



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



SALES AND MARKETING SCHOOL DELIVERS HIGH IMPACT EXPERIENCE

The 2022 Sales and Marketing School wrapped up in September and, once again, received exceptional ratings from participants who appreciated the school's in-depth curriculum, knowledgeable faculty and unparalleled networking. One member of the Class of '22 shared this about their experience:

"I truly can't recommend the Sales and Marketing School through GSB Madison highly enough. The curriculum is comprehensive and gives attendees practical sales and marketing takeaways that can be implemented at their financial institution right away. In addition, the instructors take their time to not only teach but listen to the real-world concerns of those attending and do try to share best practices during class.

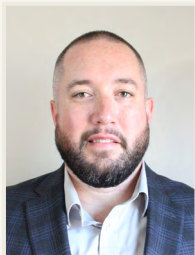
However, I believe the greatest asset attendees receive through this week-long school is the peer-to-peer networking. With the specialized nature of the course, you are able to get to know the other banking professionals within your class on a professional and personal level. Each and every classmate of mine provided insight, opportunity, and collaboration throughout the entire week and I have made connections with bankers from across the United States that I will be able to call upon long after we left the classroom."

Applications are currently being accepted for the 2023 school, to be held September 25-29, 2023, at the Fluno Center for Executive Education in Madison, Wisconsin. As with all GSB schools, enrollment is limited, so early application is encouraged. For details, visit <https://gsb.org/schools-programs/sales-marketing-school/> ■



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GSB SPOTLIGHT: MATTHEW LITTLE



Matthew Little
Senior Vice President/
CIO, Great
American Bank,
Lawrence, Kansas

Matthew Little has come full circle in his banking career. And he has managed to craft a career built on his first love of IT, his passion for community involvement, and his commitment to professional growth. As a student at Hutchinson Community College, Hutchinson, Kansas, Little discovered his aptitude for IT and found himself working in computer support during holiday breaks for a small community bank in his hometown. There he focused on filling in on the teller line for vacationing staff while helping to ready the bank for the Check 21 system upgrades. He began his early career in social work while pursuing

an undergraduate degree in exercise science at Wichita State University and continued serving in the social work field following graduation.

After enjoying five to six years of social work an opportunity presented itself at Bank of America. "My goal was to get comfortable at asking people for their money and to add to the business development field," he says. "But that job led to another, and I got back into community banking, working up through the ranks."

Little, who started with Great American Bank in 2012, says he relishes his unique role in the bank as IT director and CIO. And he has been able to incorporate the principles that made him successful in his previous role as a social worker.

"My father is a United Methodist pastor and my parents have always been very involved in serving the different towns I grew up in," he says. "I came from a social work background, so I'm very involved with, and committed to, the community that our bank serves. When I come to work every day, it's not only for the bank; it's for the community. My mission and my day-to-day role at the bank are to give back to the community and to be involved--whether that's volunteering at an event, being on a board for a nonprofit, or just helping members of the community access their money. My passion is just helping people."

Little, who has also been in training for the last few years as successor to the CFO in the next two to three years, is also passionate about enhancing the professional environment of his colleagues as well.

"The most enjoyable part of my job is being involved in all of the different facets of the bank and being able to understand how we run it," he says. "And then taking that back to my IT role and being

able to improve those processes," he adds. "There's so much that can be leveraged on the IT side of things to improve the processes of the bank to make it run more efficiently."

Little credits his broad GSB education, including the Bank Technology Management School, completed in 2012; the Graduate School of Banking program, completed in 2017; and the Financial Managers School, completed this year, with providing him the foundation to build on not only efficiencies but the financial health of Great American Bank as well.

Little notes that he had been away from IT for 10-15 years when charged with the responsibilities at the start of his career with the bank. After a period of refamiliarizing and reteaching himself, he had to acknowledge that managing IT for a corporation versus a bank were two different avenues. He wanted to hone in on how it is done for banking, and after receiving a flyer from GSB he had a plan. He was already familiar with the school's reputation so after perusing the offerings, he applied to the Bank Technology Management School. Little observes that he had valuable takeaways from the Technology Management School. "I came back to the bank and implemented those takeaways into our overall IT program," he says. "I was able to sharpen up our processes."



Matthew Little and his wife, Emily, and daughters, Kadee, 8, and Whitlee, 5.

HUMAN RESOURCE MANAGEMENT SCHOOL – APPLY NOW



GSB's annual Human Resource Management School is especially designed for human resources leaders in banking; the next session will be held March 27-31, 2023, in Madison. HR professionals – both seasoned leaders and newcomers to the HR management field – will benefit from this in-depth look at how the bank's HR function is a key element in bottom-line profitability. HR leaders are encouraged to enroll now to learn:

- How human resources contributes to bottom-line profitability
- The business of banking, including key financial ratios and the language of banking
- Strategies to select and retain top talent and manage performance
- Ways to enhance your compensation and benefits program
- How to build career paths for key performers
- Strategies to improve employee productivity, performance, and profitability
- A network of banking HR peers for exceptional networking ■

SCHOLARSHIPS AVAILABLE FOR GRADUATE SCHOOL OF BANKING AND HR MANAGEMENT SCHOOL

Nearly \$250,000 in scholarships are available annually through the Herbert V. Prochnow Educational Foundation to assist bankers in advancing their education and careers. Some applications are currently available directly from our scholarship page to bankers nationwide. Other state-specific scholarships are awarded through our association partners and applications will be available through sponsoring associations in December. Learn more here: <https://gsb.org/schools-programs/scholarships/> ■





