



**GRADUATE  
SCHOOL of  
BANKING**

AT LOUISIANA STATE UNIVERSITY

# BancGrad Update

from the *Campus of Louisiana State University*



## FROM THE DIRECTOR

The challenge of teaching bankers is revealed fully in the comments made by the school's students on their evaluation forms submitted at the end of each week of the session. The comments received at the end of this session were generally very positive and they make very interesting reading. A faculty member may receive several very positive comments and several very negative comments which greatly complicate the evaluation of a course. One explanation of contradictory comments may reflect the diversity of the student body which is a common feature of adult education.

To be admitted into the school, a banker must have a minimum of three years' experience as an officer but most of the bankers attending have much greater experience. And, of course, the extent and quality of experience gained may vary between banks. For example, a banker from a moderate-sized bank may have a fairly broad background in a wide range of the bank's activities, whereas an officer in a large regional bank may have extensive experience in a particular area of the bank. Such differences in backgrounds often produce comments such as "the material covered was too basic" or "the material covered was over my head." The faculty member is challenged to teach the course so that students from varied backgrounds and experience levels gain knowledge from the course.

*Don L. Woodland*

Don L. Woodland - Executive VP and Director

## Update Your Banking Intellect!

The rapid changes in the banking industry in the past several years have rendered obsolete some long-standing principals of customer service and bank profitability. The administration is considering offering a "refresher" course to graduates to address the latest trends in the industry and to update their managerial and leadership skills.

The school is conducting a brief survey of graduates, 2006–2012, to determine interest in the proposed program. The Executive Leadership Program is tentatively scheduled for three or four days during the first week of the school which will be May 23-27, 2016. Complete information on the proposal will be emailed to graduates next spring.

To make a decision regarding the proposed leadership program we need your feedback. Please click on the link <https://www.surveymonkey.com/r/MTQH77F> answer a couple of questions for us. Your help is greatly appreciated.

## Class of 2017 Officers

The freshman class, the Class of 2017, elected new officers at the session. The winners are as follows:

- President - Ashley Yancey, VP, Bank of North Carolina, Durham, NC
- Vice President - Ryan D. Thomas, Credit Officer, Citizens National Bank, Bossier City, LA
- Advisory Council - Logan Kreais, Assistant Controller, Ag Credit, ACA, Fostoria, OH; John Naughton, VP/Commercial Lender, First Community Bank, Mobile, AL; Salvador Oropeza, Account Executive, Banorte, Nuevo Leon, MX; and Nicholas Schuster, Sales Director/Partner, Cash Transactions, Austell, GA

The class officers serve as a link between the administration and the student body.

## Tuesday Evening Speaker

The long-standing tradition of hosting a distinguished speaker on the first Tuesday evening of the session was continued at the last session with Dr. Jeffrey Lacker, President and CEO of the Federal Reserve Bank of Richmond, addressing the entire student body. Dr. Lacker is presently a voting member of the Federal Open Market Committee and

## 2015 Session Review

STATE	SR	JR	FR	TOTAL
Alabama	7	14	11	32
Arkansas	6	6	8	20
DC	1	0	0	1
Florida	10	22	6	38
Georgia	19	16	16	51
Kansas	0	1	0	1
Kentucky	14	11	8	33
Louisiana	26	34	30	90
Maryland	0	1	0	1
Mexico	19	16	18	53
Minnesota	0	0	2	2
Mississippi	23	26	31	80
Missouri	5	2	3	10
Nebraska	0	1	0	1
New Mexico	0	0	1	1
North Carolina	2	9	6	17
Ohio	0	0	1	1
Oklahoma	2	2	1	5
South Carolina	2	11	3	16
Tennessee	22	25	18	65
Texas	7	3	3	13
Virginia	3	6	4	13
West Virginia	0	0	2	2
<b>TOTAL</b>	<b>168</b>	<b>206</b>	<b>172</b>	<b>546</b>

The 66th Session of the Graduate School of Banking at L.S.U. was held on campus May 24 - June 5 with 546 bankers in attendance from 22 states plus Mexico. The senior class had 168 members who received their diploma on June 5th. The second-year class, with 206 members, was the largest class followed by the freshman class with 172 students. The table to the left indicates enrollment by class and by states.

shared with the students important insights into the working of the committee and current monetary policy. The presentation was followed by a question/answer exchange between the students and Dr. Lacker.

## Simple Answer

The administration is sometimes asked why the session is three years in duration, while some schools have shortened to two years or even shorter. The answer is simple—a student can generally learn more and retain more knowledge by studying three years rather than a shorter period of time. And, there is another reason.

A very important part of the learning experience at the school is gained through association and interaction with fellow bankers. The three-year period provides more opportunities for this valuable interchange.

