



Educating Professionals, **Creating Leaders**



**Graduate School of Banking**  
at the University of Wisconsin – Madison

# GSB Connection

## Spring 2012

*A Publication of the Graduate School of Banking & the Prochnow Educational Foundation*

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### GSB Session Dates

**Graduate School of Banking**

August 12-24, 2012

**Bank Technology Management School**

October 28-November 2, 2012, in Dallas  
OR April 7-12, 2013, in Madison

**Human Resource Management School**

April 21-26, 2013

**Senior Management Seminar**

August 19-22, 2012

**Financial Managers School**

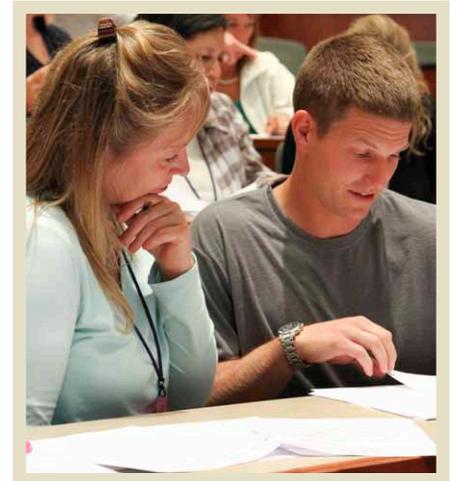
September 23-28, 2012

**GSB Online Seminar Series**

Ongoing Throughout the Year

## HR Management School Moves to April

Nearly 50 human resource leaders representing 23 states participated in the GSB Human Resource Management School in April. While they came from diverse banking backgrounds, they shared in common a goal to better understand the link between bank profitability and HR practices and to keep abreast of current key HR-related priorities within financial institutions.



In the past, GSB offered the week-long school in August. The new date was selected based on student feedback. The optional webcast version of the program allows even greater flexibility for students who prefer not to travel.

"Learning the business of banking—thoroughly, topic by topic—provides a foundation for making human resource decisions from a bottom-line standpoint," said Terry Saber, program coordinator and lead instructor for the HR Management School.

"Our instructors are consultants, bankers and former bankers who live and breathe the curriculum every day. We deal with regulation, asset/liability management, succession, board governance, incentive compensation, total rewards and competitive advantage—which means we can

speak realistically to the issues that are top-of-mind for bankers and for the human resource professionals who work within the banks," said Saber, a partner with Wipfli LLP's Strategic Advisory Services Team.

While attending in person allows for the greatest networking opportunity, those who participate via live Internet connection can participate in class lectures and discussion without leaving the bank. In addition, recorded sessions are available through the end of August.

*Continued on page 3 ...*

# Alumni Spotlight: Alice Dittman

## Loan Fund Creates Lasting Legacy for Career Built on Integrity



*Alice M. Dittman, Chairman Emeritus, Cornhusker Bank, Lincoln, Nebraska*

Throughout her more than six decades in banking, Alice Dittman has made countless loans to would-be entrepreneurs who wouldn't have had the access to credit otherwise.

"Usually I always had one or two personal loans for people who needed it, for those who weren't bank quality. I'm sure many bankers have that," said Dittman, chairman emeritus of Cornhusker Bank in Lincoln, Nebraska, and a 1978 GSB graduate.

Last summer, Dittman made it possible to continue her mission for the long term with a \$1 million pledge to establish Alice's Integrity Loan Fund.

The fund, created in partnership with the Lincoln Community Foundation and Community Development Resources (CDR) in Nebraska, provides loans up to \$5,000 to qualified individuals starting or expanding a business in Lancaster County.

"Funds pledged to this project are the result of habits of thrift, hard work, family commitment and planning," she explained in a brochure. "I hope these loans will give others a chance to own and operate their own business."

Loan applicants are evaluated by the 4C's: character (40 percent), capacity (30 percent), commitment (20 percent) and capital (10 percent). Applicants must write a business plan, which they can do with help from CDR, the Nebraska Business Development Center and SCORE.

Five applicants have received loans since late July, with another dozen in the pipeline. Among the first borrowers was a candle business owner who saw sales increase 30 percent over the holiday season just by having added inventory.

### 'A welcome opportunity'

This example of social entrepreneurship philanthropy can be done on a smaller scale in any community—and it's Dittman's goal to encourage other bankers to make similar loans at the local level.

"What I'm hoping for is to get banks to do one or two loans like this a year, just in their own portfolio. It can be an excellent training school for junior loan officers," she said.

Although a small loan with a 6 percent interest rate doesn't generate profits, "this can be an exception—consider the success stories that can be generated and the networking among the loan customers," she said.

