



**BANKING DEMANDS LEADERSHIP.
GSB BUILDS LEADERS.**

THREE EXCEPTIONAL SCHOOLS OFFERED IN PERSON THIS FALL – APPLY NOW

FINANCIAL MANAGERS SCHOOL

Deadline to Apply is August 19

Designed by and for CFOs and others in the finance space, this one-of-a-kind school goes beyond the basics to present in depth critical best practices in A/L management, capital planning, pricing, risk management and much more. Attendees will earn up to 35 CPEs for this program. The Financial Managers School is nearing capacity, so early applications are encouraged.



BANK TECHNOLOGY SECURITY SCHOOL

Deadline to Apply is August 26

In an era of escalating cyber risk, the Bank Technology Security School is an essential learning opportunity for your information assurance team. Starting with a foundational knowledge of the business of banking, this school takes a deep dive into security breaches, regulations, information security management, digital forensics, network penetration testing and much more. Join us for an informative and important week and learn how to protect your bank's most critical information.



SALES AND MARKETING SCHOOL

Deadline to Apply is September 3

This terrific school combines sales strategy with impactful marketing best practices, all in the context of banking. It's ideal for teams of sales, marketing and senior managers to attend together by taking advantage of multi-student discounts. Led by a team of talented sales and marketing experts, this school is a must-attend—and covers everything from goal setting and planning to branding, data analytics, content marketing and so much more.



ENROLL TODAY AT GSB.ORG

GSB ALUMNI SPOTLIGHT: ADRIAN BEVERAGE

FROM BEVERAGE TO BEVERAGE: SON PICKS UP BATON FOR OBA AND GSB



In February 2000, Adrian Beverage began working at the Oklahoma Bankers Association (OBA) with his father Roger Beverage—who had been president/CEO since joining the association in 1988—in what he thought would be a temporary two-week job. On May 1 of this year, he accepted the baton of president/CEO from his father.

Adrian Beverage
President and CEO,
Oklahoma Bankers
Association

Shortly after graduation from Southeastern Oklahoma State University in 1999 with a bachelor's degree in communications and political science, Beverage jokes that his father told him that he would hire him for

two weeks but then he'd "have to go find something else to do." Twenty-one years later, he is at the helm of the association that serves approximately 200 member banks throughout Oklahoma.

Beverage began his tenure with OBA at the start of its legislative session in February 2000 and says he knew almost immediately that was where he wanted to be.

"I just fell in love with it right then," he says. "The only thing I knew going into my first legislative session is where the capital is located. That's all I had in my pocket on day one. I knew some of the bankers because I attended events. And I'd seen them around spending time with dad in his banking journey. I thought if all the bankers are as great as this handful of folks that I know, this is where I want to stay. Every day has been great. And I'm so thankful that it has played out like it has. Once I got involved in the political side of it, I didn't want to leave. And I told myself that after two weeks, he's [Roger] going to throw me out of here because I'm not leaving."

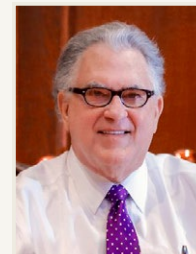
Roger Beverage recalls hiring his son, Adrian, as a "researcher" for the association's government relations division. "He worked alongside our two government lobbyists and learned the ins and outs of that overall process quite well," he says. "Our top lobbyist was a former president pro tempore of the Oklahoma Senate and was very thorough in taking Adrian under his wing. Adrian was a natural."

"He never came out and said, 'I'm so glad you love it; you just stay here,'" Adrian Beverage says. "But I could tell he was excited that I wanted to be here and didn't want to leave. He just kept piling projects on me, and I had great success, fortunately, with the legislature that first year. I built so many relationships that I basically made it impossible for him to get rid of me."

Roger Beverage notes that in addition to government relations matters, Adrian gradually assumed other duties at the association, including personnel management, the association's entire human resources responsibility, and even managed its weekly contact banker program and its 'Bankers Night Out' events.

"He built up an incredible and effective grass-roots program through the contact banker program, and he has built it into a very effective lobbying force," Roger Beverage says. "He also assisted with the PAC efforts and in 2014 took over the entire government relations operation. He has excelled at every assignment he has been given and is an exceptional lobbyist. He's better than I ever was."

