



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



# GRADUATE SCHOOL OF BANKING IS FILLING FAST!



Graduate School of Banking  
at the University of Wisconsin – Madison



**WISCONSIN**  
SCHOOL OF BUSINESS  
UNIVERSITY OF WISCONSIN-MADISON  
TOGETHER FORWARD®

CENTER FOR  
PROFESSIONAL  
& EXECUTIVE  
DEVELOPMENT

Don't delay – the prestigious Graduate School of Banking at University of Wisconsin-Madison is filling quickly for its 2022 session, to be held on campus July 31-August 12. We anticipate the school will reach capacity so we encourage interested bankers to enroll immediately to secure one of a limited number of seats.

Graduates will receive two credentials for single tuition – a diploma in bank leadership from GSB and a Certificate of Executive Leadership from the Wisconsin School of Business Center for Professional and Executive Development. More than 23,000 alumni can attest to the powerful impact this program can have on your career. We look forward to welcoming you or a member of your team to the 2022 session. ■



---

**"Attending GSB was the best decision I ever made for my career; in fact, I can say that it's among the top three best decisions of my life. I owe much of my success in banking to what I learned at GSB. It changed my life."**

---

## ENROLL TODAY AT [GSB.ORG](https://gsb.org)

# GSB 2022 DISTINGUISHED SPEAKERS ANNOUNCED

## THESE VALUE-ADDED PROGRAMS ROUND OUT AN EXCEPTIONAL 2022 SESSION!

Continuing GSB's tradition of offering a series of outstanding keynote presentations during the GSB session, we're pleased to announce our lineup of exceptional speakers for 2022. GSB students will benefit from expert content and inspiring messages throughout the two week GSB session. These programs, along with a robust curriculum across all areas of bank leadership, will round out this year's session—adding value for students and their banks. [Click here](#) for more detailed descriptions and speaker bios for these terrific presentations!

### Actions Speak Louder

#### Deanna Singh

The world is changing and in order to be effective leaders, we must forge a new, more inclusive way of doing business. During this keynote you will be guided through a process to move past the status quo and help lead the charge. Through the power of storytelling, sharing practical tips, and individual reflection, leaders will be able to identify the unique way to positively impact the future of their organizations and the potential of their actions.

Deanna Singh is a business consultant, speaker, and podcaster who is internationally recognized for her work in leadership, diversity, equity, and inclusion. In addition, Deanna is an instructor with the Wisconsin School of Business Center for Professional & Executive Development. Deanna helps her clients create more equitable and inclusive work environments and engage more authentically within their internal and external communities. Deanna earned her Bachelor of Arts in urban studies from Fordham University, a J.D. from Georgetown University, a Master's in Business Administration from the University of Wisconsin - Madison, and certification in diversity, equity, and inclusion from Cornell University. ■



### Thriving Today and Tomorrow: How to Think About the Trends Transforming Society

#### Jack Uldrich

In this fast-paced, energetic keynote, global futurist and best-selling author Jack Uldrich will deliver a presentation custom-made for GSB. The keynote will begin by helping students think more broadly about the trends transforming the world of banking and finance. Uldrich will then provide tangible tools and techniques designed to assist business leaders in leveraging the transformation and turning it to their advantage.

Jack Uldrich is a well-recognized global futurist, speaker, and author of eleven books, including a number of award-winning best sellers. He is a frequent speaker on technology, change management and leadership and has addressed hundreds of corporations, associations and not-for-profit organizations on five continents. He regularly makes television appearances on the Science Channel's "FutureScape" program and the Discovery Channel show "Inside Out," and is a frequent guest on major media outlets, including CNN, CNBC and National Public Radio. Jack is also an ongoing contributor on emerging technologies and future trends for a number of publications, including *The Wall Street Journal*, *Forbes*, *Wired Magazine* and *BusinessWeek*. ■



### Special thanks to our 2022 sponsors for their generous support of the GSB Distinguished Speaker Series

- Wipfli LLP
- BankTalentHQ
- Open Lending
- Financial Managers Society
- University of Massachusetts-Amherst, Isenberg School of Management
- Federal Home Loan Bank of Chicago
- Federal Home Loan Bank of Des Moines

# GSB ALUMNI SPOTLIGHT: SHERI SODERQUIST



Sheri Soderquist,  
COO, FNC Bank

In December 2021, Sheri Soderquist became the first chief operating officer of FNC Bank, New Richmond, Wisconsin. She was promoted from VP/commercial lender, her most recent role since joining the bank in 2012.

As the bank's first COO in its 100-year history, Soderquist is coming full circle to her operations roots. She eagerly anticipates using all the skills she has amassed in her career to create strategies to enhance the customer experience at FNC Bank and the communities it serves throughout western Wisconsin.

"Just as our CEO said, this is a significant step in improving the way we do our business," Soderquist says. "I think that all goes back to the customer experience and focusing on how their needs are changing as the world changes. We're a 100-year-old bank and want to be the one that they come to and trust because we are sound and secure. We want to make sure that we offer them what their parents got back in the day."