"Banks have had so much negative publicity that this has been a welcome opportunity. I've had over 70 handwritten or personal notes from individuals in the Lincoln community, saying that this is a great thing to do," she added.

With Alice's Integrity Loan Fund, Dittman can promote her borrowers' businesses to friends and neighbors. All the work for the loans is conducted through CDR, although Cornhusker Bank has offered to service the first 100 loans, with just a \$25 set-up fee.

The fund is the latest initiative in a long career of notable accomplishments. After graduating from the University of Nebraska with a degree in business, Dittman completed a post-graduate year at the Harvard-Radcliffe program in business administration—in the early 1950s, the Harvard Business School did not admit women—and applied those credits toward her master's degree in finance and management in Nebraska.

Dittman and her late husband, Mark, started two banks and she helped move the charter for Cornhusker Bank to Lincoln. She continued to work part time while raising three children.

In 1975, after the loss of her husband, she succeeded her father, George Frampton, as president and CEO of Cornhusker Bank.

### 'One of the best things I did'

As one of a few women bank presidents at the time, Dittman was well-versed in banking but sometimes encountered unfamiliar territory.

As a newcomer to the Graduate School of Banking, for example, she checked into her room and left, returning to find a large coat hanging near a suitcase. Much to her surprise, a male roommate arrived. It turns out the two had been placed in the same room together by mistake—perhaps due to similar titles. She claimed her spot in the women's dormitory, and says the snafu made her "one of the better-known freshmen" that year.

"One of the very best things that I did was taking the Graduate School of Banking program and the Bank Simulation class," said Dittman, who gave up vacation time with her children for three years to attend.

*Continued on page 6 ...*

# Invest in Your Bank's Profitability

## Senior Management Seminar Curriculum Reflects Bankers' Biggest Concerns

The GSB Senior Management Seminar is back this August with an updated curriculum to meet the most pressing demand of today's bank leadership: profitability.

"Top Line Strategies for Bottom Line Profitability" is the focus of this hands-on program that gives participants access to expert instructors and peer-to-peer knowledge. Choose from a three-day program or add on the two-day bonus option for a full five days.

Chief executives, presidents, senior vice presidents, vice presidents, trust officers, HR and marketing officers, directors and more, from banks of all sizes, attend the program as a way to gain new perspective and learn strategies to implement immediately.

Many attendees are GSB alumni.

Takeaways from the new, three-day curriculum include:

- Competitive pricing and interest rate strategies
- Next-generation banking ideas
- Proven income strategies
- Positioning in the marketplace
- Enterprise-wide risk management framework
- Reinventing the bank's asset-liability management process
- Aligning capital planning to strategic priorities
- Building a better board of directors
- Evaluating your bank's strategic plan
- Mistakes bankers make in building relationships with prospects
- Techniques for motivating and coaching the bank team



Those who participate in the two-day bonus session design their own curriculum from a variety of electives. Last year, course topics included compensation, trends in agriculture lending, global cash flow, growing top-line revenue, lender liability, liquidity and funds management, problem loan management, strategically managing the bank's investment portfolio, the next generation of bank customers and leveraging social media. ■

The GSB Senior Management Seminar is limited to 50 participants, so early registration (before June 30) is required. Receive a 15% rebate when you register two or more individuals from the same bank. To learn more or register, go to [www.gsb.org/sm.htm](http://www.gsb.org/sm.htm).



### ... "HR Moves to April" continued.

Attendees come from banks of all sizes: under \$25 million in assets to over \$1 billion, with different levels of human resource management experience represented.

The common link is a desire to learn and apply principles from the business of banking directly to proactive human resource management. Students learn about bank profitability analysis, asset/liability management, the regulatory and competitive environment, and how HR fits into the broader strategic planning process.

HR professionals leave with expanded knowledge on developing policies, improving productivity, recruiting and retaining talent, managing turnover, and tying compensation and benefits to the bank's strategy and profitability goals.