In his 21 years with OBA, Adrian Beverage has held the roles of senior vice president of government relations, human resources director, chief of staff, executive vice president and director of government relations for the association. In his years working alongside his father, Roger, he says the most valuable insights he has gleaned from him have been about the importance of learning how to work with bankers and legislators and build relationships. He recalls getting his initial lesson when he got a bill through the legislature his first year.



Roger Beverage
President and CEO,
Oklahoma Bankers
Association

Thank you Roger Beverage for your many of years of service on the Trustees and faculty! You've been a wonderful supporter, friend and a contributor to our success. On behalf of everyone at GSB, we wish you all the best in retirement!





that as Oklahoma legalized medical marijuana a couple of years ago, the state now has unlimited growers, producers and dispensaries; and the industry is out of control.

“We really need federal legislation that will allow our banks a safe harbor to bank any legal aspect of the marijuana industry,” he explains. “The amount of cash that is being moved poses a grave security risk and there’s also a portion of the industry that is paying taxes in cash. These are only two of many reasons that we need some federal legislation. H.R. 1996 passed the House a couple of months ago and is still waiting for some action in the Senate. This bill, as currently written, would be incredibly beneficial to our industry.”

In addition to taking the reins from Roger at OBA, Beverage also succeeds his father on the GSB board of trustees.

“He is a graduate of the GSB-Madison program and has taught at the school, as I did before him,” Roger Beverage says. “He knows the school from both sides of its operation and will make an excellent trustee.”

A 2008 graduate of GSB, Beverage says it was his father’s own high regard for the school, and his involvement as a trustee, that led to him following in his footsteps.

“Dad didn’t ask me if I wanted to go; he told me I was going,” he quips. “I’m so thankful he did.”

Adrian Beverage found his experience at the school so invaluable that he has already determined one of his top goals as a new trustee. “I want to increase the attendance from Oklahoma,” he says. “And I think I’m perfectly placed to not only show them, ‘here are the relationships, here’s the education you’re going to get...’ but I lived it. I didn’t have a lot of banking knowledge going into GSB. I came out with a boatload of it and also the relationships. I can sell it to any banker in the state from whatever angle I need to to convince them that GSB is the way to go.”

Beverage enjoys his work immensely but when not traveling to events and banks, he says his favorite thing to do is to relax by playing board games as a family with his wife Deanna and kids Molly, 13, Grady, 10, and Grant, 4. ■



“He [Roger] called me back and chewed me out for 20 minutes and I didn’t know why,” Beverage says. “The bill passed easily, but I only talked to the Democrats who were in control. I didn’t talk to all the Republicans and he said ‘that’s not how we do it around here. You talk to every single legislator.’ That’s something that I carry with me every day. I don’t see party. I see that they are elected officials, and I’ll meet with them.”

Roger Beverage also instilled in his son the understanding that the industry is ever changing. And while bankers deal with today, it’s his responsibility as the OBA’s leader to worry about tomorrow on their behalf.

“Today, we have to see what speed bumps, hurdles, and curveballs are coming down the road to make sure they’re ready,” Beverage says. “The other thing he [Roger] always stressed was to just be a good listener. You can gather more information from listening than you can from controlling the conversation. Those are lessons I used just today with my kids.”

Adrian Beverage applies these lessons daily. In his new role as president/CEO, he is committed to re-emphasizing and strengthening the OBA’s relationship with Oklahoma bankers by going on the road at least one day per week to meet with them.

“I want to go see our bankers and not just at OBA events around the state,” he says. “I want to see their banks. I think it’s incredibly important to sit across the desk from the banker and hear what his or her concerns are, what issues they are facing and what’s going right. And I feel that I can get more feedback sitting across from their desk than I can just shooting them an email. This is a relationship business; and those relationships are built in person, not via Zoom or emails.”

Another focus for Beverage is the issue of cannabis banking—which he says is important to many of the bankers in the state. He states

A LEGACY OF LEADERSHIP: RICHARD DOOLITTLE, RETIRED GSB PRESIDENT AND CEO



Retired GSB president and CEO Richard I. Doolittle passed away on Sunday, May 23, 2021, at the age of 88, in Menomonee Falls, Wis.

Dick, as he was widely known, attended Syracuse University, graduating in 1954. He then served in the U.S. Army for two years before earning his master's degree in human resource development from New York University in 1964.

