



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



**2023 SCHOOLS ENROLLMENT OPEN**



**GRADUATE SCHOOL OF BANKING**  
July 30 - August 11, 2023

Since 1945, the Graduate School of Banking at the University of Wisconsin-Madison has helped develop more than 23,000 banking leaders through a program of advanced management education. Today, GSB is widely recognized as the nation's leading and most progressive banking school, offering a comprehensive course of study that focuses on meeting the changing needs of today's bank leader. GSB is the only graduate banking school in the nation that relies on its alumni, Banker Advisory Board and Academic Committee to create an unparalleled learning and networking experience.



**FINANCIAL MANAGERS SCHOOL**  
September 18-22, 2023

This school goes beyond the basics to present best practices and solutions to today's most critical financial management decisions. Designed by experienced CFOs for financial institution finance managers to provide the tools you need to build a solid foundation in asset/liability management.

**SALES AND MARKETING SCHOOL**  
September 25-29, 2023

High-energy school that's ideal for sales and marketing teams to attend together with multi-student rebates. Includes valuable content on the business of banking, too.



**FIND DETAILS AND ENROLL AT  
GSB.ORG**

**BANK TECHNOLOGY  
SECURITY SCHOOL**  
October 16-20, 2023

Especially for IT security officers, this program will broaden your understanding of the business of banking along with an in depth, interactive and hands-on study of the latest IT security techniques and strategies.

**HUMAN RESOURCE  
MANAGEMENT SCHOOL**  
March 27-31, 2023

Designed for financial services HR professionals to help tie together important banking and HR issues, this school will expand your knowledge of the business of banking, human resource management and employee performance.

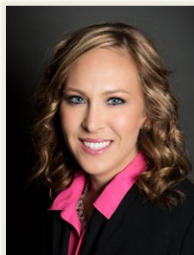
**DIGITAL BANKING SCHOOL**  
Offered virtually April 3-27, 2023

The first school of its kind – to help community banks grow in the digital banking space, with a focus on innovation, digital product mix, customer engagement, technology, vendor partnerships and more.

**BANK TECHNOLOGY  
MANAGEMENT SCHOOL**  
April 17-21, 2023

Created especially for financial services IT professionals, this popular and respected program explores critical banking and technology issues. Gain an in-depth understanding of bank profitability, technology management, security and more. ■

# GSB SPOTLIGHT: KATIE ASHWORTH



Katie Ashworth  
Director of Marketing  
and Communications,  
CNB Bank & Trust,  
Carlinville, Illinois

Katie Ashworth, Director of Marketing and Communications, CNB Bank & Trust, Carlinville, Illinois, was destined to be in banking. She is the fifth generation of her family to work at CNB. Influenced by the lengthy and rewarding careers of her father, James (Jim) Ashworth, grandfather, Charles (Chuck) Ashworth, great grandfather, Perry Oliver (P.O.) Landon, and great great grandfather, Abraham Lincoln (A.L.) Hoblit, she developed an appreciation for the impact community banks have on those they serve.

Not only did she follow in the footsteps of her family into the financial world; in 2023 she will be the third generation GSB graduate. Her grandfather graduated in 1953 and her father in 1983 making it an even 30 years between each of their graduations, and 40 between hers and her father's.

"I chose the banking industry because community banks help customers reach their personal and professional goals while supporting growth and giving back to the markets we serve," she says.

"While the banking industry remains stable, consistent, and trustworthy, it's constantly changing and presenting new challenges," she adds. "Banking is one of the few industries that can help customers their entire lives. Banks provide a wide range of opportunities to help customers reach financial success, while also being valuable to the economy."

Throughout the course of her 17-year career in marketing at CNB, beginning Marketing Assistant and transitioning to CRM Officer and Training Coordinator, Ashworth has been driven to consistently look for ways that CNB can improve its customer service and internal communication.

"I like looking for processes and procedures within the bank that we can make more efficient," she says. "I enjoy creating new ways to improve our working relationship with our customers and colleagues."

Ashworth also has a goal of better using the bank's resources to promote customer retention, grow relationships, and provide the best customer experience.