The School will be offered again April 21-26, 2013. Scholarships are available. To learn more, go to [www.gsb.org/hr.htm](http://www.gsb.org/hr.htm). ■

## Save time, money with bundled online seminars

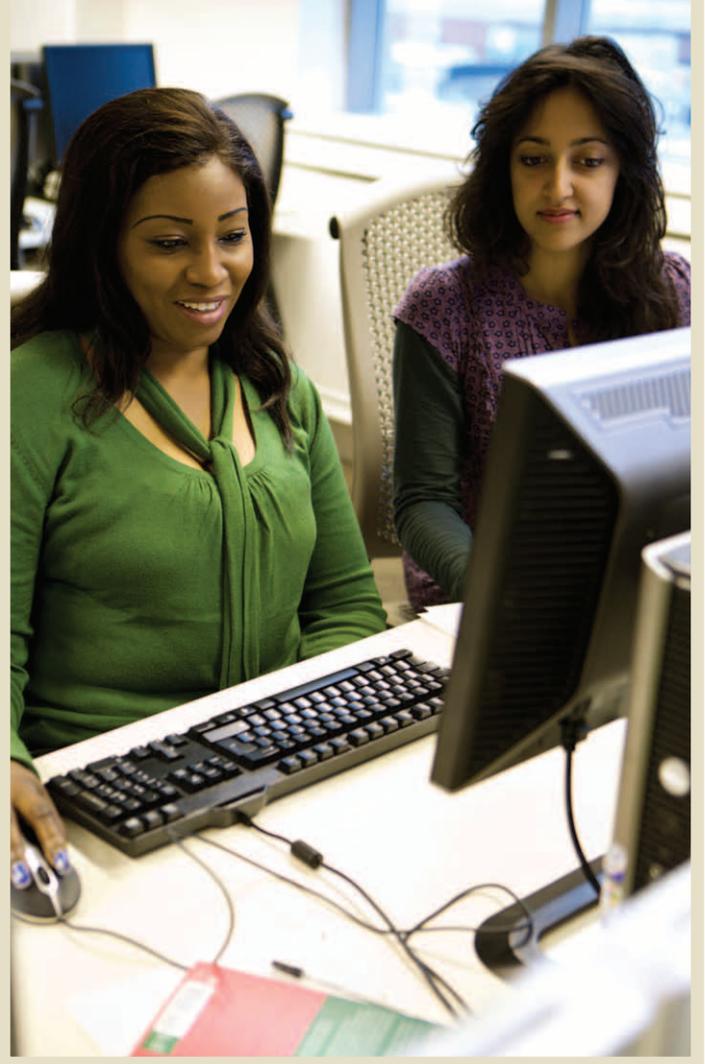
Training just got one step easier.

Each year, the convenient GSB Online Seminar Series delivers timely instruction directly to banks on nearly 100 topics most relevant to staff at all levels. Now, with an expanded selection of bundled seminars, banks get in-depth educational modules in key areas and additional cost savings.

While participants are welcome to purchase programs individually, we encourage bankers to register for the multi-program series and save. With GSB Online Seminars, banks pay one rate for as many participants as they wish using a single connection. There's no travel expense, less time away from work and employees can participate according to their own schedules.

Simply register for a bundle of programs and access the live presentation on the date each seminar is offered—or access the recording for up to 90 days after the live program. This provides a good way to review past seminars or to allow other employees to participate at another time.

Each Online Seminar is taught by an experienced professional – often, the same instructors that teach on campus during GSB sessions. The content of each course is updated regularly. See a complete list of available online seminar bundles on page 5. ■



*PHOTO (left to right): François Ortalo-Magné, Dean, UW School of Business, Jim Johannes, Associate Dean, UW School of Business (GSB Faculty member), Kirby Davidson, GSB*

## GSB donates 30,000 to UW School of Business

GSB's Prochnow Educational Foundation recently made a \$30,000 donation to the University of Wisconsin School of Business. For the past 67 years, the Wisconsin School of Business has partnered with the Graduate School of Banking - the nation's most comprehensive and respected banking school - to facilitate intensive leadership training for banking professionals worldwide. Since the Graduate School of Banking's founding in 1945, more than 19,000 bankers have attended this prestigious program and gone on to leadership positions in their bank, community and the financial services industry. GSB's donation will help support the school's strategy and expanding executive education partnerships with GSB to deliver comprehensive and progressive banker education offerings. ■

**NEW**

## GSB Offers More Online Seminar Series Bundles

Bundled programs offer up to 15 percent off the cost of registering for each title separately. To register, go to [www.gsb.org/online\\_seminars.htm](http://www.gsb.org/online_seminars.htm). ■

### HR Management (7 hours total)

- Delegating for Effectiveness
- Handling Conflict in the Workplace
- Interviewing Skills
- Managing Generations in Today's Workplace
- Eight Habits Of Effective Bank Managers

### SBA Lending (4 hours total)

SBA 504/CDC Loan Guaranty Program  
SBA 7(a) Loan Guaranty Program  
SBA Express Loan Programs  
SBA Guaranteed Small Business Lending.