Dick's professional career started with the American Institute of Banking in New York; from there he went to the American Banking Association, where ultimately served as director and chief operating officer of the Stonier Graduate School of Banking at Rutgers.

Nine years later, he joined the Graduate School of Banking at the University of Wisconsin-Madison and Herbert V Prochnow Foundation as president and CEO, a role he held for for 21 years, overseeing all functions of GSB and its supporting foundation. He retired in 1995.

Dick married Lorraine Francois in 1958. They raised two daughters and were happily married for 49 years, enjoying vacations in the Wisconsin Dells or on one of their many cruises.

In addition to his legacy of leadership in the banking industry, Dick was a member of Madison Rotary Club, Dane County Public Affairs Council, and other professional organizations. ■

HAVLIK, OF SOUTH DAKOTA, IS FIRST AMBA TROVILLION SCHOLARSHIP RECIPIENT; OTHER NATIONWIDE SCHOLARSHIPS ALSO AWARDED



Austin Havlik, vice president, First Dakota National Bank, Mitchell, South Dakota, who served in the South Dakota Air National Guard, has been awarded the first-ever *Association of Military Banks of America (AMBA) Scholarship*, which honors the memory of Raleigh A. "Andy" Trovillion, former GSB faculty member and AMBA board chairman. Bankers must be serving or have served honorably as an active duty, Reserve, or National Guard member of one of the Armed Services of the United States or be a military spouse or spouse of a veteran to be eligible.

The Graduate School of Banking is also pleased to announce the recipients of these nationwide scholarships:

Mindy Bobay, chief financial officer, The Hicksville Bank, Hicksville, Ohio, received one of two *Prochnow Educational Foundation GSB At-Large Outstanding Leader Scholarships*, which recognize contributions and leadership potential in the banking industry. The second Outstanding Leader Scholarship has been awarded to **Kourtney Piepenburg**, chief digital

officer; vice president, strategic project management, Falcon National Bank, Sartell, Minnesota.

Michelle Pair, Broadway Bank, San Antonio, Texas, has received the *Ann Kleist Scholarship*, which recognizes community service and volunteerism, in honor of longtime GSB vice president Ann Kleist and her commitment to the community.

More than \$300,000 in funds is available annually for scholarships to attend the Graduate School of Banking at the University of Wisconsin-Madison. Some scholarships are awarded through GSB's sponsoring state bankers associations while others are available nationwide. Scholarships are awarded to incoming first-year students only and are renewed annually. Bankers interested in starting the GSB experience are encouraged to visit the scholarship page on the GSB website; applications for the 2022 session will be posted in October, 2021. ■

GSB ONLINE SEMINAR SERIES

All GSB programs are recorded, so even if a seminar has already taken place you can benefit from the content by registering online! Here's a sneak peek at Fall 2021 programs:



ASSET/LIABILITY MANAGEMENT

A Beginners Guide to Asset/Liability Management

Fundamentals of Interest Rate Swaps and Caps

GENERAL BANKING

Understanding the Business of Banking

HR MANAGEMENT

Developing a World Class On-Boarding Program

Negotiation Skills for the HR Professional

Building a Recognition Program for Success

Managing Generations in the Workplace

Interviewing Skills for Better Hires

HSA TRAINING

HSA Fundamentals

HSA Beyond the Fundamentals

Top 10 HSA Issues

IRA TRAINING

IRA Fundamentals

Opening and Maintaining IRAs

IRA Contributions

IRA Distributions

Top 10 IRA Issues

Required Minimum Distributions

IRA Transfers and Rollovers

Everything Roth

Rollovers Between Retirement Plans and IRAs

IRA Beneficiary Distributions

LENDING

Developing and Analyzing a Statement of Cash Flows

Introduction to Global Cash Flow

Issues in Underwriting Commercial Construction Loans

Administering and Monitoring Commercial Construction Loans

Developing and Analyzing the Uniform Credit Analysis (UCA) Model

Global Cash Flow Mechanics, Including Living Expenses

Introduction to Commercial Lending

Introduction to Consumer Lending

CECL 101: An Introduction to the Standard

Administering and Monitoring Residential Construction Loans

Advanced Cash Flow Issues: Working Capital and Fixed Asset Expenditures

Expanding from Global Cash Flow into Global Analysis

Business Law Basics and Lender Liability

Accounting Basics/Refresher

Developing a Cash Flow and Key Ratios

Focus on Sole Proprietorships, Rental Property and Farms

Overview of Appraisal Rules/Guidelines and the Review Process

Managing TDRs Start to Finish: Initial Identification to Rewriting to Non-TDR Status

