



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



**GSB ENROLLMENT  
DEADLINE IS JUNE 15**

**GRADUATES RECEIVE A GSB DIPLOMA  
PLUS A CERTIFICATE OF EXECUTIVE  
LEADERSHIP FROM WISCONSIN  
SCHOOL OF BUSINESS**

**Two Credentials. One Tuition.**

Since 1945 the Graduate School of Banking at the University of Wisconsin-Madison has been an exceptional banking school—and it has grown into a powerful leadership program. Through the Wisconsin School of Business' Center for Professional and Executive Development, our graduates receive a **Certificate of Executive Leadership from the Wisconsin School of Business**, in addition to a GSB diploma. GSB's outstanding program, as recognized by one of the nation's premier business schools, offers leadership-focused courses and relevant real-world projects including:

- Comprehensive Leadership Skills Inventory—with analysis and feedback from a certified LSI consultant
- Leading Beyond Managing
- Industry Focused Strategic Thinking
- Competitive Advantage

**APPLY TODAY!**

The 2023 session will be held July 30-August 11, 2023. The deadline to apply is June 15; early applications are strongly encouraged as space is limited.



Graduate School of Banking  
at the University of Wisconsin – Madison



**WISCONSIN**  
SCHOOL OF BUSINESS  
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TOGETHER FORWARD®

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- Performance Management
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- Diversity and Inclusion
- Inspirational Leadership
- Business Ethics
- FiSim—GSB's exclusive web-based platform offers the most robust capstone simulation experience anywhere!



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# WOMEN OF GSB

## WORKING TOGETHER TO DEVELOP THE NEXT GENERATION OF WOMEN LEADERS

According to McKinsey, just one in 4 C-suite executives is a woman, and only one in 20 is a woman of color. Similar under-representation is seen in financial services: 76% of bank leadership roles are held by men, even though a majority of bank employees overall are women.

GSB is committed to bucking this trend by preparing women for senior management roles in banking through impactful coursework, in-depth learning projects, quality networking and real-world classroom experiences. Additionally, through sponsorship investments and partnerships, GSB supports state and national bankers associations that offer conferences, resource groups, peer networking and mentorship opportunities specifically designed to elevate bankers from historically under-represented groups to positions of greater influence in our industry.

Each GSB school has a unique set of student demographics; however, women currently make up about one-third of students in the primary 25-month graduate banking school program. Thus, this summer, we'll have about 200 women bankers on campus – numbers significant enough to allow women attending the graduate school an opportunity to build meaningful peer connections and create lasting friendships with female colleagues during their GSB experience.

Thousands of influential women leaders have completed our rigorous programs, forging unique paths and setting examples of industry service and success. We couldn't be prouder of our students and alumni and appreciate their significant contributions to this great industry. We especially appreciate their efforts to encourage other women, further strengthening their own organizations and the industry overall.

**"Women of GSB" continued on page 2 ...**



**"GSB has been one of the best experiences of my professional career. I've had an intensive and comprehensive learning experience, but I've met some really wonderful people along the way who have been continued resources for me. The connections have been priceless! I feel like I am a more well-rounded banker after attending GSB and would recommend it to anyone who is looking to progress their banking career."**

– Ami Myrland  
EVP, Chief Financial Officer, Capitol Bank, Madison



## ...continued from cover, "Women of GSB"

Increasing diversity in senior banking positions will take time – and it will also take education, investment and opportunity. We applaud the banks and bankers that are working to

identity, train and mentor their most talented, highest potential employees in a way that breaks down traditional barriers. ■



"Honesty, I can't imagine what my career would be without the experience that I had at GSB. I took over as the head of HR with zero experience and attended the GSB Human Resource Management School within the first month of being in the role. My peers and the network that I built during that week, 16 years ago, are people that I still am in contact with. We email each other almost weekly with new questions for each other. The next year, I decided to start the 25-month program and I believe the knowledge and experiences I gained from the program helped me achieve the level that I am today. Not only did GSB help me with my career, but it also enhanced my personal life. I met my very best friends at GSB. We continue to see each other yearly and vacation together."

