

**Branch Managers Certification Program I
Registration Information**

Register online at www.floridabankers.com or complete this form and send to Florida Bankers Association, P.O. Box 11117, Tallahassee, FL 32302-3117 or by fax to (850) 222-6338. Contact Abigail Howard at (850) 224-2265 or ahoward@floridabankers.com with any questions concerning this event (#BMCP1_10).

Pricing	Before 8/18/10	After 8/18/10
FBA Members	\$250.00	\$300.00
Add'l Registrants from Same Member Institution	\$200.00	\$250.00
All Other Non- Member Institutions	\$500.00	\$600.00
Add'l Registrants from Same Non-Member Institution	\$400.00	\$500.00

Organization: _____

Phone: _____ Fax: _____

Address: _____

City _____ State _____ Zip _____

List Registrants' Names (*and email addresses for confirmation*):

	Orlando	Tallahassee
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>
_____	<input type="checkbox"/>	<input type="checkbox"/>

Total Amount Due: _____

<p>Method of Payment (check one): Payment is required at time of submission to process registration. Approved refunds will be payable via FBA check.</p> <p> <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> American Express <input type="checkbox"/> Discover </p> <p>Credit Card Number: _____</p> <p>Name on card: _____ Exp. Date: _____</p>

- Refunds:**
- ❖ Cancellations received before August 11, 2010, will receive a full refund.
 - ❖ Cancellations received between August 11 - 18, 2010 will receive a full refund minus a \$50 cancellation fee.
 - ❖ There is no refund for cancellations received after August 18, 2010, but substitutions are welcome.
 - ❖ **All Cancellations Must Be Received in Writing.**



Presents a Seminar on

Branch Managers Certification Program I

**September 1, 2010
Holiday Inn - Int'l. Airport
Orlando, FL**

**This Site Has
Been Cancelled
~~September 2, 2010~~
~~Hilton Garden Inn~~
~~Tallahassee, FL~~**

Branch Managers Certification Program I

How to win back customer TRUST, Best Leadership Skills for Bankers, The art of being the Boss & How to Motivate Staff

Importance of Branch Networks: Community banks live or die by their branch networks! According to a recent TowerGroup study, the branch remains the center of customer interactions, given that 92% of all US households have used a bank branch within the last 30 days. Community banks rely on their branch staff to distinguish their organizations from the competition, yet nearly half of all customers said it wouldn't take much incentive to persuade them to move their business elsewhere, despite an average loyalty of ten years.

With so much riding on branch performance, the Florida Bankers Association offers this new certification program, through an ongoing series of seminars, designed to improve the skills of branch managers. This four-part series is packed full of time-tested techniques that can transform bank branches into winning operations. Each presentation is geared toward branch managers, branch supervisors and human resource personnel responsible for branch training.

Invest in Your Future: Each one of the four workshops will help branch managers recognize the special challenges of their jobs and encourage them to develop and practice sound management techniques. These techniques train branch managers to transform their offices into winning operations. Transformation occurs when attendees learn how to identify the critical measures of branch performance and ways to influence their staffs in a positive manner. Make plans to attend this four-part seminar, which can be taken in any order.

Topics:

- ❖ 21st century leadership skills for a changing industry
- ❖ A financial services industry Update: *latest developments in our Economy*
- ❖ The Principle of the Slight Edge: *How to make you and your branch extraordinary*
- ❖ How to manage customers who express worry & concern
- ❖ Strategies for success in a changing industry
- ❖ How to implement a successful contingency plan
- ❖ How to manage branch banks better
- ❖ The Art of being a boss
- ❖ Challenges New managers face
- ❖ Building & Changing the staff you inherit
- ❖ Situational Leadership: *Applying four proven leadership styles*
- ❖ How to Motivate Your Staff: *Debunking common myths*

Value of This Certification:

- ❖ By allowing your branch managers to become certified, you are investing in your branches' future
- ❖ Certification is beneficial to banks and their personnel because it ensures employees meet certain educational and performancebased standards
- ❖ It permits employees to take greater responsibilities to develop their own careers, which may increase advancement opportunities.

Each part of this program is designed to stand alone, and branch personnel who attend all four sessions will be awarded a **Branch Manager Certification**. This certificate recognizes an employee's commitment to improving their knowledge and rewards outstanding performance. The workshops do not have to be taken in sequence in order to receive a certification.

Who Should Attend:

Those who should attend this series of workshops are branch managers, branch supervisors, assistant managers, and training coordinators.

Meet the Speaker:

Roger Morin is President of Morin & Associates, USA. A leading consulting & training firm for the financial services industry. A former international banker for the First National Bank of Chicago, Roger also worked as a director of human resources for a multi branch community bank on Chicago's north side neighborhood. Roger is Senior Faculty at the Keller Graduate School of Management MBA program at DeVry University where he regularly instructs: *Leadership & Organizational Behavior, Strategic Staffing, Employee Training & Development, and Managing Organizational Change*. A former director of human resources and security for the Marriott Corporation, and former Midwest regional human resources manager for Burlington Air Express, Roger brings a wide range of business experience to his workshop participants. Roger has addressed executives at McDonald's corporate headquarters in Oakbrook, Illinois, the National Opinion Research Center at the University of Chicago, Commonwealth Edison Company, the United States Post Office, Zebra Technologies, and The University of Chicago Hospitals.

Schedule of Events

8:30 a.m. - 9:00 a.m.	Registration
9:00 a.m. - 12:00 p.m.	Program
12:00 p.m. - 1:00 p.m.	Lunch
1:00 p.m. - 4:00 p.m.	Program

- ❖ The program will begin promptly at 9:00am ❖ Lunch will be provided ❖
- ❖ Appropriate attire is Business Casual ❖ Please note that meeting rooms tend to be cold ❖

DATE & LOCATION INFORMATION

September 1, 2010
Holiday Inn - Int'l Airport
5750 T.G. Lee Blvd.
Orlando, FL 32822
(407) 851-6400
Room Rate: \$99 night
(must reserve by 8/18/10)

This Site Has Been Cancelled
~~September 2, 2010~~
~~Hilton Garden Inn~~
~~3333 Thomasville Road~~
~~Tallahassee, FL 32308~~
~~(850) 385-3553~~
~~Room Rate: Call for best rate~~