## Pass the Word

As a graduate of the school, faculty member, or someone who is familiar with the program, you are in a prime position to inform bankers about the school. These are very unsettling times in the industry and young bankers are looking for opportunities to advance their careers and there is no better way to accomplish this goal than through professional education. In selecting routes to more responsibility in their banks, testimony from fellow bankers represents vital information.

***Bank Directors' Guide to Controlling Credit Risk***

by Dr. William F. Staats

\$9.95

***Key Concepts of Financial Management for Bankers (second edition)***

by Dr. William F. Staats

\$28.50

***The Basics of Bank Investments (third edition)***

by Dr. Paul D. Cretien

\$15.95

*These 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 2015 Session featured several new faculty members and new and/or revised courses. A new course dealing with Effective Strategic Planning was introduced in the second-year curriculum and was taught by Kenneth Johnson, a consultant from Austin, Texas. The course in Advanced Real Estate Financing was completely revised under the leadership of Crawford Pike, Senior Vice President of BB&T in Winston-Salem, NC. The junior course dealing with Special Banking Issues was revised by the addition of a two-day session dealing with risk management taught by Kenneth Proctor from FIS Global in Atlanta, GA.

A completely new course was introduced in the last session dealing with technological innovations in banks. The course, Hot Topics in IT, was taught by Lisa Traina, a bank consultant in Baton Rouge. The new courses and faculty were generally well received by the bankers.



## Who are the Board of Trustees?

The school is managed by a Board of Trustees which consists of the presidents of the fifteen sponsoring state banker associations, and bankers from each of these states who are graduates of the school. The bankers serve a term of two years and they may be re appointed for one additional term.

Several of the banker/trustee terms expire this year and they have been replaced by the following graduates:

- AL Robert W. Mullins ('10), Area President, Premier Bank of the South, Huntsville
- FL John D. Sumrall ('05), President and CEO, Trustmark National Bank, Santa Rosa Beach

- MO L. Shane Cowger ('10), SVP and Sales Manager, Arvest Bank, Springfield
- NC Thomas M. Combs ('05), President and CEO, Union Bank & Trust Company, Oxford
- OK Corey T. Sisson ('11), Vice President, RCB Bank, Broken Arrow
- VA John C. Neal ('89), President, Union Bank & Trust Company, Richmond

The primary responsibility of the appointed banker/trustee is to market the school in their respective states. This is accomplished through correspondence with senior executives in their states, making presentations at banker meetings in their states, and responding to questions about the program asked by potential students.

## Mark Your Calendar

The school will again participate in the Federal Reserve Bank of Atlanta's annual Banking Outlook Conference. The conference will be held at the bank's home office in Atlanta on February 25, 2016.

The school will present a panel discussion by bankers addressing current issues in banking. The moderator of the panel will be the president of the school, Watts Steger who is Chairman of the Bank of Botetourt, Buchanan, VA. The members of the panel will be:

- Hugh Dailey, President and CEO, Community Bank and Trust of Florida, Ocala, FL
- Jim Edwards, Chief Executive Officer, United Bank Corporation, Griffin, GA
- Drake Mills, President and CEO, Community Trust Bank, Ruston, LA

The conference will include a discussion by regulators from the Fed, FDIC, and the

commissioner of the Louisiana Office of Financial Institutions. This panel will be moderated by Mark Holladay, President-Elect of the school and Executive Vice President and Chief Credit Officer of Synovus Financial Corporation in Columbia, GA.

This fall you will receive additional information about the program. Hotel arrangements are pending, but mark your calendar to be in Atlanta on February 25, 2016.

## Who are the Faculty?

The Graduate School of Banking at LSU relies very heavily on the banking profession for faculty members. At the 2015 session, 44% of the faculty were bank officers and 25% were bank consultants—half of the consulting faculty are former bankers. About 18% of the faculty members were academicians. Examiners and attorneys fall into the "other" category and accounted for about 7% of the faculty.

## BLOGS

The school has partnered with a local firm to analyze and manage our website [www.gsblsu.org](http://www.gsblsu.org). 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:

- GSBSLU Favorite Class: Mergers and Acquisitions with Chris Hargrove
- GSBSLU Favorite Class: Mega Trends of Agriculture, Rural, & Small Business Lending
- New & Revised Courses at GSBSLU in 2015
- GSBSLU is on Twitter!
- 2015 Banking Outlook Conference
- How Banks Can Retain Top Junior Bankers
- GSBSLU BancGrad Newsletter January 2015
- Bank Declines
- How to Acquire and Retain Top Banking Professionals
- Educating to Meet Future Challenges

## 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](mailto:donw@gsblsu.org) and request that it be listed on our home page.

## The 67<sup>th</sup> 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 on-line by clicking on Application.

The 67th session will be held May 22-June 3, 2016 on the L.S.U. campus, and we are currently accepting applications.

