



# Graduate School of Banking

at the University of Wisconsin – Madison

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**March 2012**

*Co-Sponsored By:*

*The Graduate School of Banking at the University of Wisconsin-Madison and  
Michigan Bankers Association*

The GSB Online Seminar Series offers a convenient, cost-effective way to access quality educational opportunities designed to meet the dynamic learning needs of today's busy financial professional.

**Upcoming Programs (listed by category):**

For additional information—including detailed session descriptions and presenter bios—or to register online, please visit [https://www.gsb.org/online\\_seminars.htm](https://www.gsb.org/online_seminars.htm)

## **A/L Management**

### **Your ALCO Process – Are You Ready for the Recovery?**

March 8 at 10:00 a.m. Central

### **Optimizing Pricing Decisions in ALCO**

2-part program on March 22 and 29 at 2:00 p.m. Central

## **Compliance**

### **The “Forgotten” Regulations**

March 15 at 9:00 a.m. Central

### **Update on Hot Topics in Compliance**

March 28 at 10:00 a.m. Central

## **Funding**

### **Growing Properly Priced Longer-Term Core Deposits**

March 1 at 2:00 p.m. Central

## **General Banking**

### **Leadership Communication Essentials**

March 1 at 10:00 a.m. Central

### **Negotiation Skills for the Banker**

March 13 at 10:30 a.m. Central

## **HR Management**

### **Recruitment and Retention in a Recovering Labor Market**

March 14 at 10:30 a.m. Central

## **Lending**

### **Opportunities in Government Guaranteed Lending**

March 20 at 2:00 p.m. Central

### **Successful Workout Strategies for Problem Loans**

2-part program March 20 and 27 at 8:30 a.m. Central

### **Residential Mortgage Lending – An Update on New Laws, Rules and Litigation**

March 21 at 10:00 a.m. Central

### **SBA Guaranteed Small Business Lending**

March 22 at 2:00 p.m. Central

### **SBA 504/CDC Loan Guaranty Program**

March 27 at 2:00 p.m. Central

### **SBA 7(a) Loan Guaranty Program**

March 29 at 2:00 p.m. Central

## **Management**

### **Capital & Shareholder Issues**

March 7 at 10:00 a.m. Central

## **Marketing**

### **Taking Social Technology to the Next Level – Beyond Facebook**

March 8 at 2:00 p.m. Central

## **Relationship Banking**

### **Effective Commercial Business Development Programs**

March 21 at 10:00 a.m. Central

### **Build and Effective Referral Program in 60 Days**

March 21 at 2:00 p.m. Central

### **Leading the Prospecting Effort**

March 26 at 10:00 a.m. Central

### **Managing the Customer Experience – It's a Bottom Line Necessity**

March 28 at 10:00 a.m. Central

### **Recipe for an Effective Sales Environment**

March 28 at 2:00 p.m. Central

## **Technology**

### **Understanding the Mysteries of Remote Deposit Capture**

March 14 at 2:00 p.m. Central

### **Incident Response Programs**

March 21 at 2:00 p.m. Central

### **Security Awareness and Social Engineering**

March 7 at 2:00 p.m. Central

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