

## **Faculty Tribute to Dr. Don Woodland, Executive Vice President & Director**



The Graduate School of Banking at LSU has been in existence since 1950 and is the largest venue for banker education. Dr. Don Woodland has been at the helm of this prestigious program for over half a century. Similar to the majestic clock tower and the live oak trees on the LSU campus, Dr. Woodland has become an institution and a legend that will stand the test of time.

Dr. Woodland's leadership guided the school through seven economic cycles and recessions, three wars, the 9/11 tragedy, and major hurricanes. Both deregulation and regulation of banking have occurred on his watch. Out of the starting blocks in 1967, there were approximately 13,000 banks in the U.S.A., and this number is now down to just under 6,000. The Dow was at approximately 800 points at the beginning of his tenure and is now above 25,000 points. His principle-based leadership and direction guided over 16,000 students and 500 faculty on a rich educational journey.

The evolution from pencil and paper and blackboards with chalk to the mainframe computer, then on to personal computers and email, and finally to iPads and everything mobile has resulted in change as the mode of operation for this stellar educational experience. During Dr. Woodland's tenure, chartered flights by Delta Air Lines transported students housed in those infamous dorms on campus. Students attended classes in suits and formal dress. A pleasant day at Pleasant Hall and the faculty lounge was a commonplace occurrence. The woman who worked early security at the front desk reported seeing Dr. Woodland regularly at 4:30 AM to prepare for another day. Fast-forward to student apartments and the faculty housing at Lod Cook, which seems like heaven in comparison to the early days.

During Dr. Woodland's tenure were occasional challenges, such as the incident with expelled students and flying ice, Mike Woody's barking dog, the signing of diplomas, and the famous memo to the faculty indulging in souvenir collection during the last days in Pleasant Hall. In each of these situations, Dr. Woodland handled their every detail with grace and presence.

Dr. Woodland lives the attributes of a great leader. His vision of engaging the Mexican bankers and working with other graduate schools to improve Bank Sim and the overall curriculum are examples of his steadfast leadership. With an exceptional eye for talent, he selected student workers, staff, and faculty to develop a team and culture capable of delivering an outstanding learning opportunity. His famous line, "We are going in another direction," was a signal that he meant to raise the standards for everyone, regardless of rank or status.

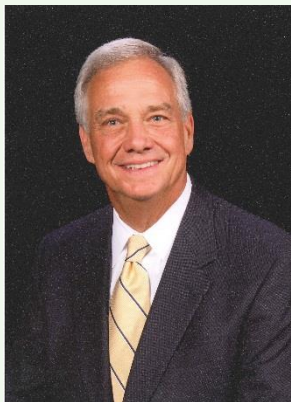
Of special note is Dr. Woodland's personal engagement and sincerity in relations with people from all stations of life. He provided direction and encouragement often simultaneously. His down-to-earth humility; the sparkle in his eyes; and the energy in his face when he discusses his family, farm, longhorn steer named Freckles, or John Deere tractor are all characteristics of a man who remembers his beginnings and realizes his priorities.

Dr. Woodland, you are an inspiration to the student workers, staff, students, faculty, and members of the banking community. We thank you for your leadership in our educational journey of life.

Dr. Dave Kohl,  
Academic Hall of Fame,  
Virginia Tech, May 30, 2018



## Who is the new EVP and Director?



I am John Jordan, the new EVP and Director of GSBSU. I must tell you that I could not be more excited to do anything! Having been associated with the school since 1976, I have always wanted to be a part of it. In 1976, The Citizens National Bank of Athens sent me to what was then the School of Banking of the South. It meant so much to me to get to attend the

school that I took my two weeks of vacation for three years to come to Baton Rouge for school.

After graduating in 1978, I had the opportunity to lead the bank simulation program at the Tennessee School of Banking at Vanderbilt. I continued to do this until 1988.

In 1983, Don Woodland contacted me and asked if I would join the faculty to teach a new Asset/Liability Computer model that had been developed by Olsen Research. What an opportunity. I taught this model with Willie Staats, Hartie Spence, Don Moak, Doug Hodo, George Schloegel and several other people much smarter than I. After teaching this for a few years, Don asked me to become a case leader for a commercial lending case. John Evans and I taught that case for almost ten years. During that time, Don asked me to develop a course called Special Lending Topics. I led and taught in that course for several years.

