



Banking Fundamentals Video Webcast Series Becoming a Better Banker & How Banks Make Money

April 19 & 26, 2010, 12:30 - 2:30 p.m. (MT)



Make a personal commitment to professional growth! This two-part series is designed to help both new and experienced bankers seeking to enhance their knowledge of banking principles and better serve their customers.

Becoming a Better Banker

April 19, 2010, 12:30-2:30 MT

Our industry needs bankers, not just people who work at a bank! This program provides knowledge of a variety of issues bankers must understand to better serve their customers, help their banks grow and prosper, and grow as professionals. This program provides practical information and immediately useful tools to help bankers become better at their chosen profession. Highlights include:

- How and why of borrower accounting systems;
- Life insurance basics;
- Personal financial planning for self and customers;
- Use and Preparation of personal financial statements;
- Key micro and macro economic principles;
- How to become engaged in your community,
- Financial literacy for bankers

Audience: Lenders, credit analysts, loan review and administration personnel, or any individual wishing to be and become a better banker will find this program insightful and motivating.

How Banks Make Money

April 26, 2010, 12:30-2:30 MT

A banker's professional growth must be based upon a foundation of understanding how a bank works and makes money. Understanding basic banking principles will help participants become better prepared to meet the challenges facing the industry now and in the change-filled future. This program provides up-to-date information and perspectives to help participants better deal with the contemporary issues of profitability, credit problems, sales, marketing and competition from other financial service providers. Highlights include:

Significant changes in banking over the past 30 years;

- Bank organizational structure (corporations and LLCs) and impact on growth and profitability;
- Brief discussion of the Deposit Function including account types, negotiable instruments, payments system and bookkeeping;
- Credit Function including importance of strong policy and essential credit principles;
- Funds Management and investments;
- Critical role of marketing and selling in banking today;
- Pricing and profitability issues, and
- Bank Financial Statements including balance sheet and income accounts and key easy-to-understand financial performance ratios.

Audience: This program will benefit entry level or experienced bankers currently working in any function of the bank.

Presenter

Bob Ulom's enthusiastic presentation will help you make this needed information an important part of your career growth. Bob, a nationally known banking educator, was founding president of two fast-growing start-up banks and led both to sound and profitable status. He teaches over 15,000 bankers annually in more than 35 states.

Continuing Education

Applied: 2.5 hrs. CRCEM/CLBB/CCSR/CPB per session w/the ICB

What is a Web Seminar?

A webinar is an online seminar featuring live audio and PowerPoint slides. Everything is delivered through your PC. No special hardware is needed; however, speakers or headphones are required. The program consists of 90 minutes instruction and 30 minutes live Q&A. Each webinar registration provides one connection to the live webinar, written materials and access to the On-Demand Webinar for 30 days following the broadcast. You may have unlimited listeners on your connection by PC. You will receive a PIN, written materials and instructions prior to the seminar. If you do not receive a confirmation at least 2 days prior to the event call 888/262-7701.

An On-Demand Webinar is a live webinar that has been recorded and streamed to your computer to watch at your convenience. The program can be viewed any time. You may watch a portion of the program, come back, and pick up where you left off! You may also review the program at will if you need a refresher. Anyone at your branch may access the program from a computer using the login and password. When you purchase an On-Demand Webinar, you have unlimited access to the program for 6 months from date of purchase.

Transmission, retransmission or republishing of the audio portion of the seminar is prohibited. Your registration entitles you to one connection at one location with permission to copy materials for participants. Complete one registration per location.

Please check all appropriate boxes

Becoming a Better Banker ...

SW2-1269

April 19, 2010

Webcast/Materials (live hookup)

\$250 mem \$500 non-mem

On-Demand Webcast/Materials*

\$270 mem \$540 non-mem

How Banks Make Money

SW2-1270

April 26, 2010

Webcast/Materials (live hookup)

\$250 mem \$500 non-mem

On-Demand Webcast/Materials*

\$270 mem \$540 non-mem

*Unlimited online access to a copy of the webinar for 6 months from purchase date.

*We cannot guarantee registration for incomplete and/or illegible registration forms received. Please complete the form and type or write carefully.

Name _____

Title _____

Bank _____

Mailing Address _____

City/State/Zip _____

Phone/Fax _____

E-mail _____

-Preferred Payment Method: Online or e-Check

-Payment Must Accompany Registration - Invoices are Not Provided

Three Ways to Register:

Online: Visit www.montanabankers.com (Education)

Mail: Mail completed form with check to Bankers Ed, 5700 S. Mopac, #C310, Austin, TX 78749 by ten days prior

Phone: Call Bankers Ed at 888/262-7701

*Late Registration: Please register online when registering 2 days prior to the event (credit cards & e-Checks accepted). Call 888/262-7701 for assistance.

Method of Payment (check one):

Check payable to Bankers Ed (must be accompanied by registration form)

Discover Card MasterCard VISA AMEX

Card Number _____

Security Code _____

Signature _____

Exp. Date _____

Questions? Call MBA 800/541-5126. Please route this brochure. www.montanabankers.com (education)