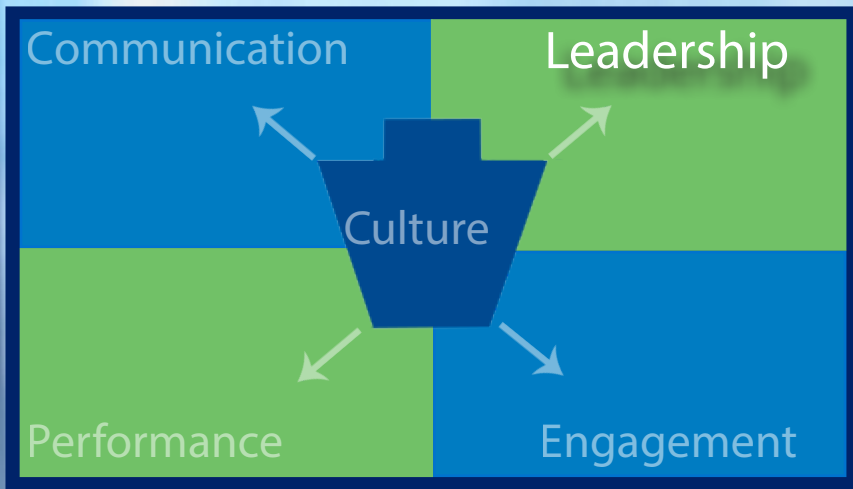


# THE PENNSYLVANIA BANKERS LEADERSHIP INSTITUTE



*Do employee communications help you to meet your goals & improve the bottom line?  
Are your employees happy and engaged within your bank's culture?  
Are you looking for ways to improve your bank's performance?*

**PA**  
**Bankers**  
ASSOCIATION

# THE PENNSYLVANIA BANKERS LEADERSHIP INSTITUTE

*Creating a Results-Driven Culture*

**A bank's culture is defined by its leaders' abilities to drive success through strong communication, engagement and performance.**

With these goals in mind, the new PA Bankers Leadership Institute offers emerging and existing leaders highly personalized and interactive planning sessions specifically tailored to the banking industry.

Throughout six 2-day sessions, participants will go "behind the curtain" with President and Co-founder of Global Bankers Institute, Dr. Linda Eagle, and Senior Vice President, Chief Culture Officer at Investors Bank, Dennis Budinich, to learn how other banks and Fortune 500 companies like Coca-Cola and Southwest Airlines have driven business by examining the success that comes from organizational culture, performance, leadership, engagement and communication.

Participants will develop:

- **Communication Excellence** – specific applied skills that great leaders and top performing team players alike share and that make them effective communicators
- **Culture Mapping** – an exploration and identification of the bank's unique culture throughout the different layers of the organization
- **Engagement Initiatives** – highly targeted techniques to increase the engagement level of each employee at the bank
- **Performance Plan** – a study of key performance indicators and how to tie them to goals and maximize performance to drive results

Group and individual learning exercises and presentations will allow participants to learn from extraordinary companies and the best minds in the industry. Participants will then develop an individualized **Leadership Action Plan** that they can take back and easily implement within their own bank.

Course participants will be required to complete pre-session readings and will be eligible to receive 7 CPE credits for attending each "day 1" session and 6.5 CPE credits for attending each "day 2" session. The Leadership Institute will also be submitted for HRCI credits.

# THE PENNSYLVANIA BANKERS LEADERSHIP INSTITUTE

## LOCATION

PA Bankers Training Room • 3897 N. Front Street, Harrisburg

**PRICING** (This includes the cost of all sessions, materials and lunch each session day. )

**Member** - \$5,500; **Affiliate Member** - \$5,900; **Non Member** - \$8,250.

## REGISTRATION

Please send your registration form and payment made payable to:

**Pennsylvania Bankers Association, Attn: Registrar, 3897 N. Front Street, Harrisburg, PA 17110**

Only one registration form will be required to register for all 2-day sessions included within the course. In order to graduate from the Institute, participants will be expected to attend all six 2-day sessions, as indicated. Class size is limited to 30 participants; register today!