Finally, I became a part of the Bank Simulation team. This is the school's capstone course and it is always the top ranked course in the school. What a pleasure it has been to work in this program that is led by Ernie Swift.

## Corporate Governance

The school is sponsored by fifteen state bankers associations. Our sponsoring states are Louisiana, Mississippi, Tennessee, Georgia, Alabama, Florida, South Carolina, North Carolina, Virginia, West Virginia, Kentucky, Missouri, Arkansas, Oklahoma, and Texas. The board of trustees of the school consists of the state association executive from each of these states as well as a banker trustee, who is appointed by the state association. The banker trustee must be a graduate of the school. In addition to these, there are a president, president-elect and past president who are elected by the board. These positions are filled by bankers with a strong knowledge of the school. Also, a chairman and chairman-elect

## John Jordan's Banking Background

John studied Industrial Engineering at The University of Tennessee and received his degree in 1972. To his good fortune, he had a part-time job in a bank while attending college. He knew this was to be his career. After graduating, he went through the management training program at the Citizens and Southern National Bank in Atlanta.

In 1974, he joined the Citizens National Bank of Athens, Tennessee. A great Tennessee banker and LSU graduate, Hugh Willson led this bank and gave John the opportunity to attend the school.

In 1979, the board of United Citizens Bank of Cheatham County asked John to become its President and CEO. This was a troubled bank and the board had recently dismissed its President as required by the regulators. John and his wife, Nancy, successfully turned this bank around and put together a group to acquire the bank. It was acquired by Commerce Union Bank in Nashville in 1988. Commerce Union was then bought by Sovran out of Virginia.

Sovran wanted a large presence in Tennessee but had none in Knoxville. Because John was from Knoxville and knew the market, management at Sovran asked him to start a de novo operation there. This was accomplished shortly before Sovran was acquired by NationsBank, now Bank of America.

Because they enjoyed operating banks together, John and Nancy decided to start a community bank in Clinton, Tennessee. In 1999, they opened The Community Bank of East Tennessee. In 2012, this bank was acquired by individuals from Wilson County Tennessee who wanted to branch the Clinton bank into Middle Tennessee. With this sale, Nancy retired as John remained with the bank as a member of management and board member.

John retired from banking in July, 2018. This retirement was very short-lived as he accepted the position of EVP and Director of GSBSU.

come from the state association executives. The officers along with the EVP and Director make up the executive committee of the board.

The school is fortunate to have this solid base of governance. It gives the school continuity and strong support across the fifteen states. In addition to being the governing body, the members of the board are active in seeking new students.

The dean of the School of Business at LSU is an ex-officio member of the board. Also, the liaison to the Mexican banks serves on the board.

## Accrued Interest

Benjamin Franklin once said, “An investment in knowledge pays the best interest.” Bankers attending GSBSLU expect that they will receive the benefit of knowledge shared by faculty members who are experts in their respective areas, and for the past 70 years GSBSLU has ensured that all bankers receive a quality education delivered by a dedicated faculty. In 2017, Dr. Woodland asked me to assume the role of Senior Academic Consultant to handle course selection and development as well as faculty selection and retention. This Spring I was honored when the Executive Committee asked me to serve as the school’s Vice President for Curriculum.

Going into the 2018 session, I considered student and faculty comments from previous years, consulted GSBSLU alumni, and compared our curriculum to banking schools in other regions of the country. More importantly, I wanted to determine how we could modify the curriculum of the school to better serve our industry in the future. Based on this process, I outlined a multi-year plan of small annual changes in the curriculum.

The first thing that I wanted to emphasize was ethical decision making as part of leadership in the financial services industry. As a result, we replaced a financial planning case with a new freshman case on ethical decision-making in the banking world. Danny Payne, a long-time Texas banker developed the course for 2018, and he is making significant modifications to the case for 2019 based on student feedback. The second change was making the Tuesday-evening speaker, a program typically focused on leadership, a required activity for all students. Almost everyone was universal in their praise of the Tuesday night speaker, Dr. James Olson, former Chief of Counterintelligence at the Central Intelligence Agency. His speech was not only patriotic, but it brought up deep questions regarding our world-view of leadership and ethics.