– Crystal Balentine  
SVP & HR Officer, FNB Bank Inc.,  
Mayfield, Kentucky



"GSB-Madison was just what I needed to enhance my banking career. GSB-Madison provided me with a learning opportunity on a beautiful campus and a group of classmates that I have relationships with today. The opportunities GSB-Madison can provide are endless."

– Shannon L. Capps  
PHR, SHRM-CP, SVP Sr. Compliance Officer,  
Equity Bank, Wichita, Kansas



"As a seasoned banking professional, I made a strategic decision to enhance my skills and knowledge by joining the prestigious Graduate School of Banking at the University of Wisconsin. The program's first-class reputation as the top banking program in the nation was a major- deciding factor in my choice.

My time at GSB was transformative, as it deepened my love and passion for the banking industry. Prior to joining GSB, my focus had been primarily revenue-driven, but the comprehensive and holistic approach to banking management taught at GSB broadened my perspective significantly.

One of the most valuable aspects of the program was the opportunity to interact with world-renowned lecturers in the banking industry and leading professors from the University of Wisconsin. Through this exposure, I gained unparalleled insights and expertise that have proven invaluable in my career.

GSB's Curriculum is carefully designed to equip students with the tools, knowledge and skills needed to succeed in executive-level and C-Suite leadership positions in the banking industry.

Receiving the highly coveted Executive Leadership Certificate from the University of Wisconsin was the icing on the cake. It is a testament to the quality and rigor of the GSB program and an honor that I will cherish for the rest of my career."

– Mikella M. Girma  
Vice President - Business Banking  
Capital Bank, Washington, DC

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**"Looking back, I never really understood my potential. Let's help other women understand theirs sooner rather than later."**

– Betsy Johnson  
President and CEO, Solutions Bank,  
Forreston, Illinois

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"I believe that the superb quality of the Graduate School of Banking has become a necessary prerequisite for the banking professional looking for executive career advancement. GSB gave me exposure to new bank trends along with the opportunity to complete projects which improved processes, efficiency and improve my bank's bottom line. The networking of classmates continues to be a valuable resource long after graduation. Without GSB, I would have never had the opportunity to be selected as our bank's president & CEO in 2013."

– Donna J. Hoppenjan  
President & CEO, Mound City Bank,  
Platteville, Wisconsin



# GSB ALUMNI SPOTLIGHT: KEVIN PERNICK



Kevin Pernick  
President/CEO,  
Bank Plus,  
Estherville, Iowa

For some bankers, completing GSB might be the pinnacle of their education journey, but it was only the beginning for Kevin Pernick, president/CEO, Bank Plus, Estherville, Iowa. The 2009 GSB graduate was already successful in his career as CFO of Bank Plus, but his participation in the program ignited his desire to challenge himself further.

"I remember sitting in the very first class at GSB—and it was an HR class," he recounts. "Terry Saber led it. She asked who in the class had their master's degree. I looked around, and many people raised their hands, and I couldn't. Then she asked how many people had bachelor's degrees, and

I couldn't raise my hand. Luckily, she didn't ask how many people have an associate degree because I didn't have that either. I went home thinking about that. And my daughter said, 'Dad, why do I need to go to college if you're the CFO of a bank, and you don't even have your associate degree?' I thought, 'Well, I guess I'm not setting the example that I want to.'"

It was then that Pernick decided to pursue his bachelor's degree. This set into motion a 13-year educational journey that would find him earning not only his associate of arts degree in 2015 but also a bachelor's in finance, banking, and economics in 2017, a master's in organizational leadership in 2018 and an EdD in disciplinary leadership in 2022.