### Marketing (5 hours total)

Creating Compelling Advertising for Community Banks  
Leveraging the Power of the Mobile Device  
Money-Saving, Money-Making Marketing Ideas  
Taking Social Technology to the Next Level –  
Beyond Facebook

### Relationship Banking (8 hours total)

5 Mistakes Bankers Make on Sales Calls  
Build an Effective Referral Program in 60 Days  
Effective Commercial Business Development Programs  
Focused Relationship Development  
Leading the Prospecting Effort  
Managing the Customer Experience  
Recipe for an Effective Sales Environment

### Technology, Business Continuity and Disaster Recovery (4 hours total)

10 Proven Steps to Building an Effective Plan  
Conducting a Business Impact Analysis the Right Way  
Executing a Mock Disaster Drill  
Proven Disaster Recovery Strategies



### Technology and IT Security (4 hours total)

Mobile Device Security Best Practices  
Hacking Headlines  
Penetration Testing: Start to Finish  
Proactive IT Security Self-Defense

### Technology and IT Management (9 hours total)

Five Steps to a Successful IT Risk Assessment  
Incident Response Programs  
IT Audit for Community Banks  
Security Awareness and Social Engineering  
The Risks of Corporate Account Takeover  
Understanding the Mysteries of Remote Deposit Capture

### Individual Retirement Accounts (13+ hours total)

IRA Basics  
Establishing and Amending IRAs  
IRA Beneficiary Distributions  
IRA Contributions  
IRA Conversions and Recharacterizations  
IRA Reporting  
IRA Required Minimum Distributions  
Traditional IRA Distributions  
Understanding and Processing Transfers and Rollovers

### Health Savings Accounts (3 hours total)

HSA Basics  
Advanced HSAs

# Register Now for Bank Technology Management School in Texas

After a successful first year, the GSB Bank Technology Management School is heading south. The next session of this immensely popular school will be offered Oct. 28-Nov. 2 at the Hilton Bella Harbor Dallas/Rockwall Lakefront in Rockwall, Texas.

"While we have a long, proud partnership with the University of Wisconsin, we realize not all GSB residential programs have to be held in Madison. While we will continue to hold most of our programs on campus, we are also glad to be able to reach out to bankers who may not be as familiar with GSB," said Kirby Davidson, GSB president and CEO. "We've already received positive feedback from the one-day workshop programs we've held outside of Madison in partnership with our sponsoring state bankers associations.

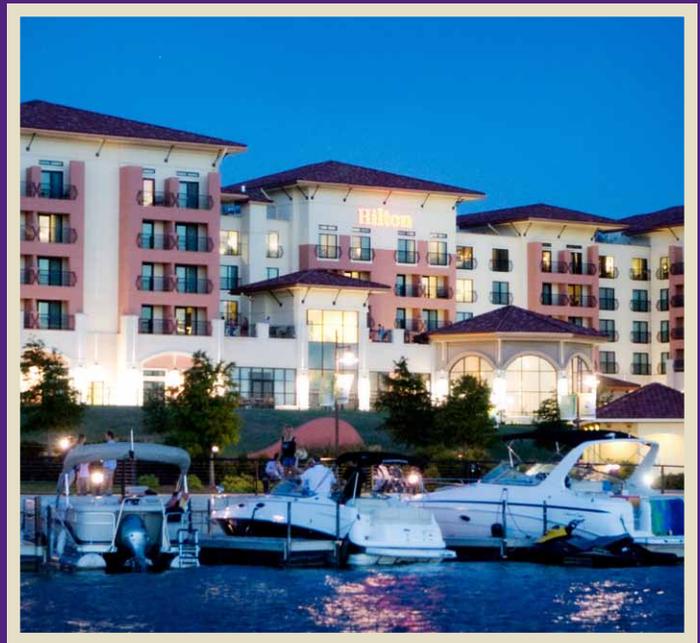
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"We realize not all GSB residential programs have to be held in Madison ..."  
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This is one more way we're bringing our recognized brand of education and training to bankers across the country, while continuing our partnership of service to bankers in partnership with our sponsoring states."

Designed by and for bank IT professionals, this one-of-a-kind school includes several sessions on the business of banking, as well as a variety of topics on IT management. IT bank simulation labs allow participants to take part in ethical hacking and network penetration testing.

For those who cannot attend in Texas, this program will be offered again April 7-13, 2013, in Madison. See [www.gsb.org/IT.htm](http://www.gsb.org/IT.htm) to learn more.

Those who have completed the school can register for the Advanced Bank Technology Forum, which will be held October 21-24 in Madison. ■



## ... "Alumni Spotlight" continued.

Even after studying at Harvard and writing a master's thesis on bank profitability, she found invaluable the instruction in overall management, particularly as a generalist at a small community bank.