## ABOUT THE INSTRUCTORS

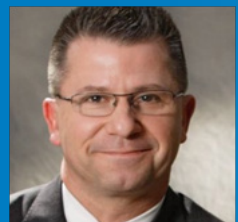


Linda Eagle, PhD  
President and Co-Founder  
Global Bankers Institute  
New York, NY

Dr. Linda Eagle is president and co-founder of Global Bankers Institute. Linda's understanding of the business requirements of the banking industry and her expertise in human and organizational communication have enabled her to address the most important elements in solving today's business problems: people, technology and bottom-line results.

Global Bankers Institute (GBI) is known for bringing innovation to banks around the world and helping them maximize the performance of their people. Linda has personally worked with hundreds of banks from New York, New Jersey, Pennsylvania and California - to Dubai, Abu Dhabi and Saudi Arabia - to Singapore, Korea and China - to increase results through engagement, communication, education, development, growth and enrichment of employees.

Linda has a triple Ph.D. in Communication, Psychology and Business. She was Professor of Organizational Psychology at City University of New York and is a frequent guest lecturer at Columbia University, NYU and Temple University.



Dennis Budinich  
Senior Vice President, Chief Culture Officer  
Investors Bank  
Iselin, NJ

Prior to joining Investors Bank, Dennis Budinich co-founded FTC Methods Inc., a highly successful professional development and consulting firm which operated primarily in the financial services industry. In his capacity as co-founder, Dennis developed engaging learning programs, and was a highly sought after public speaker, motivator, and educator. Dennis is a member of the National Speakers Association and has been a speaker for numerous corporate events and at industry conferences across the country.

Before co-founding his company, Dennis was recognized as a premier entrepreneur and business leader. He has owned several successful businesses, including a gourmet bread bakery, an auto paint supply company, and a restaurant. He also excelled in the world of financial sales where his achievements carried him to the levels of top producer, to sales manager, to program director.

Throughout his career, Dennis has dedicated himself to helping others be their best by sharing with them the most effective success principles and how to apply them. During his high-energy learning programs, Dennis shares the information he acquired in the fields of positive psychology and self-science, as well as his personal experiences as a successful financial professional and entrepreneur.

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*"The Leadership Institute provides you with the books, the techniques, the programs - everything that you need to be a better leader." -LeeAnn Gephart, Woodlands Bank*



**ATTENDEE REGISTRATION FORM**  
**2017 Leadership Institute**  
 June 14-15, 2017\*  
 PA Bankers Training Room • Harrisburg, Pa.

**Please return this form with payment to:**

Pennsylvania Bankers Association  
 Attn: Jill Ametrano, Registrar  
 3897 North Front Street, Harrisburg, PA 17110  
 Registrar contact: Tel: (717) 255-6927 • Fax: (717) 233-1477

Attendee: \_\_\_\_\_ Nickname: \_\_\_\_\_ M  F

Title: \_\_\_\_\_

Bank/BHC/Firm: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Tel.: \_\_\_\_\_ Cell: \_\_\_\_\_ Email: \_\_\_\_\_

\* **Additional session dates include: 2017 - Sept. 13-14; Dec. 13-14; 2018 - Mar. 7-8; June 13-14; Sept. 12-13**

**Fees (please check one):**

- Member - \$5,500
- Affiliate Member - \$5,900
- Non-Member - \$8,250

**Method of Payment:** PA Bankers accepts checks or Visa and MasterCard. All credit card payments must be processed through online registration. Please visit [www.pabanker.com](http://www.pabanker.com); find the calendar and the event and click on "Register Now." If payment is by check, make payable to *Pennsylvania Bankers Association*.

**Registration:** For database purposes, we request only one registrant per form. Please make additional copies of the registration form as needed. Keep a copy for your records. The association does not send confirmations.

