



FROM THE DIRECTOR

As a graduate of the School, you are one of 15,072 bankers who have completed the program and, as a result, have moved to higher levels of responsibility in banking. To promote the elevation of young officers to leadership positions in their banks is a major objective of the School.

In the School's Mission Statement, which was formalized early in its history, the organizers stated, "Within its academic framework, the School seeks to involve students in full participation in the learning process. Rather than any attempt at a how-to approach, the School concentrates on why, stimulating the student to a better

understanding of his bank and its opportunities within the context of its

changing environment. With the continuing changes in the financial services industry, it will be incumbent upon the management of the School to be conscious of those changes and design the curriculum in such a way that it will fulfill the needs of our constituency. Throughout the entire curriculum, every effort will be made to impress upon the students the importance and necessity of the leadership role which bankers must play in the communities which they serve."

It is interesting to note that bankers in the 1950-1960 period were concerned with, and addressing, changes in the financial services industry. These concerns are as relevant today as they were 50-60 years ago and the management of the School is acutely aware of the need to provide leadership necessary to meet new challenges.

Don L. Woodland

Don L. Woodland
Executive Vice President and Director

NO SNAIL MAIL

First and second year students will receive their cases and supplemental materials for the session electronically. All cases will be posted on the School's home page and students will be asked to print the cases and any other material and bring it to the session. Access to the cases will be password protected and students will be mailed the access code.

In the past, cases were copied at the office and sent via the U.S. mail to students (nine cases for first-year and five for second year). Thus, approximately 300 pages per student were printed and distributed at a significant cost.

Supplemental case information, such as books and copyrighted materials, will be mailed. Also seniors will continue to receive about 100 pages of BankSim materials.

The School has completely revised its home page, www.gsblsu.org. The page contains much more information than the previous format and is easier to read. Also included are a number of blogs relating to the School. Look it up!!

NEW MANAGEMENT TEAM

At its annual meeting last October, the Board of Trustees elected a new slate of officers to lead the School for the next two years. Elected as president was John H. Jordan ('78), President and CEO of The Community Bank of East Tennessee, Clinton. In addition to serving as president, John is a long-time member of the Bank Management Simulation faculty team. Elected to serve as president-elect was H. Watts Steger ('86), Chairman and CEO of Botetourt Bancshares, Buchanan, VA. Watts also is a member of the Bank Management Simulation faculty. Continuing his association with the School, John T. Womack ('90), Chairman and CEO of Arvest Bank, Little Rock, will serve as the School's immediate past president.

Chairman of the Board of Trustees is Bradley L. Barrett, President of the Tennessee Bankers Association, Nashville, and the chairman-elect is McKinley W. Deaver, President of the Mississippi Bankers Association, Jackson. Both gentlemen will serve the School in their respective capacities for two years.

The governing body of the School, the Board of Trustees, is composed of the chief executive officer of each of the sponsoring state banker associations, as well as a banker from each of these states who is a graduate of the School. The association executive is a permanent member and the banker representative serves a two-year term on the board and may be reappointed for a second term.

Four new banker members were in attendance at the fall meeting. Representing Kentucky was Gregory W. Caudill ('88) President and CEO of Farmers National Bank, Danville. The banks in Alabama were represented by David A. "Tony" Graydon ('09) Senior Vice President of Commercial Banking at

Servis 1st Bank, Montgomery, and from Texas, James T. "Terry" Whitley ('08) President of Fidelity Bank of Texas, Waco, was in attendance. The South Carolina banker representative was William O. Buyck, Jr. ('09) Vice President, Bank of Clarendon, Manning.

The primary responsibility of the banker/appointed member is to market the banks in their respective states and to communicate with potential students who may have questions regarding the program. We welcome these new trustees to the board.

Attending his first meeting of the Board was William R. "Bill" Holmes, President and CEO of the Arkansas Bankers Association, Little Rock. Bill is newly appointed to this position and is doing an outstanding job for the School in his state.

Also new to the Board is Scott E. Latham ('95), the new President and CEO of the Alabama Bankers Association, Inc., Montgomery. Scott assumed his position with the association in the fall of 2012. We welcome him to the board.



Mac Deaver, John Jordan, John Womack, and Brad Barrett - 2012 Fall Trustees Meeting

THE 64TH SESSION OF GSBLSU

As a graduate of the School, you are in a unique position to recommend the program to your associates and others. Just call the school's office (1.888.278.0025) and we will contact the prospective students and send appropriate materials. Applicants may also apply on-line by clicking on **Application**.

The 64th session will be held **May 26 – June 7, 2013** on the L.S.U. campus, and we are currently accepting applications.

<i>Bank Directors' Guide to Controlling Credit Risk</i> by Dr. William F. Staats	\$9.95
<i>Key Concepts of Financial Management for Bankers</i> (second edition) by Dr. William F. Staats	\$28.50
<i>The Basics of Bank Investments</i> (third edition) by Dr. Paul D. Cretien	\$15.95

The above books may be ordered online through our home page. Just click on **Books** and complete and submit the order form. You may also contact the GSB office (1.888.278.0025) for additional information on these publications.

NEW FACULTY

The strength of any academic program is its faculty—individuals who bring knowledge, experience, and the ability to encourage independent thinking and analysis to the classroom. The Graduate School of Banking at LSU is fortunate to have fifty-three individuals on its faculty that possess all of these qualities. The 2013 Session will have five new faculty, and four faculty members will return to the classroom following an absence of a year or more.

