

**Program:**

May 9-10, 2013

**Location:**

Northern Quest Resort  
100 North Hayford Rd, Airway Heights, WA 99001

**Reservations:**

(877) 871-6772

Ask for the WBA Room Block. Room Rate is \$119 per night. **Reservations must be made by April 17th to receive discount room rate.**

**Conference Registrations:**

	Before 4/25	After 4/25
WBA/OBA Members:	\$375	\$425
Non-Members:	\$750	\$850

**Send two attendees, get the third for free!**

*Cancellation Policy: Registrations may be cancelled up to seven days prior to the conference. All cancellations have a \$50 charge. No cancellation within the seven day period; however, a substitute may attend.*

**Registration Form**

Please complete the following information:

Name \_\_\_\_\_

Title Bank/Firm \_\_\_\_\_

Work Address \_\_\_\_\_

City/State/Zip \_\_\_\_\_

Phone \_\_\_\_\_

Fax \_\_\_\_\_

Email \_\_\_\_\_

Enclosed is a check for \$ \_\_\_\_\_

VISA    Mastercard   Expiration Date \_\_\_\_\_

Credit Card # \_\_\_\_\_

Name on Card \_\_\_\_\_

Signature \_\_\_\_\_

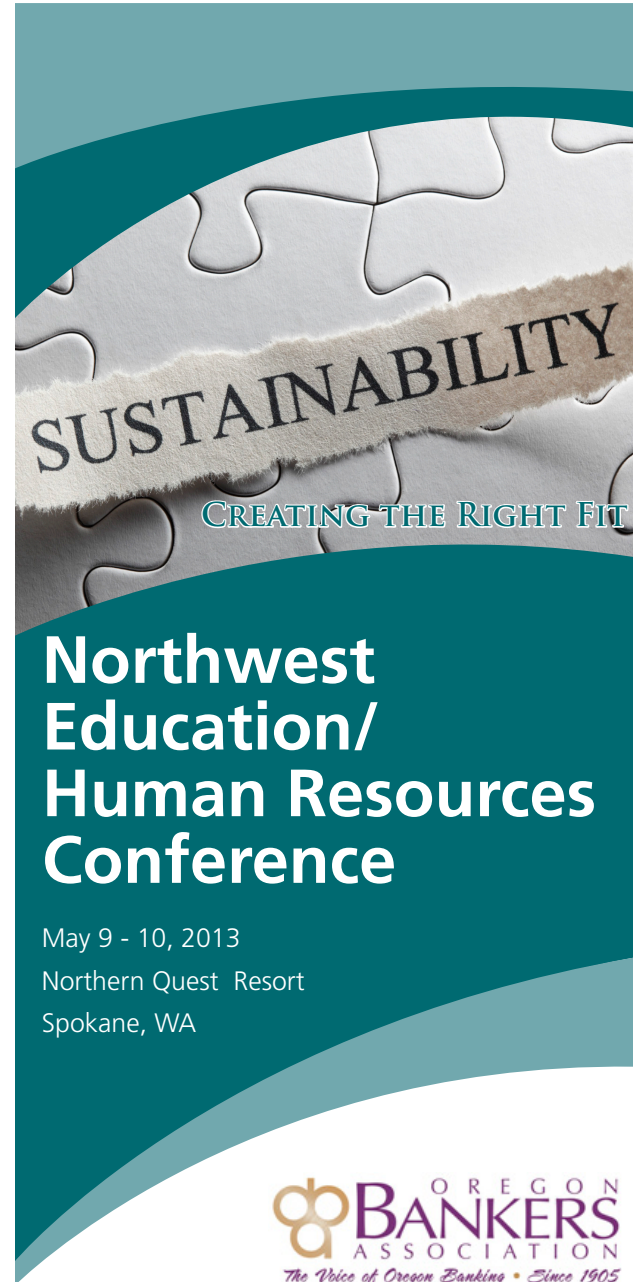
Send registration and check payable to Washington Bankers Association, 1601 Fifth Avenue, Suite 1120, Seattle WA 98101. Call us at (206) 447-1700. Fax your registration to (206) 223-6453.



WASHINGTON BANKERS ASSOCIATION

1601 Fifth Avenue  
Suite 1120  
Seattle, WA 98101  
[www.wabankers.com](http://www.wabankers.com)

**2013 Northwest Education/  
Human Resources Conference**



**Northwest  
Education/  
Human Resources  
Conference**

May 9 - 10, 2013  
Northern Quest Resort  
Spokane, WA



# Who Should Attend?

Specifically designed to meet the needs of bank trainers, HR managers and bank staff members responsible for providing training and encouragement to employees of all levels, the Northwest Education/Human Resources Conference has something of value for everyone. Careful attention has been paid to ensuring a solid agenda with the best speakers in the country.

## Thursday, May 9

### 9:30 - 10:00 Registration

### 10:00 - 11:15 Welcome

*Liz Wilson, Executive Vice President, Washington Bankers Association, Seattle, WA*

*Jeff Deuel, President & COO, Heritage Bank, Olympia, WA; WBA Education Committee Chair and WBA Board Member*

### Leadership That Lasts: A Fresh Perspective on Sustainability & Leadership for Community Banks

*Colleen Bracken, Founder, Bracken Leadership, Philadelphia, PA*

When we hear the phrase “sustainable business practices,” we associate sustainability primarily with preserving our earth’s environment. But for those in community banking, the concept has always meant so much more! Recognizing that their continual wellness is completely intertwined with that of the community they belong to, local banks have always embraced social responsibility and long-term financial soundness as integral with sustainability. Drawing from research on long-term successful companies, and with stories from her own experience as a business owner and consultant, Colleen will discuss “sustainable leadership.” Leaders in the audience in particular will experience a refreshing perspective that they can immediately apply.