**Cancellation Policy:** All registrations are subject to a 20-percent cancellation fee. A 50-percent retention of the registration fee applies to cancellation requests 5-10 business days prior to the event date; however, NO refunds will be issued for cancellations made within 5 business days of the event date or for "no-shows." All cancellation requests must be made in writing to PA Bankers. All registrations received by any means of communication are subject to this cancellation clause. PA Bankers does not issue refunds due to weather conditions, Acts of God and/or other causes beyond its reasonable control.

**Photo Release:** I hereby grant permission to the Pennsylvania Bankers Association the right to use, reproduce, and/or distribute photographs of me during my participation in this event or program, without compensation or approved rights, for use in materials created for purposes of promoting the activities of PA Bankers.

**How did you hear about this event? Please circle.**

- Mailing    ● PA Bankers' email    ● PA Bankers' website
- PA Bankers' magazine    ● Co-worker/friend    ● Social media
- Central Penn Business Journal    ● Other

<b>FOR INTERNAL USE ONLY</b>	
Date:	_____
Check #:	_____
Amount: \$	_____

**Contact for Questions:**

Jackie Catalano • 3897 N. Front Street • Harrisburg, PA 17110 • Tel: (717) 255-6939 • E-mail: [jcatalano@pabanker.com](mailto:jcatalano@pabanker.com)

# THE PENNSYLVANIA BANKERS LEADERSHIP INSTITUTE

## DATES

Participants will be expected to attend each of the following two-day sessions:

- June 14 & 15, 2017 at PA Bankers
- Sept. 13 & 14, 2017 at PA Bankers
- Dec. 13 & 14, 2017 at PA Bankers
- March 7 & 8, 2018 at PA Bankers
- June 13 & 14, 2018 at PA Bankers
- Sept. 12 & 13, 2018 at PA Bankers (graduation)

## Schedule for Each 2-Day Session\*

**Day 1:** Registration will begin at 8:15 a.m., followed by the start of the program at 8:30 a.m., and there will be two 15-minute breaks throughout the day. Lunch will be provided at Noon, and the program will adjourn at 5 p.m.

**Day 2:** The program will start at 8:15 a.m., and there will be two 15-minute breaks throughout the day. Lunch will be provided at Noon, and the program will adjourn at 4:30 p.m.

\*Some sessions will also include a working dinner, the cost of which will be included within the registration cost.

## WHO SHOULD ATTEND?

- Managers who have responsibility for excellence
- Managers and supervisors identified as future leaders of the bank and executives currently recognized as bank leaders
- Department heads who oversee people, strategy and/or operations
- Executives, department heads and managers who determine or implement bank-wide strategy, turn strategy into day-to-day operations and/or run the line operations and those in the same roles who support line operations (such as IT, Compliance, Risk, HR, or Training)
- Bank leadership: CEOs, CFOs, COOs, CLOs and Retail, Lending, Credit or Risk Managers who want to raise the level of employee performance to contribute to top and bottom line

## ACCOMMODATIONS

Participants traveling from out of town may book accommodations at:

### **Staybridge Suites**

920 Wildwood Park Drive, Harrisburg, PA 17110; (717) 233-3304

### **Hampton Inn & Suites**

40 Capital Drive, Harrisburg, PA 17110; (717) 540-0900

Be sure to ask for PA Bankers' negotiated rate.

## QUESTIONS

If you have questions about the conference, please contact PA Bankers' Vice President, Training & Meeting Management, Jackie Catalano, at (717) 255-6939 or [jcatalano@pabanker.com](mailto:jcatalano@pabanker.com).

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*"This has been a fantastic program where I've been able to learn a lot of things that I've applied both personally and professionally." - Jennifer Roxbury, Farmers National Bank of Emlenton*



3897 N. Front Street  
Harrisburg, PA 17110

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*Creating a Results-Driven Culture*