


Mississippi Bankers Association presents  
**2009 Banking 101 (2 Part Series)**

 <p><b>WEBINAR SEMINAR</b></p>	<b>Date:</b>	July 20 & 27, 2009 Part I Banking Fundamentals August 3, 2009 Part II Understanding Bank Financial Statements
	<b>Time:</b>	1:30 – 3:30 p.m. Central Time
	<b>CPE Available:</b>	2.5 hours CRCM/CCLB/CFSSP/CBT/CCSR/CPB per session
	<b>Seminar Code:</b>	SW2-1433
	<b>Seminar Description:</b>	This new web seminar has been developed to meet the needs of bankers who wish to improve their capacity to grow as professionals by gaining an understanding and appreciation of "what, why and how" a bank works. Understanding basic principles will better prepare each banker to meet the challenges facing the financial services industry now and in the change-filled future. Drawing on the presenter's more than 20 years experience in both leading community banks and teaching bankers, the program will provide the most up-to-date information and perspectives to enable participants to better deal with the contemporary issues of customer service, sales, marketing and competition from other financial service providers.
<b>Who Should Attend:</b>	This program will benefit entry level or experienced bankers currently working in any function of the bank.	
<b>Program Highlights:</b>	<p><b>Part 1 July 20 &amp; 27, 2009, 1:30-3:30 CT Banking Fundamentals</b>  This four-hour, two-part session provides an orientation to essential banking principles. Highlights include:</p> <ul style="list-style-type: none"> <li>• Brief discussion of significant developments in the past 25 year history of banking including the bank regulatory environment;</li> <li>• Organizational structure of banks and banking, including the Federal Reserve System;</li> <li>• Deposits function including types of accounts, negotiable instruments, payments system and bookkeeping function;</li> <li>• Credit function including importance of strong policy and essential credit principles;</li> <li>• Funds management and investments;</li> <li>• Critical role of marketing and selling in banking today; and</li> <li>• Pricing and profitability issues</li> </ul> <p><b>Part 2 August 3, 2009, 1:30-3:30 CT Understanding Bank Financial Statements</b>  You can't grow to your fullest potential without understanding the financial realities of your business. This session was developed because many bankers are unfamiliar with the financial aspects of the banking business. Highlights include:</p> <ul style="list-style-type: none"> <li>• How to read and understand a bank balance sheet and income statement;</li> <li>• How a bank receives money to invest and what the money costs;</li> <li>• Key interrelationships between various balance sheet and income statement items;</li> <li>• Financial ratios to evaluate bank strength and performance; and</li> <li>• How different functional areas in the bank are reflected in the balance sheet and income statement.</li> </ul>	
<b>Seminar Speakers:</b>	<b>Bob Ullom</b> has been teaching secured loan documentation for over 25 years. Bob brings over 20 years of bank lending and management experience to this fast-paced program.	
<b>What is a Webinar Seminar?</b>	This program includes 90 minutes of instruction and 30 minutes live Q&A per session. Each registrant provides one connection to the live webinar and 30 days access to the online seminar. You may have unlimited participants on your connection by speaker phone. The On-Demand Webinar is a live webinar that has been recorded and then streamed to your computer to watch at your convenience. The program can be viewed anytime 24/7.	
<b>What are the costs?</b>	Tuition is \$250 per 'site license' <b>per session</b> , and listeners on your connection are unlimited.	

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## REGISTRATION FORM

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**Phone:** \_\_\_\_\_ **Fax:** \_\_\_\_\_

**Email (required):** \_\_\_\_\_

**Seminar Code (see the top of first sheet):** \_\_\_\_\_

**Please check  
all that apply:**

**Part 1 July 20 & 27, 2009, 1:30-3:30 CT**

**Banking Fundamentals**

Live webinar/materials (live hookup) \$475 mem \$950 nonmem  
On-Demand Webinar/materials\* \$515 mem \$1,030 nonmem

**Part 2 August 3, 2009, 1:30-3:30 CT**

**Understanding Bank Financial Statements**

Live webinar/materials (live hookup) \$250 mem \$500 nonmem  
On-Demand Webinar/materials\* \$270 mem \$540 nonmem

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

**Method of  
Payment:**

MasterCard  VISA  AMEX  Discover *Payment must accompany registration (do not fax a copy of a check).*

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1. **By Mail:** Bankers Ed, 5700 South Mopac, Suite C310, Austin, TX 78749
  2. **By Fax:** (512) 381-1571
  3. **By Phone:** Call (888) 262-7701 with credit card information
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