Ashworth's dedication to banking doesn't end with her own bank. She was recognized as a 40 Under 40 by the Independent Community Bankers of America (ICBA) in June 2021; Career Banker of the Year by Community Bankers Association of Illinois (CBAI) in November 2021; and Vice President, Class of 2023 by GSB in August 2021.

That drive and commitment to customers, colleagues and the banking community led to a promotion for Ashworth to Director of Marketing and Communications in September 2022.

Although she was involved in strategy in her previous role of CRM Officer and Training Coordinator, she is looking forward to shifting the marketing strategy to analyze who CNB is marketing to, why and how. And she is leveraging her GSB education to assist her.

"My GSB education has helped me gain a better understanding of commercial bank management," she says. "I've been in the Marketing Department the entirety of my career, and it's been beneficial and exciting to learn more about economics, financial



ABOVE LEFT: Katie Ashworth and family in Switzerland. ABOVE RIGHT: Katie's father, Jim Ashworth, standing in front of a framed photo of Katie's grandfather, who are both GSB graduates. BELOW: Katie Ashworth and her partner, Steph, have opened their home to children in the community.



management, loan portfolio management, IT strategies, laws and regulations, leadership, and retail banking through classes and intersession projects."

"I chose to pursue the GSB program because I wanted to gain a better understanding of bank functions, other departments within the bank, and leadership," she adds. "GSB has given me the op-



# 2022 SESSION IS A WRAP!

The 2022 GSB session—the first in-person session of the Graduate School of Banking since 2019—was a tremendous success, with more than 200 incoming Freshmen students enrolling to begin the program this year, and hundreds more returning to continue or complete their GSB education. Outstanding core courses, timely electives, a robust FiSim bank management simulation and two exceptional keynote addresses rounded out the two week school.

On the first Monday evening, Diversity, Equity and Inclusion expert Deanna Singh, Uplifting Impact, Milwaukee, shared the business case for creating a welcoming and inclusive culture – with specific examples of the cost of exclusion. The second week, leading futurist and author Jack Uldrich, Minneapolis, gave students a powerful look at the trends, innovations and cultural shifts that will continue to change how we live our daily lives, and how we evolve in business.

This session GSB recognized two long-term faculty for their service Darren Herrmann was recognized for his 25 year tenure, and Bob Dye for his amazing 40 years with the school. We cannot thank these gentlemen enough for their contributions to the school and to the industry.

We also wish to recognize the significant commitment of our international students who travel from around the world to attend GSB. This year, we welcomed students from Egypt and Haiti to the GSB session; these students will join a proud group of alumni from across the globe who've made GSB Madison their school of choice. ■

## SPECIAL THANKS TO OUR 2022 SPONSORS

FOR THEIR GENEROUS SUPPORT OF THE GSB DISTINGUISHED SPEAKER SERIES.

**Wipfli LLP**, Minneapolis, MN  
**BankTalentHQ**, Springfield, IL  
**Bankers' Bank**, Madison, WI  
**Open Lending**, Austin, TX  
**Financial Managers Society**, Chicago, IL  
**University of Massachusetts-Amherst**, Isenberg School of Management, Amherst, MA  
**Federal Home Loan Bank of Chicago**, Chicago, IL  
**Federal Home Loan Bank of Des Moines**, Des Moines, IA



TOP: Deanna Singh (center) with students. ABOVE: Singh receiving standing ovation from the GSB student body. BELOW: International students travel to Wisconsin to attend the 2022 GSB session.

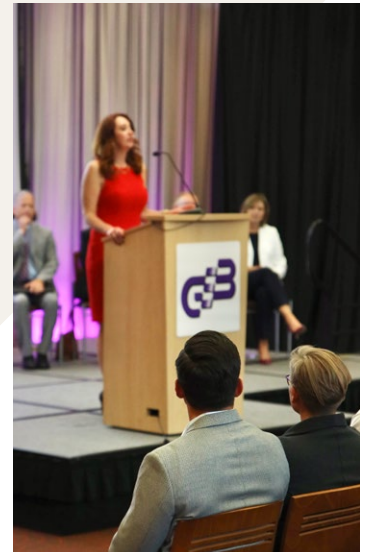


ABOVE LEFT: During session GSB honored Darren Herrmann for his 25 years of service to our faculty. Darren has committed countless hours to teaching, mentoring and helping bankers become more knowledgeable, prepared financial leaders. ABOVE RIGHT: Bob Dye was honored for his amazing 40 years of dedication and service to the GSB faculty. Fun Fact - Harland Johnson was in the first class that Bob taught for GSB back in 1982; this year, his son Evan Johnson graduated. Here, Bob and Evan are pictured together.



