

BancGrad Update

from the *Campus of Louisiana State University*



FROM THE DIRECTOR - A BRIEF HISTORY

This is a hallmark year for the Graduate school of Banking at LSU. With the beginning of classes on May 25, 2014, the school will celebrate its 65th year of providing quality professional education to bank officers. Since the first session in 1950 over 15,000 bankers have completed the program and hundreds of others have served on the faculty.

Attending the first session were 100 bank officers from nine states which were the original sponsors of the program. The banker association in each of the states was assigned a quota limiting the number of students they could send. The quota was rendered

unnecessary in 1951 due to the outbreak of the Korean War which greatly reduced the number of bankers who were able to attend since many were in the military reserves and were called to active duty. Freshman enrollment in 1951 fell to 50 students, half the number in the initial class which caused much concern to the school's administration.

But enrollment recovered and continued to increase as six more states joined sponsorship of the school bringing the total number of sponsoring states to fifteen. Enrollment increased steadily reaching a peak in 1983 of over 1,200 students.

The principal force behind the school, and its president for twenty years, was Orrin Swayze who at the time of the school's founding was Vice President of Marketing at the First National Bank of Jackson, Mississippi, now Trustmark

Bank. One of Mr. Swayze's principal challenges in conducting the school was the need to distinguish between the purpose and goal of the school from the traditional banker's conventions which at that time were largely social gatherings of bankers. In fact, several universities declined to host the school because the administration of the universities did not want a "banker's convention" on their campus. The environment of learning and academic discipline was soon established on the campus of LSU which the administration has successfully maintained throughout its 65 year history.

The commitment to provide quality professional education to bankers—education necessary for bank management to operate a successful bank—was the guiding principle followed by the school's organizers. This commitment required practical course design and recruitment of faculty knowledgeable in their field and with the ability to teach adults. The result was a faculty consisting of bankers, academics, regulators, attorneys, and consultants—a mix which has persisted through the school's history.

The top leadership of the school is—and has always been—professional bankers, most are CEOs of their institutions. Reflecting the broad geographical sponsorship of the school, these officers have led banks in eleven different states.

The school's enrollment is less than half its peak level in 1983 due primarily to bank mergers which have reduced the number of banking institutions, but the quality of the school, its courses and faculty, are better than ever. The school is looking forward to many more years as a leader in the education of bankers.

Don L. Woodland
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Executive VP and Director

FACULTY PROFILES

To meet the challenges presented by a changing economic and regulatory environment in banking, the school is always looking for new faculty who have both the knowledge and teaching expertise to lecture to experienced bankers. This 2014 Session will feature three such faculty members.

Dr. Tim Yeager, Associate Professor and holder of the Arkansas Bankers Association Chair in Banking, will teach the revised first-year course in "Asset/Liability Management I." Dr. Yeager has served as Assistant Vice President at the Federal Reserve Bank of St. Louis where he worked as an economist in Supervisory Policy Analysis. He has held academic positions in colleges in New York and California, and has held his position at the University of Arkansas since 2006. We welcome Dr. Yeager to our faculty.

A completely new course, "Negotiate to Win for Bankers," will be taught by Mr. James Thomas, Jr. who is a partner in a Washington D.C. law firm and a principal in a California venture capital firm. He is the author of the Pulitzer Prize candidate, *Negotiate to Win*, and serves on the Georgetown University

Law Center faculty, and the Pacific Coast Banking School.

His negotiating experience includes mergers and acquisitions, domestic and international business transactions, arms control, the environment, trade and diplomacy, real estate labor relations, and a host of other fields. Jim's clients range from Fortune 500 companies and federal, state, and local government agencies to mid-size businesses, and professional and trade associations.

The elective course in "Advanced Real Estate Financing" will be taught this year by Mr. Steve Martin who is a Visiting Instructor in the Real Estate Department at the University of Georgia where he teaches at both the undergraduate and graduate levels. Steve holds a J.D. degree from the University of Florida and is completing his Ph.D. in Finance at the University of North Carolina at Charlotte. He has practiced corporate and real estate law for a number of years and has developed several commercial and residential real estate projects.

FRB ATLANTA PARTNERSHIP

The School has joined again with the Supervisory Department of the Federal Bank of Atlanta in offering the popular Banking Outlook Conference. The 2014 Banking Outlook Conference will be offered at the Fed's office in Atlanta on February 27. Enrollment has reached the seating capacity of the facility, but the program will be available by logging onto their website: <http://www.frbconferences.org/index.cfm?id=14bankingoutlook>

The School is presenting a panel discussion led by our president John Jordan, President of The Community Bank of East Tennessee, which features participation by Mr. Kelly S. King, Chairman and CEO of BB&T, Jerry Host, President and CEO of Trustmark, and Kessel D. Stelling, Jr., Chairman and CEO of Synovus. Among the topics addressed by the panel are: the future of branch banking,

cybersecurity, new regulations, recruiting and retaining talent, new mortgage rules, the new interest rate environment, and mergers and acquisitions.

