Director Series:
Not Strategic Planning, Action Planning!

WEBINAR OR ON-DEMAND WEB LINK (LINK INCLUDES FREE CD ROM)

Tuesday, September 11, 2012

This is a morning webinar.

8:00 am – 9:30 am Pacific
9:00 am – 10:30 am Mountain
10:00 am – 11:30 am Central
11:00 am – 12:30 pm Eastern

How times have changed! If you fail to plan, nothing will happen. Avoid undue concern about the "process" and follow a strategy of action planning. Action planning involves identifying the issues and determining the appropriate actions or strategies to address those issues. This high-energy session will cover the board and senior officers' responsibility to enhance shareholder value and identify and establish strategies to move the bank forward. The new process will be addressed, including specific benefits resulting from action planning. The session will also provide 10 ways to know if your bank's strategic planning is on target.

HIGHLIGHTS

- Planning in the current environment
- Appropriate allocation of capital
- What process should we use?
- Is your strategic planning a waste of time?
- Mechanics for action planning

Attendance verification for CE credits provided upon request.

WHO SHOULD ATTEND?
This informative session is designed for community bank directors and senior executive officers.

PLEASE NOTE: The live webinar option allows you to have one telephone connection for the audio portion and one Internet connection (from a single computer terminal) to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone.

ABOUT THE PRESENTER – Jeffrey C. Gerrish, Gerrish McCreary Smith
Jeffrey Gerrish was Regional Counsel for the FDIC during very difficult regulatory times. Now he is Chairman of the Board of Gerrish McCreary Smith Consultants, LLC and a member of the Memphis-based law firm of Gerrish McCreary Smith, PC, Attorneys. The two firms have assisted over 1,500 financial institutions in all 50 states. Jeff's consulting and legal practice places special emphasis on: strategic planning for boards; community bank mergers and acquisitions; bank holding company formation and use; acquisition and ownership planning for board directors; regulatory matters, including problem banks, memoranda of understanding, and cease and desist and consent orders; and compliance issues, capital raising and securities law concerns, ESOPs; and other matters of importance to community banks.

THREE REGISTRATION OPTIONS

Note: All materials are subject to copyright. Transmission, retransmission, or republishing this webinar to other institutions or those not employed by your financial institution is prohibited. Print materials may be copied for eligible participants only.

1. LIVE WEBINAR

The live webinar option allows you to have **one telephone connection for the audio portion and one Internet connection (from a single computer terminal)** to view online visuals as the presentation is delivered. You may have as many people as you like listen from your office speaker phone. Registrants receive a toll-free number and pass code that allow entrance to the seminar. The session will be approximately 90 minutes, including question and answer sessions. Seminar materials, including instructions, PIN number, and handouts will be emailed to you prior to the broadcast. You will need the most-current version of Adobe Reader available free at www.adobe.com.

2. ON-DEMAND WEB LINK & FREE CD ROM*

Can't attend the live webinar? The on-demand web link is a recording of the live event, including audio, visuals, and handouts. We even provide the presenter's email address so you may ask follow-up questions. Approximately one week prior to the webinar, you will receive an email with the web link. This web link can be viewed anytime 24/7, beginning 6 business days **after** the webinar and will expire 6 months after the live program date.

As an added bonus, you will also receive a FREE audio/visual CD ROM.* The CD ROM includes the original audio/visual presentation, the question and answer sessions, and the handouts. Use the on-demand link or this "off-the-shelf" training program for those that could not attend the live seminar and for future training.

LIMITED AVAILABILITY: The on-demand web link and CD ROM may ONLY be ordered for 6 months following the webinar. Neither the link nor CD will be available after this time.

NEW!

Listen to the on-demand web link on your

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Instructions will be emailed to you with the on-demand link.

3. BOTH LIVE WEBINAR & ON-DEMAND WEB LINK (INCLUDES FREE CD ROM*)

Options 1 and 2 described above

AFFORDABLE, PROFESSIONAL TRAINING, WHEN AND WHERE YOU CHOOSE

***CD ROM is for Mac and PC use only**