A new course is offered this session dealing with capital issues in banking. The course will be taught by Mr. T. Jefferson Fair, President of American Planning Corporation, Baton Rouge. Jeff and his staff have a multi-state consulting practice which specializes in assisting community banks with regulatory issues they may have and preparing internal bank policies.

Mr. Paul G. Willson, Chairman and CEO of Citizens National Bank, Athens, TN, will be teaching with Dr. James W. Wansley, who is returning to the faculty following a two-year break, in the new course entitled "Bank Performance Analysis." Dr. Wansley is Chairman of the Department of Finance at The University of Tennessee, Knoxville, and holds the Clayton Homes Chair of Excellence. Mr. Willson will bring to the class the experience of a bank CEO in managing bank performance.

Gary Higgins, Senior Vice President of the Bank of America, Charlotte, NC, will lead a case dealing with financing closely held business. This is an area of finance that most banks deal with and find very challenging. Gary has extensive experience in this area of banking and will certainly engage his students in a lively discussion of financing alternatives.

The senior capstone course, BankSim, involves bank teams competing in a computer simulated environment for profits, market share, and other measures

of bank performance. The decisions of the teams, and their results on performance, are evaluated daily by a group of state and national bank examiners. New to the examination team this year is Tod K. Trulove, Assistant Commissioner of the Tennessee Department of Financial Institutions, Nashville. Tod is a graduate of the School ('02) and is well familiar with the BankSim course and the role of examiners in assuring that the simulated banks are managed in a safe and sound manner.

The first year class dealing with "Credit Risk Management" will be taught by Dr. Jerry W. Crigger. Dr. Crigger is on the faculty of Tennessee State University, Nashville, and holds the Chair of Excellence in Banking. This is a required course for first-year students and is certainly important in today's environment.

John M. Hairston, Chief Executive Officer of Hancock Holding Company, Gulfport, MS, who has been on the faculty for several years as an outstanding case leader, will be offering a new course this session entitled "Vision, Strategy, and Leadership." The course will be required for second-year students and is offered in the second week of the School.

Returning as a case leader is Dr. Drew B. Winters, Rawls Chair in Finance at Texas Tech University, Lubbock. Dr. Winters will lead a first-year business finance case.

Returning to the faculty this year is James T. Sartain who will teach the first-year course in "Basic Credit Analysis." Bankers in this class have limited credit experience and Jim does an excellent job bringing them up to speed. He is President and CEO of FirstCity Financial Corporation, Waco, TX.

FAQ

Can you get me four tickets to the LSU/Alabama football game? This is only one of the many questions students and alumni ask of the School's staff. It is often assumed that the banking school is part of Louisiana State University and that we have an inside tract to purchase football tickets. Both assumptions are incorrect.

The School has been hosted by L.S.U. since 1950, a relationship which has been, and continues to be, very advantageous to both parties. The School is a separate 501(c)(3) not-for-profit corporation which has a very close relationship with the university. All services provided by the university—food, housing, classrooms, and meeting space—are paid for by the School.

The relationship is especially beneficial to the university because the School utilizes these services when regular classes are not in session and would otherwise be unused. Thus, employment is provided to several hundred LSU staff who otherwise would be furloughed.

The LSU relationship is highly beneficial to the School as well as to the university. Because we are not competing with "normal" university operations, we are able to select the most favorable classrooms, housing accommodations, and food services. This partnership has endured sixty-two years and we look forward to a continuing relationship for many years. But, this relationship is not likely to provide us with football tickets.

2013 BANKING OUTLOOK CONFERENCE

Each year the Federal Reserve Bank of Atlanta sponsors a seminar addressing the outlook for banking in the current year, and the Graduate School of Banking has been asked to co-sponsor the 2013 conference which will be held February 28 at the Fed's office in Atlanta.

The School has organized a panel discussion by leading bankers in our region which will be moderated by John T. Womack, Immediate Past President of the School and Chairman and CEO of Arvest Bank, Little Rock, Arkansas. Panel discussants are: Carl J. Chaney, President and CEO, Hancock Bank, Gulfport, MS; Grayson Hall, Jr., President and CEO, Regions Financial Corporation, Birmingham, AL; and Paul G. Willson, Chairman and CEO, Citizens National Bank, Athens, TN. Among the issues the participants will address are the following: What is the future of branch banking and what changes do you see in the way consumers are choosing to bank?; How do you recruit and retain talent in your bank?; How are the many new regulations affecting your bank, employees, and customers?; and What keeps you up at night?

The keynote speaker will be Governor Sarah Bloom Raskin, member of the Board of Governors of the Fed. Among other speakers will be Scott Hughes, Director, Supervision and Regulation, Atlanta Fed, and Michelle Meyer, Senior Economist of Bank of America Merrill Lynch.

Enrollment at the conference is full, but you may tune into the program on the webcast February 28 @ 8:15am (EST)—the School's panel is 2:15pm-3:25pm (EST)—<http://www.ustream.tv/channel/federal-reserve-bank-of-atlanta>. This promises to be a very timely and informative program.



Federal Reserve Bank in Atlanta

CHECK IT OUT

Email addresses for students and graduates are listed on our website, but only if requested. If you would like to have your email address shown in the directory, please send your address to donw@gsblsu.org and request that it be listed on our home page.