



Schools of Banking

RELATIONSHIP & BUSINESS DEVELOPMENT SCHOOL

MAY 19-21, 2026

NEBRASKA BANKERS ASSOCIATION - LINCOLN, NE

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, Chief Strategy Officer and Kyle Hershberger, CEO
Cross Financial Group, Lincoln, Nebraska

Vicki Kraai, Chief Engagement Officer/Owner
InterAction Training, Lincoln, Nebraska

ADMISSION POLICY:

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 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, and all classroom materials. Non-members of their State Banking Association must pay an additional administrative fee of \$675 and are not guaranteed admission. Any registrant enrolling after April 17 may be subject to a \$50 late fee. Housing availability cannot be guaranteed after April 17. Any registrant withdrawing by April 17 will receive a refund minus a \$50 processing fee. Registrants withdrawing April 18 through May 1 will receive a refund minus a \$350 cancellation fee. Registrants withdrawing after May 1 forfeit the entire fee.

If a disability or medical condition might affect your participation, please e-mail the Schools of Banking at schools@nebankers.org. In addition, please advise us of any special dietary needs or allergies.

BROUGHT TO YOU BY



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

REGISTER NOW:

CLICK HERE

to register on our website!

ENROLLMENT FEES:

\$1,450—Single Housing
\$1,350—No Housing

**EARLY REGISTRATION
DEADLINE IS APRIL 17, 2026!**