He says that his initial goal was to complete the associate of arts, but after completion decided to continue with his bachelor's. "I wasn't done yet," he says. "I knew I wanted to study more, and I was thinking about getting an MBA because that's what good bankers do." But then he received a phone call from one of his professors at Buena Vista, where he was completing his bachelor's, who informed him of a new program she thought would fit him, a master's in organizational leadership. "From my perspective as the CFO at the time, I was able to see how leadership could help or hurt the bottom line," Pernick says. "And I thought, being able to arbitrage international currency probably isn't going to help me in rural, Northwest Iowa, but being able to lead people, work on the culture, and support the people I have here is probably considerably more beneficial."

It was then that he made the shift from technical knowledge in banking and finance and focused on a deeper study of leadership. But he didn't stop there. After completing his M.A., he earned his EdD from Creighton University in December 2022.



Pernick says having witnessed leadership challenges and failures throughout his career, he was determined to learn how to be a strong leader. "Our bank was struggling in the area of leadership, and it was significant," he says. "My focus on it came from working in an environment that was not healthy, and that wasn't getting the most out of our people. Having lived that experience, I knew that when I took over, I wanted a completely different culture and environment. I wanted to be a different leader. I wanted to do everything I could to give my employees the leader they deserve." Pernick explains that drove him to pursue advanced degrees and to develop greater self-knowledge and awareness.

**"GSB Spotlight: Kevin Pernick" continued on page 4 ...**

# BANK TECHNOLOGY SECURITY SCHOOL

APPLY EARLY WHILE SPACE REMAINS

October 16-20, 2023

This innovative one-week school features in-depth labs that will allow you to work with learned concepts to gain skills and tools you can put to use immediately at your bank. For both new and veteran Information Security Officers, this program will give you the skills and knowledge to secure sensitive information.

## IT SECURITY CURRICULUM

- Security Breaches, Laws and Regulations
- Information Security Management
- Digital Forensics
- CyberCrime and the Dark Web
- Network Penetration/Testing and Ethical Web Hacking
- Data Privacy Laws

## BUSINESS OF BANKING CURRICULUM

- Introduction to the Business of Banking
- Bank Profitability Analysis
- Asset/Liability Management
- Bank Regulatory & Competitive Environment



...continued from page 3, "GSB Spotlight: Kevin Pernick"

Pernick describes himself as a "puppy" when he accepted the position of CFO at Bank Plus on his 25th birthday. Leadership told him that the previous CFO had been approved to attend GSB, and he would as well, though they wanted him to wait a year. He had been contemplating his life goals at the advice of a mentor and had already determined that one of his career goals was to be president by age 40. So, the GSB opportunity was perfect timing. "I hadn't been in Iowa banking for long, and it was an adventure," he adds.

"One of the things that impressed me the most is that I was learning from the real rock stars of our industry," Pernick says. "The people who were presenting and who were instructing weren't just academics. These were people who had an impact at a really high level on our industry as a whole. The quality of the instructors and their contribution back to the industry blew me away. I knew that someday I wanted to be one of those rock stars. I wanted to have contributed enough to have something to give back to the up-and-coming bankers."

GSB was the inspiration for Pernick's growing involvement in the banking industry. After graduation from GSB, he began working with the Iowa Bankers Association and teaching classes at the Iowa School of Banking. He says his education director recommended him for the GSB advisory board.

"Being on the advisory board is an opportunity to speak for the small agriculture-based financial institutions," Pernick says. "The other thing that I love about being on the banker advisory board is it puts me in the same room with bankers from, I believe, 16 other states that are going through similar things that we are, and it gives us an

opportunity to get together and connect. It's something that I can contribute. We just have a different perspective, and it's building a wider network."

This role led to a faculty position with GSB in 2022. "The faculty position was something I had hoped for for quite a while," he says. "I wanted an opportunity to give back. Last year was my first year speaking with the students, and it was absolutely one of the most rewarding things that I've done."

Pernick says that building up the next generation of leaders is his biggest focus, adding that he had great people who invested much time and energy in him, and he wants to pay it forward.

