



GENERAL BULLETIN

CONNECTICUT
BANKERS
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2009 – 160

August 21, 2009

SENT TO:

TO THE CHIEF EXECUTIVE OFFICER
OR INDIVIDUAL ADDRESSED

CEO, CEO+, COO, Branch
Admin. & Retail Specialists

RE: CBA Web Seminars -- Managing A Successful Branch

Learn how to successfully manage the “real world” challenges and opportunities that face today’s branch manager. This web seminar series provides you with the know-how, confidence and techniques to keep your team members’ productivity and morale up to par. You will discover many new ways to break through barriers and resistance in order to improve overall branch results.

PART I — TUESDAY, SEPTEMBER 15, 2009

SEMINAR HIGHLIGHTS:

- Building a business plan for your branch
 - Grow deposits
 - Exceed expectations for your branch
 - Retain existing customers
 - Hustle in new deposits
 - Improve cross selling
 - Reduce single account households
 - Increase loans
- Managing the difficult employee symptoms
 - Negative attitudes and indifference
 - Low productivity
 - Poor people skills
 - Complaining, whining and gossip
- Branch "Best Practices"

PART II -- TUESDAY, SEPTEMBER 22, 2009

SEMINAR HIGHLIGHTS:

- Know your market - how to compete effectively
- Mastering the juggling act - maximizing your time
- How to be a goal getter!
- Know, meet and exceed what is expected of you
- Communicate what is expected of others
- Recruit and develop a winning team
- Retain your outstanding employees
- Delegate and develop your staff
- Build a more positive work environment
- More "Best Practices"

WHAT YOU WILL LEARN

- Your responsibilities - sales goals, service delivery, efficiencies and on-target growth
- Scheduling and staffing today’s branch
- How to build a more positive work environment
- How to confront the tough stuff
- Coaching skills for outstanding job performance

KEY BENEFITS

- Learn better ways to manage your day, week and month
- Improve sales and service through effective coaching
- Boost employee productivity, loyalty and morale
- Reduce stress and raise self esteem in yourself and others
- Protect yourself from the negative attitudes of others
- Enhance communication, listening and questioning skills

SPEAKER

Honey Shelton brings the best of both worlds to her speaking engagements. She has over 25 years experience as a trainer and quality improvement consultant for banks and banking associations. Recently she was EVP for an independent bank where responsibilities included managing the retail division, marketing, training and deposit growth. Nationally recognized as an outstanding speaker, over a half million bankers have participated in Honey's programs. Her knowledge, enthusiasm, and compelling personality have left a lasting mark on InterAction Training Systems, Inc., the firm she founded in 1983.

AUDIENCE

Branch managers, assistant managers, branch manager candidates and anyone responsible for the direction and development of a retail branch.

WHAT IS A WEB SEMINAR?

A web seminar is an enhanced telephone seminar. The audio portion is delivered by speaker phone. However, you may now view a corresponding PowerPoint presentation using a PC or PC connected to an A/V projector. No special hardware is needed. You may still participate by phone only. The program consists of 90 minutes of instruction and 30 minutes live Q&A. Each registration provides one connection to the web seminar, materials and 30 days access to the online seminar. You may have unlimited listeners on your connection by speaker phone and PC. You will receive a confirmation with your PIN, materials and instructions. If you do not receive a confirmation within two days of the event call 888-262-7701. You may also purchase the CD and materials.

Free 30-Day Replay - Within five working days after the broadcast, you will receive a URL providing unlimited access to a recorded copy of the presentation for 30 days. This enables you to participate in the live web seminar, train additional staff and review the material as needed.

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

An **On-Demand Web Seminar** is a live web seminar that has been recorded and then streamed to your computer to watch at your convenience. It can be viewed any time 24/7. Anyone at your branch may access the program from a computer using the login and password. The On-Demand Web Seminar provides unlimited access to the program for six months from the date of purchase.

REGISTRATION INFORMATION

Registrations are requested to be submitted three days prior to the date of the web seminar. On-line registrations can be made at <http://www.bankersed.com/CTBANKERS/>. For all other registrations, please complete the attached registration form and send directly to Bankers Ed in advance of the program. Fee information for this program is listed on the registration form. **Payment is expected at the time of registration unless other arrangements are made prior to the event with the CBA.**

Late Registration: Registrations are accepted until the program starts. To ensure timely delivery of materials, etc., please register online when registering **two working days prior** to the broadcast (credit cards, e-checks and invoices accepted). If you would like assistance with online registration, contact 888-262-7701.

Please do not hesitate to contact either Kathy Parks or me if you have any questions about this web seminar.

Very truly yours,

LINDSEY R. PINKHAM
Senior Vice President & Secretary

CBA WEB SEMINAR

TWO PART SERIES: MANAGING A SUCCESSFUL BRANCH

Part I: Tuesday September 15, 2009

2:30 p.m. - 4:30 p.m. (EST)

Part II: Tuesday, September 22, 2009

2:30 p.m. - 4:30 p.m. (EST)

REGISTER (Each registration entitles you to one connection at one location where an unlimited number of listeners may participate):

Name _____ Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____ E-mail _____

FOUR WAYS TO REGISTER FOR CBA WEB SEMINARS:

Prior to September 8th (Part I) and September 15th (Part II)

Mail: Complete this form, include payment and mail it to: Bankers Ed: 5700 S. Mopac, #C310, Austin, TX 78749

Anytime Prior to the Program

On-line: Register on-line at <http://www.bankersed.com/CTBANKERS/>.

Fax: Complete the registration and credit card information below and fax to: 512-381-1571

Phone: Call 888-262-7701 with credit card information

CBA WEB SEMINAR --PART I- MANAGING A SUCCESSFUL BRANCH

Tuesday, September 15, 2009 - (Seminar code: SW2-1016)

Web Seminar/Materials (live hookup) \$255 member \$510 non-member

On-Demand Web Seminar/Materials \$275 member \$550 non-member

CBA WEB SEMINAR -- PART II – MANAGING A SUCCESSFUL BRANCH

Tuesday, September 22, 2009 - (Seminar code: SW2-1016)

Web Seminar/Materials (live hookup) \$255 member \$510 non-member

On-Demand Web Seminar/Materials \$275 member \$550 non-member

METHOD OF PAYMENT (check one):

Check made payable to: Bankers Ed

Discover Card

MasterCard

Visa

AMEX

Card Number _____

Exp. Date _____

Security Code (3 or 4 digits on back of card) _____

Signature _____

Amount \$ _____

For registration questions, please contact Bankers Ed customer support at 877-880-1335 or Kathy Parks at the Connecticut Bankers Association parks@ctbank.com or 860-677-5060.

*****Registrations must be sent to Bankers Ed*****