Dr. Dennis P. Lockhart, President and Chief Executive Officer of the Fed, will give his perspective on the economy and other issues important to bankers, and he will also be the distinguished speaker at our Tuesday evening program during the 2014 Session on the LSU campus.

The Keynote luncheon speaker will be Mr. Steven Antonakes, Deputy Director of CFPB. The economic outlook will be addressed by Mr. Douglas G. Duncan, Senior Vice President and Chief Economist, Fannie Mae.

<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 COURSES FOR 2014



The senior capstone course, "Bank Management Simulation," consistently receives the highest ratings by students of the twenty four courses and fourteen cases offered by the school. The course is intended to enable, indeed to require, senior students to use the knowledge gained from courses and cases in the

previous two years of the school to manage successfully a commercial bank in a competitive environment under varying economic conditions. This goal is required to be accomplished by working in a team of fellow students under the supervisory watchman ship of bank regulators who are charged with the responsibility of assuring that all rules on safety and soundness are strictly adhered to.

The new course, "Managing Bank Performance," will be taught for the first time this year to second year students and is intended to focus on the various

measures of bank performance and the managerial skills and strategies required to reach peak performance. While not designed specifically as a "Sim Prep" course, the material covered addresses many of the issues faced by the BankSim students and by bankers managing a bank daily.

The course is designed and led by Dr. Ernest Swift who is in charge of the simulation course and the faculty is drawn from bankers who teach in the simulation course. Expectations for the success of the course are very high.

The new course "Negotiate to Win for Bankers" is a no-nonsense, highly interactive "how-to" program that combines short input lectures, exploratory discussions, realistic exercises, and feedback to deliver a rapid and dramatic improvement in negotiations skills. It is designed to equip bankers with the very latest negotiating best practices, an in-depth understanding of how and why they work and the confidence to put them to immediate, profitable use.

What rate of interest can be charged? What minimum balances should be required to support the credit? What minimum credit standards should be required? These are just a few of the questions which must be negotiated by bank officers daily.

ENROLLMENT - 2014

Now is the time bank management seems to begin thinking about educating young officers to assume higher responsibility in their institutions. The table to the right indicates enrollment in the class of 2016 as of February 1st. The table shows that applications are running a little ahead of last year's pace which likely reflects the general improvement in bank performance throughout the southeast.

Please encourage young, deserving officers in your bank to ask senior managers to enroll them in the school. Experience has shown that those officers who ask to attend are usually selected for enrollment and further advancement.

We are expecting an increase in the number of bankers attending from Mexico this year. In 2013, forty-six bankers were enrolled primarily from Banorte which

TABLE OF APPLICATIONS ON HAND

has had students enrolled in the school for twelve years.

A relatively new bank based in Leon, Mexico, BanBajio, is planning to enroll several bankers in the 2016 class. We welcome this addition to our Mexican role.

	Class of 2015	Class of 2016
STATE	Feb. 15, 2013	Feb. 1, 2014
Alabama	2	7
Arkansas	5	6
Florida	8	13
Georgia	17	8
Kentucky	7	4
Louisiana	17	18
Mexico	0	11
Mississippi	20	14
Missouri	0	1
North Carolina	1	5
Oklahoma	2	0
South Carolina	3	6
Tennessee	17	12
Texas	3	0
Virginia	3	6
W. Virginia	0	2
Other States	2	3
TOTAL	107	116

BLOGS

The school has partnered with a local firm to analyze and manage our home page. To improve the value of the page to readers, we added periodic blogs relating to current developments in the industry as well as new activities involving the school. Topics addressed by the blogs include: The New Regulatory Environment, Investing in Your Future, and Five Reasons to Attend GSBSLU Now.

YOUR RÉSUMÉ

The office frequently receives the question regarding the proper way to list graduation from the school on one's résumé. Since the diploma does not represent an academic degree, it should not be listed under "degrees held" or "academics."

The most accepted and proper way to list the Graduate School of Banking diploma is under the heading "Professional Education." Other professional certificates may also be listed under this caption.

THE 65TH SESSION OF GSBSLU

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 online by clicking on **Application**.



The 65th session will be held **May 25 – June 6, 2014** on the L.S.U. campus, and we are currently accepting applications.

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.