

Banking Fundamentals Video Webcast



NORTH DAKOTA
BANKERS
ASSOCIATION

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, 1:30-3:30 CT

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, 1:30-3:30 CT

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 Ullom'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. CRCM/CLBB/CCSR/CPB per session w/the ICB

What is a Video Webcast?

A video webcast is an online seminar that features audio, video and a PowerPoint presentation streamed in real time to your computer. **Speakers and an Internet connection are required.** You may communicate with the speaker during the live webcast by email. Each session consists of 90 minutes instruction and 30 minutes live Q&A. Your webcast registration provides 1 connection to the program, materials and access to the On-Demand Webcast for 30 days following the event. You may have unlimited listeners on your connection by PC. You will receive materials and instructions prior to the program. **If you do not receive a confirmation at least 2 days prior to the event, contact 888-262-7701.**

The **On-Demand Webcast** is a webcast that has been recorded and streamed to your computer to watch at your convenience. It may be viewed anytime 24/7. Anyone at your branch may access the program from a computer using the link provided. When you purchase an On-Demand Webcast, you have unlimited access to the program for 6 months from date of purchase.

Transmission, retransmission or republishing of the seminar is prohibited. Your registration entitles you to 1 connection at 1 location with permission to copy materials for participants. Complete one registration per location.

Registration Information and Form

Becoming a Better Banker ^{SW2-1269} **April 19, 2010**

Webcast/Materials (live hookup) \$250
On-Demand Webcast/Materials* \$270

How Banks Make Money ^{SW2-1270} **April 26, 2010**

Webcast/Materials (live hookup) \$250
On-Demand Webcast/Materials* \$270

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

Save \$25 or more (members only) - Sign us up for both the programs for \$475. Indicate preference for webcast or on-demand webcast above.

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 ndba.com or bankersed.com/ndbankers/telephone.asp.

Mail: Mail completed form with check to Bankers Ed, 5700 S. Mopac, #C310, Austin, TX 78749 at least **10 days** prior to the event

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 _____

Seminar Content Questions: Contact NDBA at (701) 223-5303.