents and royalty, partied with movie and music legends, and appeared numerous times on network news. As the former director of communications for Harley-Davidson Motor Company, he played an active role in one of the most celebrated turnarounds in corporate history - and got paid to ride motorcycles. He is widely known as one of the business world’s most outspoken and provocative thought leaders and has partnered with many of the world’s most successful brands.

He shares stories and insights on the road to building a fanatically vocal customer base, creating a passionately loyal corporate culture, and developing leaders who inspire and motivate.

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Deadline to Enroll in 2016 GSB Session is June 15

Online Application: https://www.gsb.org/gsb/gsb-register.php

Educating Professionals, Creating Leaders

GSB Connection May 2016 3
The longtime motorcycle enthusiast’s formal association with Harley-Davidson began in 1985. As a specialist in corporate positioning and media relations, Schmidt was asked to work with the then struggling Harley-Davidson to help restore the company’s image and create demand for its motorcycles. Within a few short years, Harley-Davidson became one of the most visible and frequently reported-on companies in the world, while sales of its motorcycles rocketed upward. Schmidt became director of Harley-Davidson’s corporate and financial communications and served as its primary spokesperson to the media and the financial communities.

Now, Schmidt is a frequent speaker to business groups and academic communities throughout the world. After all he has accomplished his philosophy of life and business hasn’t changed: “Never do what’s expected, make yourself as noticeably different as possible, and have a lot more fun than you’re supposed to.”

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dog competes. We go around Wisconsin, Minnesota, Iowa and Illinois. It’s a lot of fun.”

Six-year-old yellow lab Boomerang (Boomer) has earned a few Judges’ Award of Merit (JAM) and recently won second place in an open competition, while 11-month-old black lab J & C’s Another Round in the Chamber (Bullet) is being trained for competition.

“That was a big win [Boomer’s] since most of the dogs are trained by professionals and my husband is an amateur trainer,” she says. With 50-80 dogs vying, Couey acknowledges the competition is stiff; but they aspire to take it to the next level.

“We have to win a first place, and then we would qualify for national which would be outstanding!”

Spring Online Seminars Still Available

These valuable programs from the spring series of GSB Online Seminars are available for convenient viewing; register and share recordings with everyone on your team.

Eight Strategies for Meaningful Meetings

Building an Effective Marketing Plan

Financial Statement Projections: Tools for Making a Simplified and Effective Forecast

Business Cash Flow Basics and Global Cash Flow Integration Issues for Lenders and Analysts

Commercial Construction Loans: Administering and Monitoring

How to Craft an Effective Commercial Loan Write-Up

Does BYOD drive you to BYOB?

Using Research to Improve Your Decisions and Guide Your Future

Is Your Business Development a House of Cards?

Getting in the Door with Prospects - Tips on Leveraging Your Network

Rising Rate Preparedness Kit: Aligning Strategy, Capital, Liquidity and Funding Plans for Changing Rate

Loan Underwriting Mistakes

Landscape of Agriculture Today and Tomorrow