### 11:15 - 12:00 Fun and Engaging ‘Zoom’ Ice-Breaker

*Jason Swain, Executive Coach, Instructor, MBA Program, Gonzaga University, Principle, Jason Swain & Associates, Liberty Lake, WA*

### 12:00 - 1:15 Lunch

### 1:15 - 2:30 Linking Great Customer Service, Employee Engagement and Increased Profitability

*Joe Zavaglia, President, Zavaglia Consulting, Executive Development Program Lead Consultant, Edmonds, WA*

When we analyze the top service providers in the US it’s interesting to note that none of them are banks. Why is that? Especially when we consider the fact that most bank customers only go to their bank six times a year! Yet when we ask bank employees to rate the customer service level of their bank they are consistently rating them 4.5-5 on a scale of 1-5. How do we turn this around? Can a bank become one of the top service providers in the country? This presentation will discuss the challenges we’re facing as an industry as well as some thoughts on how we address these issues.

### 2:30 - 2:45 Afternoon Break

### 2:45 - 4:00 Breakout Sessions #1

#### Practical Principles of Sustainable Leadership

*Colleen Bracken, Founder, Bracken Leadership, Philadelphia, PA*

Building on community banking’s strength and familiarity with sustainable practices, Colleen will lead an active workshop on the opportunities for community banking HR leaders to use principles of sustainability to meet leadership challenges of all kinds. e.g. employee retention, management succession, work-related stress, employee health, team relationships, time management, authentic leadership and more. Applying their new understanding of “sustainable leadership”, participants will work in small groups to generate actionable ideas and solutions to some of their toughest human resource challenges.

#### Helping Others Deal with Change and Transitions

*Jason Swain, Executive Coach, Instructor, MBA Program, Gonzaga University, Principle, Jason Swain & Associates, Liberty Lake, WA*

In this workshop you will understand how change occurs for individuals and organizations. You will learn attitudes and skills needed to lead and manage change in a positive way and develop strategies to help people deal with transitions in both their personal and professional lives. Given the constancy of change in our lives today, this may be a valuable addition to your training curriculum.

### 4:00 - 4:15 Coffee Break

### 4:15 - 5:30 Breakout Sessions #2

#### How to Identify and Retain Top Performers

*Amy Hedin, Founder and Executive Coach, HumanPoint, Bellevue, WA*

HR professionals in banking are given the tough task of bringing in the very best talent with a small staff. It is more critical than ever that these individuals are the right people in the right seats—meaning they fit the role and the culture of your bank. In this session, we will be discussing the trends in hiring top performers. We will also discuss how to enhance the existing hiring process internally by using hiring tools thereby saving money on external screening and recruiting.

#### Enhance Your Service Level Through Training

*Joe Zavaglia, President, Zavaglia Consulting, Executive Development Program Lead Consultant, Edmonds, WA*

Building on the facts from his afternoon presentation. Joe will lead a discussion on possible solutions to our customer service and employee engagement challenges. We will look at the best practices found in other industries that can be applied to banking and the positive impact it can have on customer and employee retention and satisfaction and bank profitability.

### 5:30 Adjourn

### 6:30 - 8:30 Reception and Dinner

The WBA and OBA would like to thank the following sponsors for their support of this event:

## WBA PROS, Inc.

For sponsorship opportunities, contact Danielle Molle at [danielle@wabankers.com](mailto:danielle@wabankers.com) or (206) 344-3475.

## Friday, May 10

### 8:00 - 8:30 Breakfast

### 8:30 - 9:45 Breakout Sessions #3

#### Engaged Workplace = Engaged Employees

*Amy Hedin, Founder, HumanPoint, Executive Coach, Bellevue, WA*

Research shows that at least one-third of the workforce is disengaged and that workplaces with engaged employees have twice the customer loyalty than workplaces with average engagement. In this session we will discuss these studies and how HR professionals play a critical role in positively influencing workforce engagement through a deliberate and consistent effort. You will leave this session with concrete ideas that you can implement immediately at your organization to further drive workforce engagement levels.

#### Applying Temperament Theory in Training Design

*Derek Tyree, VP/Corporate Training & Development, Washington Trust Bank, Spokane, WA*

Most people are aware of different learning styles (listening, visual, kinesthetic). This session will focus on the four temperament patterns and how they like to learn. Then the speaker will provide examples of a learning activity that appeals to each temperament. It will be a very ‘practical session’ with some great take-aways.

### 9:45 - 10:00 Coffee Break

### 10:00 - 11:15 Defining the Dynamic Leader Within

*Nicole Sherman, SVP, Retail Administration, Columbia Bank, Spokane, WA*

It is said that those who fail to inspire, seek to control. As a dynamic leader, language, approach and rapport are critical components of working with and through people to attain extraordinary results. Explore the power within you as you utilize one of the most unique tools known to leaders today, The Accountability Matrix. This tool, combined with The Language of Leadership allows you to heighten your individual strength as a leader and immediately take your profession to a whole new and sustainable level. As a result, your employees are engaged, inspired and maximizing performance.

### 11:15 - 12:00 Wrap-Up, Prizes and Closing Remarks