# CLASS OF 2021 IN-PERSON COMMENCEMENT

Members of the GSB Class of 2021, who graduated virtually during the pandemic, were invited to return to Madison for an in-person ceremony and celebration of their achievements. We were delighted to welcome back many members of the class—and to recognize the entire class in our on-campus ceremony. The Class of 2021—who endured the cancellation of the 2020 session and unprecedented uncertainty as they progressed through the program, proved themselves to be resilient and capable. Congratulations to all! ■



...continued from page 2, "GSB Spotlight: Katie Ashworth"

portunity to gain the knowledge that is required to be an effective leader in the industry."

Ashworth says that one of her biggest takeaways from last summer's session was recognizing that the bank needed a marketing plan. "While working through the marketing intersession project, I was able to create and implement a marketing plan that we still use today," she says.

Ashworth also credits GSB with enhancing her knowledge of successfully running a marketing department in today's changing environment, particularly in digital. "This knowledge is going to be beneficial as my career shifts into a more strategic marketing role," she says. "I've also gained relationships with the teachers and my classmates. I made a solid group of friends last summer and we've already been bouncing ideas off each other. It's been wonderful to form those relationships and to have them as a resource."

Ashworth says that though she has had many takeaways in her last two summers at GSB, the biggest is the acknowledgement that as the industry consolidates, technology continues to rapidly change, and regulations increase, banks will find it harder to compete.

"In today's world, all community banks face the challenge of remaining relevant," she stresses. "Forty years ago, there were 15,000 banks, which is drastically different than the 5,000 banks that exist today. The technology that consumers demand is pricey, which is a concern because customers are not as loyal as they once were. It's easy for a customer to find and switch banks online. As community

bankers we must continue to find ways to meet the customers' needs. GSB has helped me gain a better understanding of how all departments within the bank work together to remain relevant and competitive."

When not focusing on the needs of customers, Ashworth likes to indulge in her favorite hobby—which she says she doesn't get to do as often as she likes—SCUBA diving. She has been certified since age 15 and now gets to share her love of diving with her partner, Steph, and their children Dakota, 17 and Saylor, 11 who all recently became certified. She also enjoys golfing, hiking, and camping.

Ashworth's love and dedication to her community extends to her home life as well. She is on the board of directors for the Macoupin County CEO program and volunteers for various organizations. In addition, she and Steph have taken in eight children over the last couple of years and had six children in total, ranging from kindergarten through 12th grade, in their home during Covid.

"Our home has an open door to kids who need a safe place to go," she says. "It's not through a government agency so we don't get assistance, but we become aware of kids who are not in the system and need a supportive family. With their biological parents' permission, we invite them to our home. During the shutdown, we had six kids in our house while we were learning to work from home, making sure all of the kids were on top of their schoolwork, and teaching a kindergartener to read. It was hectic!" ■



**CONVENIENT.  
AFFORDABLE.  
RELEVANT.**

Register today for a  
GSB Online Seminar  
at [gsb.org](https://www.gsb.org)



# GSB ONLINE SEMINAR SERIES

The GSB Online Seminar Series offers a convenient, cost-effective way to access quality educational opportunities. Programs are designed to meet the dynamic learning needs of today's busy financial professional and are delivered by some of today's top industry experts. Choose from these upcoming or recently recorded programs across all areas of bank leadership:

## A/L MANAGEMENT

Fundamentals of Interest Rate Swaps and Caps

The Current Need for Capital Stress Testing

A Beginners Guide to Asset/Liability Management

## GENERAL BANKING

A Passion for Women in Leadership - Encouraging the Next Generation of Women Leaders

## HR MANAGEMENT

Negotiations 101

Onboarding Your New Hire - An Experience or an Afterthought?

