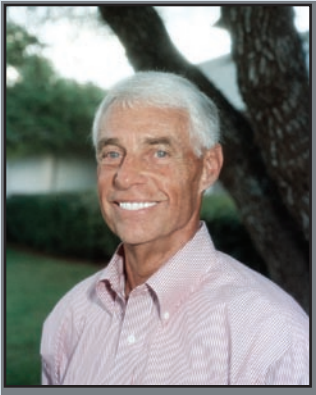


For 25 years, bank CEOs have been coming to the Sheshunoff Affiliation Program for ideas they can readily implement at their bank for concrete results.

Join us, and discover the next great idea that will positively impact your bottom line. Then get the follow-up support you need to ensure your ideas actually work.

### TEAM CEO FACILITATORS



Bob McGoffin



Chuck Wilson

**Put Great Ideas To Work In Your Bank —  
Join the Team and Get Results!**

Sessions are limited, so reserve your space in the session that fits your schedule.

**Call 800.477.1772 ext. 401**

You're guaranteed to get results you can measure so your investment in Team CEO will pay for itself many times over.



[smslp.com/teamceo](http://smslp.com/teamceo) | 800.477.1772 ext. 401

## JOIN A WINNING TEAM



Leading Ideas  
Implementation Support  
Solid End Results



## Sheshunoff Team CEO: Making Great Ideas Work



## GET RESULTS WITH TEAM CEO AND MAKE A PROFITABLE IMPACT IN YOUR BANK

What makes a good—or even great leader? You know it's about always seeking innovative ideas and being open to new ways of thinking and working. It's up to you to lead your bank; and even though you have an entire staff of talent supporting you, fresh perspectives and specialized expertise can invigorate your bank's performance even more during challenging times.

That's why it pays to have another team behind you. The **Sheshunoff Team CEO: Making Great Ideas Work** program is a unique resource designed to help you:

- ✓ Discover proven ideas working in banks like yours that can work for you too
- ✓ Expand your network of CEOs and industry leaders to brainstorm with
- ✓ Have access to a support team to help ensure you successfully implement at least one of the great ideas you take home from the meeting

### WHAT IS SO DIFFERENT ABOUT TEAM CEO?

It's the only program that gives you follow-up support after you go back to your bank. So when you're sitting at your desk trying to implement that great idea and you need advice on that next step or have a question about what something means, you can call a Sheshunoff banking expert for support—the key to make your plan work.

### HOW IT WORKS

Throughout the year, Sheshunoff Management Services will offer one and a half day sessions in different parts of the country. Each session will offer several key topics for discussion in a roundtable format led by a facilitator. Groups will be carefully selected so you are never airing ideas in front of a known competitor.

### SEPTEMBER TOPICS

The September sessions are in development now. Much of the content will be driven by the participants' needs and interests, but you can expect coverage of these key topics:

- **Commercial Lending**
- **Noninterest Income**
- **New Products**
- **Customer Service**
- **Open topic covering individual needs**

## WHAT YOU CAN EXPECT

- ★ Come to the session with at least one idea, success story, or caveat about what not to do to share with the group.
- ★ Spend the first day exchanging ideas, asking questions, and getting feedback from each other and from the facilitators about ideas or solutions to specific challenges.
- ★ Choose a winning idea that is meaningful to your bank to implement and develop a set of action items to ensure your idea is put to work. The facilitator will take a copy of the your action items and be a phone call away if you have any questions.
- ★ Return to your bank and begin working on your action items. To keep you on track and provide support, our experts will be available for assistance.
- ★ Report on your progress and share what you've learned with a new group of participants when you return to your next session.

You can come to as many sessions as you want throughout the year, and you'll take away a new idea each time. We recommend you attend at least two a year to keep your momentum going, but your only limits are your own time and energy.\*

### WHERE AND WHEN

Due to the noncompetitive nature of the groups, registrants are carefully selected, so register early to ensure a space in the session of your choice.

September 11 - 12: Tysons Corner, VA (Washington, DC)  
September 13 - 14: Chicago, IL  
September 21 - 22: San Diego, CA

Each session is \$1,998 per attendee. Discounts are available when you register for more than two sessions in a 12-month period.

Get your own team of experts to call on as needed and rise above the pack. Great ideas, the inside scoop on what works and what doesn't, and the follow-up support that can mean the difference between talking about results and achieving them.

Join the **Sheshunoff Team CEO** program and see the difference. It's easy and it works. **Call 800-477-1772 ext. 401 or visit [smslp.com/teamceo](http://smslp.com/teamceo)**



\*These are designed to be working sessions, so there will be no recreational activities planned during the scheduled day and a half.