"The bankers that really want to get ahead and serve their clients to the best of their ability take the course very seriously," she said.

Now 81, Dittman sees the loan fund as a way to repay the opportunities she has had with the Nebraska Bankers

Association, the Community Bankers Council of the American Bankers Association, the state and local chambers of commerce and many others.

"I consider it to be a great privilege to be a lifelong career banker," she said. "This was an idea that helps bankers and their image, and also helps them have greater enjoyment in their choice of career."

For more information, see <http://cdr-nebraska.org/www/AlicesIntegrityLoanFund.htm>. ■

# GSB, State Associations: A True Partnership

Each year the Graduate School of Banking staff works closely with staff, leaders and members at more than thirty sponsoring and partnering state bankers associations (SBA).

Together, GSB and the SBAs develop programming, update curriculum, hire instructors and offer scholarships.

"The Graduate School of Banking would not succeed without this strong partnership," said Kathy Kienitz, assistant vice president-marketing & banker relations. "It really is a two-way effort, and that's why it's so important for GSB to show our support and connect with bankers in person throughout the year."

State Bankers Associations support GSB by:

- Executives of the state associations serve on the GSB and Prochnow Educational Foundation Board of Trustees to provide oversight and strategic direction;
- Education directors from sponsoring state associations provide useful curriculum and educational insights. They attend an Education Forum annually during the August session and provide input and support throughout the year;
- Offering the GSB Online Seminar Series and residential schools directly to member bankers;
- Promoting GSB scholarships, available for several key programs, and selecting recipients; and
- Developing exclusive in-state programs featuring GSB instructors.

Additionally, members of the associations support GSB by:

- Serving on the Banker Advisory Board, which provides useful insights and ideas for programs, assists with marketing, and helps coordinate alumni activities;
- Serving on the Alumni Council, whose members organize alumni activities in their home states, serve as spokespersons for GSB at banking functions, and assist with marketing;

In return, the Graduate School supports its sponsoring SBAs through advertising in association publications and sponsorships and exhibits. For example, in 2012, GSB sponsored or exhibited at more than 30 conferences in 14 states and the West Indies.

In addition, the Herbert V. Prochnow Educational Foundation awards more than \$225,000 annually in scholarship funding, plus additional support for original research and curriculum enhancements. ■

## Sponsoring State Bankers Associations

GSB is sponsored and governed by the Central States Conference of Bankers Associations in partnership with the University of Wisconsin-Madison. Listed below are GSB's sponsoring organizations and their CEOs, most of whom serve on the GSB Board of Trustees.

Ken Hammonds, Arkansas Bankers Association  
Don Childears, Colorado Bankers Association  
Linda Koch, Illinois Bankers Association  
Joe DeHaven, Indiana Bankers Association  
John Sorensen, Iowa Bankers Association  
Chuck Stones, Kansas Bankers Association  
Ballard Cassady, Kentucky Bankers Association  
Dennis Koons, Michigan Bankers Association  
Joe Witt, Minnesota Bankers Association  
Max Cook, Missouri Bankers Association  
George Beattie, Nebraska Bankers Association  
Rick Clayburgh, North Dakota Bankers Association  
Mike Van Buskirk, Ohio Bankers League  
Roger Beverage, Oklahoma Bankers Association  
Jim Biery, Pennsylvania Bankers Association  
Curt Everson, South Dakota Bankers Association  
Eric Sandberg, Texas Bankers Association  
Rose Oswald Poels, Wisconsin Bankers Association

GSB also recognizes the following organizations for their ongoing support in promoting various GSB educational programs to their members:

Caribbean Association of Indigenous Banks  
Federal Home Loan Bank of Des Moines  
Federal Home Loan Bank of Chicago  
Financial Managers Society  
Florida Bankers Association  
Idaho Bankers Association  
Louisiana Bankers Association  
Maryland Bankers Association  
Massachusetts Bankers Association  
New Mexico Bankers Association  
New York Bankers Association  
Oregon Bankers Association  
Virginia Bankers Association  
Washington Bankers Association  
West Virginia Bankers Association



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## GSB Connection Spring 2012

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gsb.org



## 2011-12 GSB Banker Advisory Board

These banking leaders, who are GSB graduates, endorse the program and serve as advisors to GSB on curriculum, marketing and leadership development issues. GSB encourages you to contact them. For complete contact information, please visit [gsb.org/alumni\\_board.htm](http://gsb.org/alumni_board.htm)

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