

# 2019 Sales and Marketing School



Graduate School of Banking  
at the University of Wisconsin—Madison

Community banking's long-term viability depends on education:

And, as a fellow CEO, I'm all in. So much so, that I've decided to teach at the 2019 Graduate School of Banking's Sales and Marketing School this fall at the University of Wisconsin-Madison. [Here's](#) a short overview of the school. One of my core values is lifetime learning and we all know the only way we can survive and serve our customers well is to help colleagues deepen their skills.

Although I am a banker and I love putting a good deal together, I have another passion – marketing. I learned early in my career the power of this important discipline and how it can help generate leads, recruit top talent, and provide value to the marketplace.

Marketing today is clearly more than flyers and billboards and done right, it can help transform the culture significantly. I'd like to share my experience and success practices with you, your CMO and other senior executives at this unique school. I'll be coming at it from the perspective of being an executive leader, not as a marketer.

I sincerely hope that if you view yourself as a marketer as well that you will register as well as bringing your CMO and heads of key customer areas with you so that you can all learn together. Last year five banks did that and the results were amazing. Here's a quote from one CEO that attended with four of his colleagues.



**"I was there in 2018 along with three team members.  
It was one of the most valuable things I've done as a banker."**

*~ Jeff Snyder  
President, Forrester State Bank*

Community banks can't compete with the budgets available to big banks. We can—and we must—improve our ability to build lasting consumer and business relationships, improve local market knowledge and operate quickly and flexibly. We can compete at a much higher level in earning customer trust through one on one intimacy. We can compete in new products, digital marketing tools, relationship development, use of social media, market research and much more. These are all topics dealt with in depth at The Sales and Marketing School.

Marketing for community banks is not a job description for one person. It is a top-down responsibility, that everyone from your Board of Directors to your tellers should have front-of-mind. I'll share how community banks can make this happen and share what we've done at Village Bank in a practical, real world way. Join me for this unique educational experience.

Here's to great knowledge and to a lifetime of education,



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