

# 2012 ADVANCED BRANCH MANAGERS SCHOOL

Co-sponsored by



**Time:**

8:30 am to 4:00 pm

**Location:**

Hilton Garden Inn Airport  
12048 NE Airport Way  
Portland, Oregon

**School Dates:**

September 26-27, 2011  
November 14-15, 2011  
March 19-20, 2012  
June 11-12, 2012

## BRANCH MANAGEMENT

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.

## REGISTRATION FEE:

\$1,650.00 (for 8 sessions)

Includes materials, lunch and refreshments.

To register, please complete and return the application form by Friday, August 26, 2011 to:  
Jo Ann Wright, Education Director  
Oregon Bankers Association  
PO Box 13429, Salem, OR 97309  
Fax: (503) 581-8714  
jwright@oregonbankers.com

# Advanced Branch Managers School

## Class of 2012

\$1650.00 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

#### 2012 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 \_\_\_\_\_