Epic Fail: Recalibrating Team Focus

Interviewing Skills for Better Hires

The Human Side of Digital Transformation

Employee Engagement & Retention Strategies

Emotionally Intelligent Leadership

Hiring for the Right Fit

## LENDING

CRE Appraisals: Overview of Appraisal Rules/Guidelines and the Review Process

CRE Lending: Developing a Cash Flow and Key Ratios

Personal Tax Returns and Cash Flow: Focus on Sole Proprietorships, Rental Property and Farms

Introduction to Consumer Lending

CRE Appraisals: Appraisal Approaches to Value De-mystified

CRE Lending: Cap Rates and Factors Beyond Debt Coverage and Loan-to-Value

Credit Analysis Basics

Personal Tax Returns and Cash Flow: Focus on Pass-Through Entities and Schedule K-1s

Introduction to Commercial Lending

Accounting Basics/Refresher for Bankers

CRE Appraisals: Key Appraisal Components Beyond the Approaches to Value

CRE Lending: Issues with Property Types & Lease Structures

Personal Tax Returns and Cash Flow: Focus on Global Cash Flow as an Underwriting Tool for Businesses and Owners

Key Ratio Analysis: Calculating and Interpreting the Numbers Correctly

CRE Appraisals: Overview of Evaluations and Other Valuation Options

CRE Lending: Developing a Global Analysis of Property Holdings

Personal Tax Returns and Cash Flow: Advanced Personal Cash Flow Issues, Including Capital Gains

Prospecting: Develop a Winning Strategy and Activity Plan

Business Financial Statements and Tax Returns: Developing and Analyzing a Statement of Cash Flows

Commercial Lending: Introduction to Global Cash Flow

Construction Lending: Issues in Underwriting Commercial Construction Loans

Managing Your Ag Loan Portfolio 2022 and Beyond

Basic Personal & Business Tax Return Analysis

Prospecting: Get More Meetings with the Prospects You Want

Business Financial Statements and Tax Returns: Developing and Analyzing the Uniform Credit Analysis (UCA) Model

Commercial Lending: Global Cash Flow Mechanics, Including Living Expenses

Construction Lending: Administering and Monitoring Commercial Construction Loans

How to Craft an Effective Commercial Loan Write-Up

Prospecting: Conduct Persuasive Prospect Meetings & Create Compelling Proposals

Business Financial Statements and Tax Returns: Advanced Cash Flow Issues: Working Capital and Fixed Asset Expenditures

Commercial Lending: Expanding from Global Cash Flow into Global Analysis

Construction Lending: Administering and Monitoring Residential Construction Loans

**...LENDING Continued**

Prospecting: Win More Business at the Price You Want

Advanced Financial Statement Analysis

Advanced Cash Flow Analysis

Advanced Tax Return Analysis for the Banker

Business Financial Statements and Tax Returns: Components of Business Financial Statements & Tax Returns

Commercial Lending: Four Keys to Loan Structuring

Consumer Lending: Analyzing Personal Financial Statements and Loan Applications

Commercial and Industrial (C&I) Lending in Today's Competitive Market

Business Financial Statements and Tax Returns: Cash vs. Accrual Accounting Refresher

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

Consumer Lending: Overview of Credit History and the Role of Collateral

Problem Loan Workout in Today's Market

Business Financial Statements and Tax Returns: Navigating and Analyzing a Business Tax Return

Commercial Lending: Loan Agreements and Covenants

Consumer Lending: Overview of Residential Mortgages and Home Equity Lending

Business Financial Statements and Tax Returns: Developing and Analyzing Key Financial Ratios

Commercial Lending: Five Keys to Better Credit Memos and Loan Packages

Commercial Lending: Improving Commercial Loan Pricing and Profitability

**MANAGEMENT**

Five Cultural Changes That Must Become Business as Usual

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

How to Have Difficult Conversations

Human Trafficking: Closer to Home Than You Think

Customer Experience Management - Lead It or Lose It

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

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

**MARKETING**

How to Move from Effective Advertising to Strategic Marketing

**TECHNOLOGY**

6 Steps of an IT Audit Program

Reporting Critical Information Security Areas Upstream

Vendor Management Process Improvements

**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 designed to meet the dynamic learning needs of today's busy financial professional and 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, based on date, 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 and program date/availability.

**For additional information, please visit [gsb.org](http://gsb.org)**

