

The “Marquette Banker”

Issue #10– May 2023

“A new generation of bankers”



College of Business Administration
Commercial Banking Program

by Dr. Kent Belasco,
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The second half of the academic year maintained a healthy course of activity, and not without excitement. One of the major events that occurred was the move to our new building, O'Brien Hall. We began the semester in the new space and with a moderate amount of fanfare. We could not be happier with the new classrooms, multitude of conference rooms, and significant event space. In addition, we now have our own café (right) located on the first floor. I invite any of you to contact me and I would be more than happy to arrange a tour of the building for you. Our old building is now being revamped for the nursing school.



Amidst all the routine semester activities the banking industry took a turn with the failure of Silicon Valley Bank, and others. Although a negative event, this was an excellent teaching opportunity for my students, especially while teaching my risk management class and applying our bank simulation to similar circumstances to mimic the liquidity dilemma experienced. In addition to this, I was with my students in Zurich Switzerland when this event occurred. It was most interesting to watch the impact this bank had internationally, especially to the big banks in Switzerland. One of our visits was to the Swiss National Bank, the equivalent of our Federal Reserve. We were there when they were advancing funds to help troubled Credit Suisse (photo of headquarters taken days before they were acquired by UBS) and even further



listened to a lecture from a UBS strategist a mere day or so before they acquired them. Needless to say, quite an exciting time to learn about banking, while in the midst of it.

So, as I say, it was an exciting semester in many ways. This type of exposure, and discussion, is invaluable for young students planning careers in banking, and cannot be replicated. It exposes them to the real world of banking and the economy in ways that simply do not exist without the focus we offer in this program. The following will bring you up to date with many of the activities and events we were involved in.

Student Enrollment

We are happy to report that this past year was one of the largest freshmen classes we have had in the business school, and this trend is continuing for the coming year. This is most welcome as the COVID pandemic took a toll on prior enrollment, and that bubble continues to work through. In part, this has accounted for lesser applications to the commercial banking program, but I am most encouraged by the freshman class and their interest in banking. As a result, we are doing much to create further awareness of the program and the many benefits of the profession. I opened our field trips to members of the commercial banking club, students in my intro to commercial banking class and to others. The field trips, by far, are one of the best promoters for the program and the industry and are always well received by the students.

This semester we began a series of “CEO Chats,” a speaker series where students can meet and chat with bank CEOs and other senior professionals in a casual setting and learn about their journey to the top. These have been well attended and

An advertisement for "CEO CHATS" featuring Wendy Baumann, WWBIC. The ad includes a photo of Wendy Baumann, a registration line for Feb 20th, 2023, from 5:30 - 7 PM, and contact information for John McNulty at marquette.edu. It also mentions that the event is hosted by the Marquette Commercial Banking Club.

CEO CHATS
WENDY BAUMANN, WWBIC

Listen to one of Milwaukee's top female leaders in finance and learn how her company is making a difference in our community.

Registration line:
Feb 20th, 2023
5:30 - 7 PM

More information please email:
John.mcnulty@marquette.edu

Hosted by the Marquette Commercial Banking Club

have peaked greater interest in the profession. This past semester Wendy Baumann of WWBIC, Jim Popp of Johnson Financial, and Jay Mack of Townbank all offered their stories to interested students. Additionally, we were joined by FBI former and current special agents, Dennis Lormel and Chris Farrell, as well as John Byrne of AML Rightsource. We will continue this series in the fall and spring next year.

With the help of Andrew Goldstein, marketing specialist, a video of past students, now in banking, was developed and marketed to students. The goal of these actions is to put commercial banking at the forefront of career options and stimulate applications to the program. I am encouraged by what I am seeing, and we will be conducting many more events like these to create this awareness and exposure for providing much needed talent to the industry. Please feel free to email me if you are interested in participating in these activities or if you have further thoughts and ideas for creating awareness of the profession. I welcome your involvement.

Please click on the link below to view the video that was created from alum, now in banking, about our program.

<https://youtu.be/Dx7HwZujoyg>

Advisory Board/Founders

This year I have added a number of new members to the advisory board, many of which are replacements for individuals leaving, as well as some new additions. Among the changes/additions include Mark Wierman, President of Ixonia Bank, John Madden, CEO of FNBC Bank & Trust, John Hazod, CFO of Townbank, Dan Harvey, EVP of Wintrust, Jamie Beaulieu SVP of the ABA, and Amanda Good of RMA Associates. Tom Grottko, formerly of Crowe, has spun off to a consulting firm, the NBS Group as Managing Member, and will remain with the board under this new organization, and Maddie Stupinski will join the board representing Crowe. An exceptional group of seasoned executives I am pleased to have join this august group.

Advisory board members have been instrumental in securing guest speakers for my classes, hosting field trips, providing guidance and advice, providing contacts for events and trips, interviewing students, providing internships and, above all, hiring my students. They are truly resourceful and provide much depth and support to our program. It is important to articulate this depth, diversity, and quality, which provides the backbone of the program, without which we could not accomplish the variety of activities we do.