Before entering the banking industry in 2007, Soderquist was in the title insurance business as a real estate closer. Because she worked so closely with banks in the area, she became intrigued with lending—particularly how customers qualified for a loan and how they chose where they banked. This inspired her to enter the banking industry as a lender. Throughout much of her career, she has held multiple roles, including lender, branch manager and supervisor in real estate lending, consumer lending and commercial lending.

Soderquist will oversee daily branch operations as COO, including front-line staffing, facilities management, and bank security. Additionally, she will develop and implement strategies to strengthen relationships with the customers and communities.

"Moving back into operations as my bank's first COO is pretty exciting," Soderquist says. "I really want to help my bank retain employees, expand our customer base, and create strategies to help us remain as strong as a family-owned community bank."

A natural relationship builder, Soderquist aspires to continue to forge strong ties in the FNC Bank community—both on the customer and employee sides. "I want to instill the importance of community banking, both as an employer in different communities and as the provider of offerings that a consumer would need," she says. "As a community bank, because we know our customers more in-depth, we can better tailor and provide specific solutions for them," she says.



Sheri with her husband, Jim.

She adds, "I really like the trust and the confidence that the customer has in us as a financial partner. They have to put everything on the line with us for us to help them in their greatest time of need—whether it's to achieve a growth goal or help them out of an uncomfortable situation where they need financing."

The 2016 GSB graduate says her education was instrumental in preparing her for the COO role. "I definitely attribute not just my banking experience, but what I've learned at GSB to allowing me to transition into this new role," she says. "It enhanced me in my lending role with a lot of the credit analysis and portfolio management, and now, in the strategy and development type of functions with my bank."

Soderquist says that FNC Bank has a long history of sending employees to GSB, and the bank has benefited from the knowledge the employees have gained. Soderquist says she wanted to expand her understanding—especially in the behind-the-scenes or back-end functions such as assets and liability management—and was grateful for the support from her bank.

"GSB really helps tie together the different areas of banking and help you understand how they all interrelate," Soderquist says. "It [GSB education] helps you make better business decisions because you understand how one side affects another. It definitely helped me grow and look at a more global view of banking."

The consummate relationship manager, Soderquist, says among the additional takeaways for her were the networking and the opportunity to meet people from all over the world. She has stayed in touch with many of her cohorts, and she appreciates the ability to connect with them professionally and socially.



...continued from page 3, "GSB Alumni  
Spotlight: Sheri Soderquist"

Outside of the office, Soderquist is equally busy and wears as many hats as she does in her professional life. She is active in her community, volunteering as ambassador and a board member with the New Richmond chamber of commerce, treasurer for Heritage Center, the historical society, and treasurer for her municipal township.

She enjoys being outdoors, biking, and relaxing by the lake or the water in the summer and snowmobiling and bonfires in winter and fall. She also cherishes time spent with her husband, Jim, and girls' weekends with her friends. ■

## KEYS TO DEVELOPING BANK LEADERSHIP

GSB graduate Ernie Strube, president and CEO, The Goose River Bank, Mayville, North Dakota, recently sat down with Today's Banker Digest's Larry Grant for a terrific conversation about developing community bank leaders. We hope you enjoy the brief interview: <https://todaysbankerdigest.com/keys-to-developing-bank-leadership/> ■



## GOODBYE, TOM YOU WILL BE MISSED.

Tom Williams, Jack Henry & Associates, who taught business continuity courses in both the Graduate School of Banking and the GSB Technology Management School, passed away this spring after courageous battle with cancer. Tom was a humble servant leader, and a family man of deep faith who had a bright, genuine smile for everyone he met. He will be deeply missed by many, including the GSB staff. We send our condolences to his family. ■





# SALES AND MARKETING SCHOOL BUILDS ON ITS SUCCESS

**SEPTEMBER 26-30, 2022**

**Fluno Center for Executive Education • Madison, Wisconsin**

**Enrollment Deadline: August 26**

From sales planning to defining metrics, and branding to content marketing—plus so much more—the GSB Sales and Marketing School is the only school of its kind in our industry. Combining the business of banking for important industry context with world-class marketing content, this hands-on school explores a wide variety of important concepts in sales planning, coaching, goal setting, data management, branding, content marketing and more! With an exceptional faculty – including Jack Hubbard, Tom Hershberger, Eric Cook, Amber Farley and others who are experts in their respective fields, this is a not-to-be-missed opportunity to grow your bank and expand your market share. Learn more and enroll today! ■



---

## ARE YOU PROTECTING YOUR BANK?

**LEARN HOW AT GSB BANK TECHNOLOGY SECURITY SCHOOL**

In a recent blog post, *The Golden Rule of Email*, SBS CyberSecurity cites the 600% increase in email phishing attacks in the past two years. Of course, while email schemes remain a popular choice of would-be criminals they are just one fraud tactic. Bad actors are growing increasingly sophisticated in their efforts to steal—and it's vital that your IT security team is doing everything possible to stay one step ahead. Impactful education is key; and, the most current tools and information you need to keep your bank safe are taught at GSB's Bank Technology Security School, coming up October 3-7, in Madison, where students will benefit from leading-edge content and outstanding peer networking. Join us this fall! ■