Appraisal Approaches to Value De-mystified

Cap Rates and Factors Beyond Debt Coverage and Loan-to Value

Focus on Pass-Through Entities and Schedule K-1s

Loan Portfolio Stress Testing in a Pandemic World

Best Practices in Annual Loan Review

Focus on Global Cash Flow as an Underwriting Tool for Businesses and Owners

Issues with Property Types & Lease Structures

Key Appraisal Components Beyond the Approaches to Value

Key Ratio Analysis: Calculating and Interpreting the Numbers Correctly

Advanced Personal Cash Flow Issues, Including Capital Gains

Developing a Global Analysis of Property Holdings

How to Craft an Effective Commercial Loan Write-Up

Key Aspects to Effective Loan Portfolio Risk Management

Pricing Loans in Uncertain Times

Advanced Financial Statement Analysis

Advanced Cash Analysis

Analyzing Personal Financial Statements and Loan Applications Components of Business Financial Statements & Tax Returns

Four Keys to Loan Structuring

Best Practices for Lines of Credit, Term Loans and Other Credit Facilities

Cash vs. Accrual Accounting Refresher

Overview of Credit History and the Role of Collateral

GSB ONLINE SEMINAR SERIES

All GSB programs are recorded, so even if a seminar has already taken place you can benefit from the content by registering online! Here's a sneak peek at Fall 2021 programs:



...LENDING CONTINUED

Commercial and Industrial Lending in Today's Competitive Market

Loan Agreements and Covenants

Navigating and Analyzing a Business Tax Return

Overview of Residential Mortgages and Home Equity Lending

Problem Loan Workout in Today's Market

Developing and Analyzing Key Financial Ratios

Five Keys to Better Credit Memos and Loan Packages

Improving Commercial Loan Pricing and Profitability

Overview of Evaluations and Other Valuation Options

MANAGEMENT

Community Bank Capital Raising Simplified

Creating the Right Enterprise Risk Management (ERM) Program for YOUR Community Bank

Customer Experience Management - Lead It or Lose It

Characteristics of Strong Risk Assessments and Tools to Monitor and Report Results

Liquidity Strategies for Illiquid Community Bank Stocks

Building a Culture That Develops Future Leaders

Strategic Planning for Financial Institutions - It's All About Your Strategy

Maintaining Community Bank Independence in a Consolidating Environment

Three Key Risk Assessments In Your ERM Program: ERM, IT and Internal Controls

MARKETING

How to Move from Effective Advertising to Strategic Marketing

RELATIONSHIP BANKING

Prospecting Today: What's New, What's Different

Engaging Prospects: How to Leverage Your Resources

Preparing for First Meetings: How to Stand Out

Coaching Prospecting: Practical Strategies for Sales Leaders

TECHNOLOGY

Business Continuity Plan Development

Five Ways to Reuse IT Risk Assessment Frameworks

Cyber Incident Response Best Practices

Cybersecurity 101 - Board Basics

ABOUT THE GSB ONLINE SEMINAR SERIES

The GSB Online Seminar Series offers a convenient, cost-effective way to access quality educational opportunities. GSB seminars are delivered by some of today's top industry experts. All sessions are recorded, so if you're unable to attend one of the live presentations, it's no problem! When you register for a GSB Online Seminar, you'll have access to the live presentation as well as a recording in case you are unable to attend the entire program. There is no additional fee to view the recording, it's included in your registration fee. It's your choice to attend the live session, view the recording—or do both—based on your schedule.

With the GSB Online Seminar Series you'll benefit from:

- Bank-specific courses that deliver must-know information across all areas of bank management.
- Instructor contact information so you can ask questions as you go through the recordings
- Competitive pricing—one fee allows multiple attendees to participate through a single connection
- State-of-the-art technology that ensures a quality learning experience
- The faculty and expertise of the nation's most respected graduate banking school

For additional information, please visit gsb.org