Additionally, I am happy to welcome the following organizations to our Founders Circle at the Bronze Level (see logo marquee at the end of this newsletter for complete list). These include: FNBC Bank & Trust, Ixonia Bank, and Johnson Financial Group. Their support is most appreciated and in return these organizations will forever be associated with the Commercial Banking Program at Marquette as we continue to grow and expand.

Activities and Plans

I am a firm believer that we must expose students to professions and experiences to provide them with a glimpse of what careers in banking might look like. For this reason, we conduct a wide range of activities to enhance this awareness. This semester was filled with a variety of events that accomplished this goal.

Careers in Finance Event

With over 150 students participating, we had four banks representing the industry in each of two sessions, one in October and the other in March. These roundtable discussions allow students to learn about banking as one of the career options in finance and talk and network with alum and senior bankers in the Midwest.

Study abroad trip to Zurich Switzerland

Although referenced earlier, we conducted an approximate 10-day trip to Switzerland in March. The objective of the trip was to expose finance students to one of the major banking hubs in the world, Zurich Switzerland. In concert with the ZHAW School of Law and





Management, students learn about the Swiss economy, Swiss banking system, the Swiss Central Bank, risk management as well as the Swiss culture (see photo prior page at our farewell dinner in Zurich). This year we conducted on-site company trips to the Swiss Exchange, Swiss National Bank, Zurcher Landbank AG (regional bank in the country), and Victorinox (Swiss Army Knives) factory tour, even meeting the current CEO and great grandson of the founder. In addition, side excursions were conducted to Mt. Rigi (pictured left, quite windy on the mountain top) and walking tours of old towns Zurich and Winterthur.

Field trip to Capital One and CIBC in Chicago

After two attempts earlier in the semester were cancelled due to snowstorms, we finally made it to both Capital One and CIBC in Chicago in mid-April. These were outstanding field trips and through the hospitality of David Kucera of Capital One and Michael Monticello of CIBC, tours and sessions with alum and senior professionals were excellent and provided students with more than a glimpse of what banking is all about for these two distinct organizations in the city of Chicago. Approximately twenty-five students attended and was a memorable experience for all (pictured below left Capital One alum and Dave Kucera and right CIBC vault).



Annual conference on “Talent Management in the Banking Industry”

This year we hosted an on-site conference on the topic of talent management, competition, retention and attracting talent to the profession. We were fortunate to have as speakers, Drew Carter, CEO of Whistle Systems as our keynote speaker, and panelists Randy Hultgren, CEO of the Illinois Bankers Association, Thomas Grottke, Managing Member of the NBS Group, and Jamie Beaulieu, Senior Vice President of the ABA. In addition, Dave Anderson, Senior Vice President of BMO did an outstanding job of moderating while offering perspectives on this important topic (see photo of speakers to the right, from left to right, Dave Anderson, Tom Grottke, Randy Hultgren, Drew Carter, Kent Belasco, and Jamie Beaulieu).



Approximately forty individuals attended the conference. I am pleased to report that there was great interaction and interest in ideas that could be helpful to us all as we continue to focus on attracting more talent to the banking industry. More importantly our goal is to not lose talent to other areas but rather, resurrect the interest and passion for this industry that existed a number of years ago. This

is a healthy challenge with more discussion and initiatives to come. All in all, this was a very successful conference, a tribute to the quality of the speakers and the audience alike.

Semester-end Networking Event

Each spring we conduct a final networking event for second-semester freshman and sophomores. The purpose for this event is recruiting for the program and greater exposure to the banking industry through discussions with banks attending, alum, and students in the program. Our goal is to provide more information on the benefits of both banking and the program and continue to work with these students as they enter the fall of their sophomore and junior years for potential application to the program. Four banks were in attendance for this network session, including Townbank, Ixonia Bank, PNC, and BMO. Our sincere thanks to these organizations for their participation and I welcome others to participate for next year.

Plans for the fall 2023 semester include:

Ofest, Commercial Banking Club member recruitment

The first week of school all university clubs set up tables and encourage young students to join their club, in our case the Commercial Banking Club. This is a very well-attended and fun event. Historically we enroll 25-30 students in the club each year. This forms the basis from which we engage and begin a dialogue with young students throughout the year on the merits of commercial banking and hopefully, recruit to the program.

Annual golf outing

This will be planned for the second week in September once again. This is an opportunity for bankers and students to come together to learn about banking, have a great day of golf at the Grand Geneva Resort in Lake Geneva, Wisconsin, have some fun, learning about golf and network with bankers at the same time. We look forward to a good turnout this fall.

Careers in Finance Event

This event will occur in October and explores all careers in finance with sophomores. Banking is included.

Career Night

This is solely a freshman event and occurs in early November. The goal of this event is to expose the new group of business students to the variety of majors and the careers within. I typically moderate a panel of professionals for finance majors, exposing students to the benefits of finance careers in banking, investment, corporate, real estate or elsewhere. This is a very large group and a great opportunity to get young students to think about their career options.

