

# WESTERN STATES SCHOOL OF BANKING

Hosted at Fort Lewis College in Durango, Colorado

June 9-17, 2017 [www.wssbonline.org](http://www.wssbonline.org)



## WSSB Bachelor Level Curriculum Includes

### Freshmen:

Asset/Liability Management; Sales, Service, and Marketing; Credit Risk Management, Legal Aspects of Banking; Risk Management, Bank Information Technology; CEO Panel and Intersession Project (on the job).

### Seniors:

Leadership; Team Building; Ethics, Managing Human Resources; Macroeconomics; Sales, Service, and Marketing II; Legal Aspects of Banking II; and ABA's BankExec Simulation.

*"WSSB is an opportunity to look into bank management views and processes and to network with business professionals from a variety of locales and see a broader perspective of the market. After graduating, I was so enthused when I went back to work. Subsequently, this experience propelled me to work harder and smarter, resulting in a huge promotion."*

**Ernesto Ortiz, VP**  
**Los Alamos National Bank**

## *The Best Banking School Investment for Retention of your Best and Brightest! Two Year Certificate Program*

**Includes tuition, instructional materials,  
campus housing, alumni event, Leadership Dinner,  
Graduation Banquet and most meals.**

### DESIGNED FOR PROFESSIONALS

Retain dedicated and talented employees who deserve an investment in their future with your bank. Keeping good people and investing in them is the key to the strength and future of your organization.

### EXPERT PROFESSIONAL BANKING FACULTY

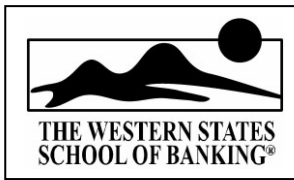
WSSB Instructors are bank professionals who know what it takes to strengthen, serve, and adapt to communities' needs with financial strategies that are practical vs. theoretical.

### 43<sup>ND</sup> ANNUAL SESSION

WSSB's curriculum has been designed by its Board members over its 43-year history. Classes are chosen by working industry executives and professionals with the experience to identify cutting-edge, ever-changing, relevant topics.

*"Upon completing the curriculum of WSSB I find that I both have a better understanding of not only how every line of business and department must operate to keep a bank functioning, but also what all the factors are that drive overall profitability."*

**Matt Houston, AVP, Branch Manager**  
**First National Bank of the Rio Grande**



For info and to apply: <http://www.wssbonline.org>

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