**Dr. James Olson,  
2018 session speaker**

The third change for 2018 was beginning the transitioning from a course on information technology applications in banking to a new course emphasizing the risks faced by banks in the digital age. Based on the recommendation of Carl Chaney, Course Coordinator for Bank Regulatory Law, we asked Chad Tagtow, a graduate of the school and Senior VP/CIO for Citizens Bank and Trust in Winter Haven, Florida, to develop a new course on Risk Management and Cybersecurity. Although Chad’s course was offered as a junior/senior elective for 2018, it will become a required junior class with a required bank study project (BSP) in 2019.

Other changes for 2019 include a reworking of the senior-level Current Banking Issues course. The new course will be taught by Rita Floyd, Director of Organization Development at Trustmark National Bank, will help students develop better communication skills and identify ways to increase their personal and organizational effectiveness through leadership in the community. Finally, we will introduce a new Junior/Senior Week 2 elective (Strategic Risk Management, Organizational Behavior, or Performance Management/CECL) in 2019.

Finally, as you know, the school is a constant work in progress. We look forward to rolling out a revised App for cell phones prior to the 2019 session, and we are pursuing other projects recommended by your class officers. We are also currently evaluating options for our Tuesday-night speaker. If you have any suggestions or comments regarding any of these items, I welcome your comments and suggestions at [mike@gsblsu.org](mailto:mike@gsblsu.org).



**Mike Highfield, PhD, CFA, CTP**  
Vice President for Curriculum, GSBSLU  
Professor of Finance, Mississippi State University

<sup>1</sup> Accrued Interest is the interest, accumulated on an investment but is not yet paid. Often, accrued interest is also termed as interest receivable. Some banking books prefer to call it as the interest that is earned, but not yet paid. That is what curriculum really is...a benefit which has not been paid...it is paid when they graduate.



## **GSB Graduates awarded 6-credits towards a MBA from Union College**

Union College of Kentucky is making it easier to earn your MBA faster. Now, GSB graduates are automatically awarded two full courses (six credit hours) towards a Union College MBA. The Union College MBA programs requires 10 courses which cumulates to 30 credit hours. This means as a GSB graduate, you will only have eight courses remaining to earn your MBA and can earn your MBA in 16 months or less.



Established in 1879, Union College is accredited by the Southern Association of Colleges and Schools. Current Union College graduate tuition is \$340 per credit hour (\$1,020 per class), so you can earn your MBA for just over \$8,000 in 16 months or less.

Union College offers a fully online MBA with convenient 8-week courses. The Union College MBA program accepts new students six times a year.

For more information, contact Union College Online Graduate Admissions at (606) 546-1620 or email [gradonline@unionky.edu](mailto:gradonline@unionky.edu).

## **New Things Are Coming**

The school is hard at work on redeveloping its website. Watch for these changes as you go to [www.gsblsu.org](http://www.gsblsu.org). As we looked at our website, we decided to review our branding and logo. Like all businesses, we must refresh and renew our look. We cannot wait to see the results of the work by our marketing partners on this project. Let us know what you think when you see the changes on [www.gsblsu.org](http://www.gsblsu.org).

## **GSB Bank Technology Security School**

Again this fall, the school will co-sponsor with the Graduate School of Banking at the University of Wisconsin a seminar addressing the hot topic of Bank Technology Security. The school is scheduled for October 21-26, 2018 at the Fluno Center for Executive Education in Madison, Wisconsin. The topics addressed include: Security Breaches, Laws and Regulations, Information Security Management, Virtualization, Network Defense, Mobile and Wireless Security Defense, and Network Penetration/Testing and Ethical Web Hacking. The enrollment deadline is September 21, 2018.

For more information refer to the following links:

- Overview: <https://www.gsb.org/is/Technology-Security-Overview.php>
- Details and Fees: <https://www.gsb.org/is/Technology-Security-Fees.php>
- Curriculum: <https://www.gsb.org/is/Technology-Security-Curriculum.php>
- Online registration: <https://www.gsb.org/is/Technology-Security-Register.php>

## **The 70<sup>th</sup> SESSION OF GSBSU**

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 70<sup>th</sup> session will be held May 19 – May 31, 2019 on the L.S.U. campus, and we are currently accepting applications.