DIGITAL BANKING SCHOOL NEARING CAPACITY

VIRTUAL PROGRAM STARTS APRIL 3 AND OFFERS SINGLE BANK-WIDE REGISTRATION

With all that's involved in digital banking, we encourage broad participation across various areas of the bank – and that's why we've priced this school with a single, per-bank fee. Community bank CEOs, along with leadership teams from operations, retail strategy, lending, business development, marketing, technology, project management, cybersecurity and compliance, will all benefit. Join us to be better positioned to make the important shifts that drive digital banking success. This school is limited to 40 banks and is filling quickly – so we encourage banks to enroll soon to avoid disappointment. Enroll now at <https://gsb.org/schools-programs/digital-banking-school/> ■

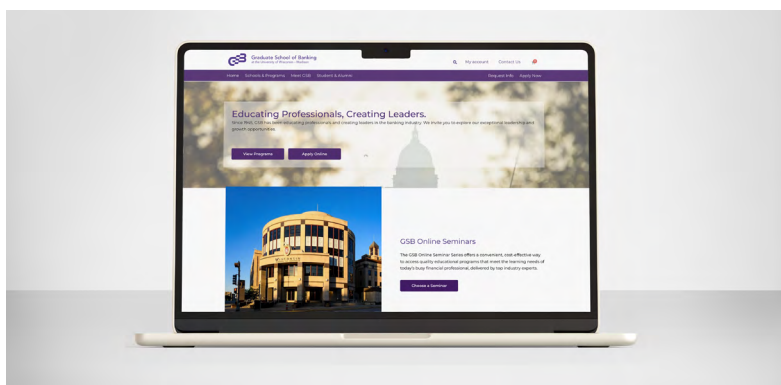
BANK TECHNOLOGY SCHOOL STARTS APRIL 17 IN MADISON

This one-week school offers a solid overview of the business of banking and also delivers important insights for disaster response and business continuity, IT exam preparation, technology risk assessment, vendor management, IT strategic planning, project management and more. Space is limited in this program, so we encourage technology and operations professionals, as well as community bank senior managers, to apply now to dive deep into key issues in information technology management and how they relate to the bank's bottom line. ■



ALUMNI ENCOURAGED TO STAY CONNECTED THROUGH NEW GSB WEBSITE

The Graduate School of Banking unveiled a fresh new look at GSB.org this summer. Our redesigned website offers a new look – and fully integrates with a robust data management system that will provide administrative and communications efficiencies. We hope our alumni will stay in touch with us – and keep their alumni record current by submitting changes through our Alumni Update Form. <https://gsb.org/alumni/alumni-update-form/> ■



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After completion of that program, he knew GSB in addition to the Financial Managers School, would give him a comprehensive education.

"When I went through GSB it was like drinking from a fire hose or a fire hydrant," he says. "You cover a lot of information, particularly on the asset liability management pieces. I was overwhelmed and not a lot of it made sense because I wasn't yet involved in that part of our bank. After the second session, I went back to our senior management and asked if I could sit on our ALCO committee. I started sitting on the committee and helping to prepare some of the reports. I think it was a year after completing GSB that I started managing the model for the interest rate risk and preparing the meeting packet. It was extremely beneficial to be able to fall back on what I learned at GSB and put it to use."

Little adds that though his president, CFO, and output committee remain responsible, the Financial Managers School ramped up his knowledge, providing him with the high-level comprehensive overview he needs to be successful in the forthcoming role of CFO.

Little says it was especially a great advantage to attend the Financial Managers School this year. "I'm young enough that I've been in banking for about 15 years; and this is an economy that I've never seen before," he says. "So that was extremely valuable with this program. I got the sense from the instructors that many have not taught in this economy before because of the uniqueness that we're in with the low unemployment rate, inflation rising rates, and the vicious rebound of a pandemic. We've never had all these variables at the same time."

And like many of his cohorts, Little praises the networking aspect of a GSB education. "I'm sure if you ask any graduates that's always the takeaway," he says. "And it's something that the instructors push as well when you're there."

He continues, "It was obvious when I attended the three different

programs that the makeup of the bankers was different for each different module. For the technology and financial management programs, those individuals, myself included, were a little introverted. Then the three-year GSB program has a lot of loan officers, business development folks, future presidents, and presidents in that program. So, you have more of an extroverted group of people. The instructors do a really good job of sharing the fact that students have access to a vast amount of knowledge and resources if you network while you're there."

Little says the GSB experience has not only allowed him to create friendships that he has maintained over the years, but also resources that he can rely on and reach out to for industry insights, brainstorming and problem solving. "The instructors do a good job of promoting that one of the most valuable resources is one another's knowledge," he says.

Because giving back to the community is ingrained in him and can be traced back to his early years growing up, Little makes time to serve as a trustee for the United Methodist Church in De Soto, Kansas, in addition to volunteering on the coaching staff of the high school varsity football team, running video equipment for the team and sitting on the board of the De Soto youth football and cheer program.

When it comes to recreation, Little says family comes first. He loves spending time with his wife, Emily, and daughters, Kadee, 8, and Whitlee, 5.

"My wife and I like to be out and about with other families and friends," he says. "We like to entertain, and I love to barbecue."

He adds that growing up in Kansas has made him an expert at smoking meat and repurposing leftover barbecue meat into chili.

"But it ruins regular chili," he admits. "So, it's a double-edged sword." ■



**CONVENIENT.
AFFORDABLE.
RELEVANT.**

Register today for a GSB Online Seminar at gsb.org