

# REGISTER NOW!

Register now on our website:  
[https://schoolsofbanking.com/  
general-banking](https://schoolsofbanking.com/general-banking)

## Enrollment Fees

\$995 – Single Housing

\$950 – Double Housing (if available)

\$900 – No Housing

REGISTRATION DEADLINE IS  
MAY 24, 2019!



Cosponsored by the Kansas and Nebraska  
Bankers Associations.



PO Box 80008  
Lincoln, Nebraska 68501-0008

PHONE: 402-474-1555

FAX: 402-474-2148

EMAIL: [schools@nebankers.org](mailto:schools@nebankers.org)

WEB: [www.schoolsofbanking.com](http://www.schoolsofbanking.com)

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# RELATIONSHIP & BUSINESS DEVELOPMENT SCHOOL

JUNE 25-27, 2019

NEBRASKA BANKERS ASSOCIATION  
LINCOLN, NE

[www.schoolsofbanking.com](http://www.schoolsofbanking.com)

## WHY ATTEND?

If your strategies for success include retaining current customers and expanding their relationships with your bank, in addition to the normal acquisition of new customers, you will need effective leaders to manage the proper culture. The Relationship and Business Development School has been designed to provide bankers with essential information, skills and best practices to build a relationship culture that starts with employee engagement and leads to outstanding customer experiences.

Don't take on the challenge of growing your customer relationships without equipping your team to succeed. It could be the best three-day investment you will ever make. To increase the impact on your organization and corporate culture, encourage several employees to attend.

## WHO SHOULD ATTEND?

Anyone actively involved with attracting and retaining customers, or the leadership of relationship managers should attend this dynamic School. Attendees will receive comprehensive materials for developing and managing a relationship-oriented organization.

This School is ideal for :

- ◆ Branch Managers
- ◆ Business Development Officers
- ◆ Retail and Relationship Managers
- ◆ Loan Officers
- ◆ Universal/Personal Bankers

## FACULTY

### TOM HERSHBERGER

Tom Hershberger is President and co-founder of Cross Financial Group. The company works exclusively in the financial services industry providing support services for business planning, sales development and training, mystery shopping programs, market research and advertising. Tom has experience working with financial institutions ranging in size from \$13 million to \$40 billion in total assets.

### VICKI KRAAI

Vicki Kraai is an educator, speaker, consultant and Owner of VK Solutions. A community banker at heart, she has a passion for developing people for success in the financial services industry. Her banking career began at the family bank in Sutton, NE - a small community bank, serving as a bank teller and eventually becoming CEO. Vicki's many years of banking also include credit card lending and serving as a risk management consultant with Fair, Issac. Bankers value Vicki's highly engaging "been there, done that" approach.

## TOPICS COVERED

- ◆ **Leading and managing the customer experience**
- ◆ **Understanding work and communication styles**
- ◆ **Managing employees' strengths**
- ◆ **Proactive discovery of customer needs**
- ◆ **Making recommendations for financial solutions**
- ◆ **Effective relationship building strategies**
- ◆ **Goal setting & performance measurement methods**
- ◆ **Referral & suggestive selling**
- ◆ **Reward & recognition strategies**
- ◆ **Building & developing high performing teams**
- ◆ **Relationship development & customer experience case studies**
- ◆ **New ideas to create or redesign existing relationship development activities**
- ◆ **A network of peers to call on throughout the attendee's career**

## ADMISSION

First priority for admission is given to members of sponsoring and partnering State Banking Associations. To register, please register on our website at [www.schoolsofbanking.com](http://www.schoolsofbanking.com) and submit the application form. Your bank will be invoiced for the applicable fee.

This fee includes registration, instruction, two nights lodging (if applicable), breakfasts, lunches, breaks, one pizza dinner and all classroom materials. Non-members of their State Banking Association must pay an additional administrative fee of \$450 and are not guaranteed admission.

Any registrant enrolling after May 24 may be subject to a \$50 late fee. Housing will be at the Cornhusker Marriott, which is within walking distance to the NBA Office. Housing availability is very limited and can't be guaranteed after May 24. Any registrant withdrawing by May 24 will receive a refund minus a \$50 processing fee. Registrants withdrawing May 25 through June 7 will receive a refund minus a \$338 cancellation fee. Registrants withdrawing after June 7 forfeit the entire fee.

If a disability or medical condition might affect participation in this event, please enclose a brief letter to Schools of Banking. In addition, please advise us of any special dietary needs.