When it comes to his free time, Pernick attacks that with equal enthusiasm. His love for travel started when he left to be a missionary to South America, living in Ecuador for six months and Peru for six months right out of high school. During the pandemic, he combined his love for travel with his love for scuba diving, when he became a certified scuba instructor. It's a hobby and skill that he shares with his wife of almost six years, Jenny, who is also a certified diver.

The couple recently traveled to Egypt to celebrate their anniversary, where they dived in the Red Sea and explored Luxor, Valley of the Kings, and the pyramids. Pernick's drive for growth in his personal life echoes that of his professional life.

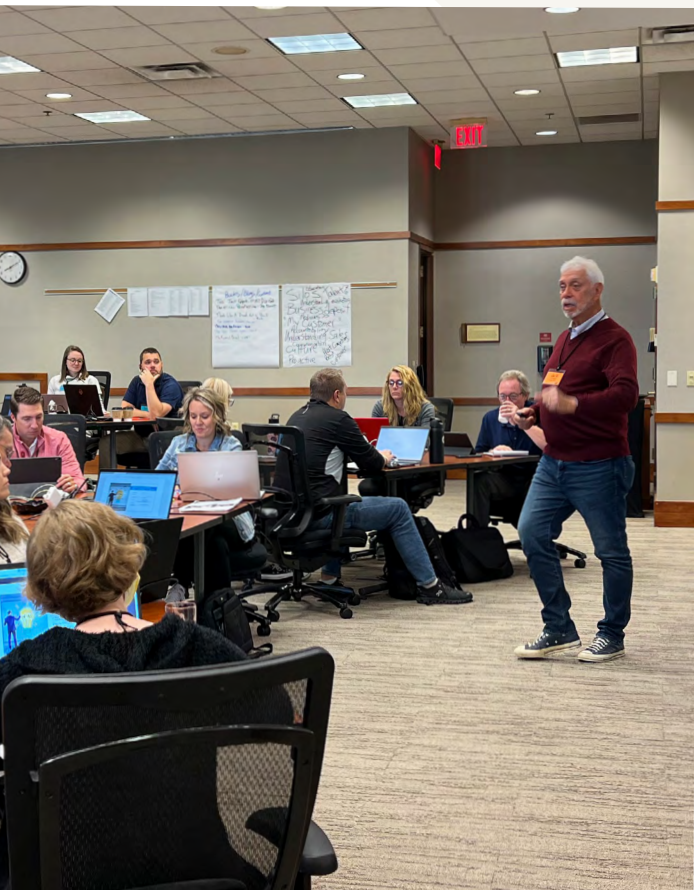
"It was a heck of a trip," he says. "We were exhausted by the time we were done. It was amazing how much we saw." ■

# ALIGNING SALES AND MARKETING TO THE STRATEGIC PLAN

## SALES AND MARKETING SCHOOL

September 25-29, 2023

Fluno Center for Executive Education, Madison, WI



**Receive a rebate of \$350 for second and subsequent attendees from the same bank!**

This popular school from the Graduate School of Banking includes a mix of lecture, small group exercises and individualized application sessions to incorporate practical, hands-on content. The program's curriculum features two core areas of study—the business of banking and sales and marketing management:

### **BUSINESS OF BANKING CURRICULUM**

- Introduction to the Business of Banking
- Bank Performance Analysis
- Regulatory Environment
- The Future of Community Banking

### **SALES & MARKETING CURRICULUM**

- Sales & Marketing Planning
- Sales Management & Coaching
- Performance Metrics & Goal Setting
- Customer Information Management
- Sales & Relationship Building Skills
- Sales & Marketing Budgeting and ROI
- Content Marketing
- Acquisition Strategies
- Staff Development & Employee Engagement

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“The GSB Sales and Marketing School was one of the most educational and collaborative 5 days I have been a part of. The content of the sessions was timely and relevant to today's bank marketer. The instructors went above and beyond with the sharing of their vast knowledge and resources to help each and every student grow. I will continue to recommend this school to not only Marketers, but to all lines of business.”