Fall trip to Washington DC

This field trip is planned for the fall mid-term break, occurring on October 19th and 20th. Our plan is to visit the American Bankers Association, the Federal Reserve, and Capitol Hill. All designed to expose students to economic decision making, regulatory and legal aspects affecting banking, and the major association advocating for banking in Washington.

Commercial Banking Program Open House

We will conduct an open house for students interested in joining the commercial banking program to answer questions, discuss benefits, and meet with alum. This is an informational session and a means of outlining the benefits and requirements of the commercial banking program and encouraging students to apply to the program.

CEO Chat Series, Commercial Banking Club Events

We will continue our CEO Chat series into the fall semester and will be seeking speakers to come and talk with students about their journeys. In addition, other commercial banking club events will be conducted throughout the semester to build camaraderie and a sense of affinity with banking.

Innovation and Curriculum

There are two predominant areas of innovation and development I am working on this summer and continuing into the year. These initiatives are as follows:

Commercial Banker Education and Professionalization

I have long thought that more can be done to advance the knowledge of young bankers and students interested in banking. In part this begins with my Commercial Banking Program, but from a broader sense there is a “knowledge gap” in the industry. I believe this has an impact on our ability to attract young people to the profession. Most banks today do not have the training programs like they may have had in the past. Nor is there anything that establishes the core knowledge or skills that any professional banker should have for effective functioning in the industry. This gap needs to be filled, with an emphasis on “professionalizing” banking as a discipline on par with other major professions such as law, accounting, medicine, and others. I am in the process of mapping out a certification program for professional bankers to provide the foundation knowledge and establish a credential that indicates a level of financial and banking competence that does not exist today for young bankers and students. My plan is to build this program, with the support of the industry, and market this to both students and existing bankers seeking to advance their careers. I will be communicating more as this evolves, and as opportunities for involvement arise which may be of interest to you.

Curriculum Development

The other initiative is to develop two new courses to be added to the program. Today the curriculum focuses on fundamental knowledge of banking, and then as students join the program, a focus on credit and lending education, as well as risk management. All worthy tracts in the banking industry. Upon discussion with the advisory board the need for Treasury Management and Wealth Management courses are also very viable paths for young bankers. Accordingly, I am developing outlines and steps to bring these into the curriculum. I am most interested in thoughts relative to this, so feel free to email me in terms of whether you would be interested in working with me on these, as well as the fact that I would be looking for adjunct staff to teach these courses. Please feel free to reach out to me with any thoughts, comments, or interest you may have.

Executive Education

With the program now finishing its seventh year, we have gained much knowledge with various tools and material that have been developed along the way. I am most interested in talking with any of you if you need specialized sessions for your staff and executives on a variety of topics, which can be tailored to your needs. If you are interested in this, please do not hesitate to reach out to me at the contact information at the end of this newsletter. I would be happy to set up a time to meet with you and discuss any needs you might have.

Support

First, thank you all for your continuing support of the program. We certainly could not continue to do this without your ongoing support. In addition to allowing me to add an assistant to the program, your financial support is of paramount importance as this program is completely self-funded. I am so happy for our past results, producing exceptional students, “Marquette Bankers,” for the industry, and who continue to grow and develop into the next generation of leaders for the industry. I hope to continue this program, and these results, for many years to come. Please support this program by going to the link below and providing any contribution you can make. Please be sure to select “Commercial Banking Operating Fund” after clicking on the link. Thank you in advance for your generous support.

<https://give.marquette.edu/business>

Exposure and Results

Media

Our program continues to gain exposure through many sources including USA Today, Bank Director, Biz Times Milwaukee, National Public Radio, Milwaukee Journal Sentinel, American Banker, Illinois Bankers, and Wisconsin Banker Journals. I also post this newsletter on LinkedIn. My goal is to create greater awareness of our program, not only in the Midwest, but nationally to attract more students to this program and to Marquette.

Marquette Bankers

Finally, graduation occurred on May 20th. This year we had five members of the program participate in graduation. Their pictures are included here, their names and the companies they are joining are indicated below:

From left to right: Krystian Wenc (role in process), Michael Saxby, US Bank; Madeline Schultz (graduating in December, currently working with Wintrust); Emily Bittman, BDO; and Will Bodkin, Wintrust.

We are so very proud of our graduates and wish them much success and good fortune as they grow their careers. I look forward to continuing to remain in touch for years to come. Congratulations to them all!!



I appreciate you forwarding this newsletter to other interested parties and to those colleagues and potential students who can benefit from this program.

Please don't hesitate to reach out to me directly at Dr. Kent Belasco, Director of the Commercial Banking Program, and Associate Professor of Finance at: kent.belasco@marquette.edu, 414-288-6882 (office) or 630-817-8270 (mobile) or visit our website at <https://www.marquette.edu/business/banking/>

Thank you for your continued support! Have a great summer! I look forward to hearing from you soon.



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Commercial Banking Program
"defining a new generation of bankers"

Founders



Bank of America



John K. Barrett

John J. Byrne, CAMS, Esq.



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BAKER TILLY

