



WASHINGTON
BANKERS ASSOCIATION

2011 ADVANCED BRANCH MANAGERS SCHOOL

Co-Sponsored by Idaho, Oregon, and Washington Bankers Associations

Hilton Garden Inn Airport, 12048 NE Airport Way, Portland, Oregon

The Advanced Branch Managers School is designed to provide participants a solid foundation in better managing branches and producing greater results. Industry consolidation and other factors have made it more difficult for financial institutions to distinguish their products and services from those of their competition. Increasingly, it is your people and how well they are trained that sets your bank apart and determines the bank's success.

The two-day per quarter sessions will go in depth on a number of topics, which include:

The Business of Banking

- Understand the structure of bank balance sheets
- Understand the structure of bank income statements
- Discuss Asset Liability Management challenges
- Describe the makeup of the commercial banking industry
- Review industry performance results
- Describe the basic structure of the Federal Reserve System

What it Takes to Lead Today

- What differentiates between leadership and management
- Leadership competencies of managers
- Leading different personality types

Strategic Planning

This session helps participants bring the bank's strategic plan to their branches.

- Who's involved in your bank
- Components of a typical bank strategic plan
- How a strategic plan branch level planning
- Practical how-to steps

Business Development

- What is the bank's target market
- What client segments are profitable
- How do you get leads and prospects
- Staff sales performance

Bank Simulation

The Bank Exec© computer simulation is utilized as a learning tool for management teams to run an \$800 million bank. Management teams will make quarterly policy and operating decisions in a realistic banking environment. Since Bank Exec© is team-based, participants will also reinforce their management, leadership, team building and decision-making skills while forming a strong network of industry contact.

WHO SHOULD ATTEND?

Branch/department managers with five or more years of experience who want to develop a broader perspective of banking.

SCHOOL DATES:

September 20-21, 2010

November 15-16, 2010

March 14-15, 2011

June 13-14, 2011

REGISTRATION FEE:

\$1,600.00 (for 8 sessions)

Includes materials, lunch and refreshments.

HOURS:

Classes are held from 8:30 a.m. – 4:00 p.m.

To register, please complete and mail, fax or email the application form by Friday, August 20, 2010 to: Jo Ann Wright, Education Director, Oregon Bankers Association, PO Box 13429, Salem, OR 97309 Fax: (503) 581-8714 or email jwright@oregonbankers.com.

Advanced Branch Managers School

Class of 2011

\$1600.00 for 8 sessions

Total Assets of Your Financial Institution:

- \$20 mm and under
- \$21 - 50 mm
- \$51 - 100 mm
- \$101 - 250 mm
- \$251 - 500 mm
- \$501 - 750 mm
- \$751 - 1 billion
- Over \$1 billion
- Bank Holding Company

Total Years of Financial Services Experience:

- Less than 6 months
- 6 months - 1 year
- 1 - 2 years
- 3-5 years
- 6 - 8 years
- 9 - 11 years
- 12 - 16 years
- 17 years or more

Total Years of Operations Experience:

- Less than 6 months
- 6 months - 1 year
- 1 - 2 years
- 3-5 years
- 6 - 8 years
- 9 - 11 years
- 12 - 16 years
- 17 years or more

List Your Primary Job Responsibilities:

- 1 _____
- 2 _____
- 3 _____

I have read the brochure and understand that any performance measures and attendance information will be released to my employer.

Applicant's Signature

Date

Nominating Officer's Signature

Date

Nominating Officer's Title

Nominating Officer's Email

REGISTRATION

2011 ADVANCED BRANCH MANAGERS SCHOOL

Hilton Garden Inn Airport
12048 NE Airport Way, Portland, Oregon

Organization: _____ Phone: _____ Fax: _____

Address: _____ City/State/Zip: _____

List Registrant's Names, Titles & Email Addresses (for confirmation):

- _____
- _____
- _____
- _____
- _____
- _____
- _____

METHOD OF PAYMENT:

- Check (made payable to Oregon Bankers Association)
- Visa/MasterCard

Name on Card: _____

Card Number: _____

Expiration Date: _____ 3 Digit V-Code: _____

Billing Address: _____

Signature: _____

FOR OBA USE ONLY

Received _____ Period _____ Customer _____ Invoice # _____ Paid _____ Excel _____ ACT _____