

**Lighting the  
Pathway to Success**

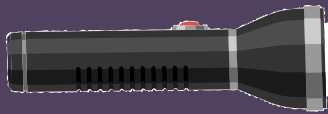
# **2023 Consumer Credit School**

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**February 27 - March 3, 2023  
Courtyard by Marriott | Ankeny**



**IOWA BANKERS**  
ASSOCIATION



# Information & Requirements

## DATE & LOCATION

The Iowa Bankers Association Consumer Credit School will be held February 27 - March 3, 2023 at the Courtyard by Marriott, 2405 SE Creekview Dr, Ankeny. Students will be housed at the hotel.

Courtyard by Marriott  
2405 SE Creekview Dr.  
Ankeny, IA 50021  
(515) 422-5555  
[www.marriott.com/dsman](http://www.marriott.com/dsman)

## PURPOSE AND PHILOSOPHY

The purpose of the IBA Consumer Credit School is to prepare consumer credit personnel who want to broaden their consumer credit knowledge or who have not been exposed to formal consumer credit education to serve effectively and profitably as consumer credit officers by:

1. Developing a better understanding of the consumer credit function as an integral part of retail banking and a vital source of bank income;
2. Deepening the comprehension of the managerial aspects of consumer credit operations, especially how the bank's loan portfolio can be managed to increase profitability and improve competitive positioning; and
3. Refining the administrative and human relations skills students will need to manage the assets of their banks and meet the credit needs of their customers.

## ATTIRE

While attending the school, please feel free to wear casual, comfortable attire. Meeting room temperatures may vary, to ensure your comfort, please bring a light jacket or sweater to the school.

## GRADUATION REQUIREMENTS

To be eligible for graduation, students must attend all classes, participate in class discussions and score 70 percent or better on quizzes, idea paper and final exam. Certificates are presented to students meeting these requirements.

## APPLICATION PROCESS

Prospective students should complete a school application form and return it to the IBA offices by January 27, 2023. Return to: Attn: Registrar, Iowa Bankers Association, PO Box 6200, Johnston, IA 50131

## ADMISSION REQUIREMENTS

The advisory board will decide on all applicants for admission based on the following:

1. Applicant must be an officer or employee of a bank, bank holding company or savings bank; a staff member of the state banking department, FDIC, Federal Reserve Bank, OCC, OTS, or of the Iowa Bankers Association or subsidiaries.
2. Applicant must have the recommendation of his/her financial institution's Chief Executive Officer (a signature line is provided on the application form for this purpose).
3. Applicant should have relevant banking experience prior to the opening date of the school. This generally means a college degree and two years of experience with consumer credit in a bank, or a high school diploma and at least three years of banking experience with one year in consumer credit.

Recommended prerequisites for this school are: AIB courses in analyzing financial statements, money and banking and consumer credit/consumer credit analysis. Students must have successfully completed these courses or equivalent college courses. Students able to demonstrate equivalent knowledge, based on correspondence study, self-study or job experience will also be considered.

## TUITION & APPLICATION

Total enrollment fees are due when students file their application forms. Checks should be made payable to Iowa Bankers Association and mailed to the IBA office with the application.

Course fees include: tuition, housing, most meals, materials and application fee.

	Single	No Housing
Member	\$1,650	\$1,450
Non-Member	\$3,300	\$2,900

Any applicant not admitted to the school will receive a full refund. Any applicant withdrawing 30 days or more prior to the school will receive a full refund. If the applicant withdraws fewer than 30 days or more before the school begins a \$200 non-refundable fee will be retained.

If you have questions or would like more information please contact IBA's Jill Manternach at 515-286-4375 or [jmanternach@iowabankers.com](mailto:jmanternach@iowabankers.com).

***This institution does not discriminate with regard to race, gender, color, creed, national origin or age.***

# COURSE CURRICULUM

The curriculum for the IBA Consumer Credit School will be the Seventh Edition Consumer Lending textbook by the American Bankers Association. The modules and key learning objectives for each are as follows:

## INTRODUCTION TO CONSUMER LENDING

- Identify the four basic consumer financial management needs
- Describe the relationship between laws, regulations, and bank policies
- Describe the evolution of consumer lending

## THE CONSUMER LENDING MARKET

- Distinguish between credit product categories: closed-end and open-end loans (revolving lines of credit)
- Identify the stages of the consumer loan product life cycle
- Describe factors affecting consumer demand for credit

## DIRECT LENDING

- Describe centralized and decentralized direct-lending approaches
- Discuss the advantages and disadvantages of direct lending for banks and consumers
- Describe four categories of collateral for secured loans and the risks of each

## INDIRECT LENDING

- Explain bank and dealer relationships and agreement terms
- Describe the advantages and disadvantages of indirect lending for banks, dealers and consumers
- Explain floor plan financing for dealers and leasing as an alternative to a consumer loan

## OPEN-END, REVOLVING CREDIT PRODUCTS

- Describe credit, debit, and prepaid card services
- Explain the open-end credit application and documentation process
- Discuss the benefits and challenges of open-end credit for banks and consumers

## FORMULATING A CONSUMER LOAN POLICY

- Describe the components of a loan policy
- Discuss how the loan policy defines the bank's criteria for credit
- Explain the key features of an effective loan policy

## GENERATING LOAN APPLICATIONS

- Discuss how banks generate applications for direct lending, indirect lending, and open-end credit procedures
- Describe the elements of effective consumer loan marketing programs
- Discuss considerations involved in taking loan applications in person
- Review telemarketing, direct mail, and electronic application options

## CREDIT INVESTIGATION

- Explain the types of information obtained in a credit investigation
- Identify credit investigation information sources and warning signs
- Describe the objectives of and steps in a credit investigation

## CREDIT EVALUATION AND DECISION MAKING

- Explain the factors used in credit evaluation
- Explain credit-scoring systems and their possible benefits to banks
- Describe the judgemental decision-making process
- Explain the objectives for notifying consumers that their applications have been declined

## LOAN PRICING AND PROFITABILITY

- Discuss the categories used to analyze bank costs in making loans
- Describe methods used to calculate loan profitability
- Explain the major factors affecting consumer loan pricing

## SELLING AND LOAN STRUCTURING

- Differentiate between operations-driven and market-driven bank sales strategies
- Describe the requirements of a sales-oriented bank and the sales skills a banker needs
- Explain how properly structuring the loan helps banks achieve their strategic objectives

## LOAN DOCUMENTATION AND CLOSING

- Discuss documentation requirements for different types of loans
- Explain how to create a security interest in collateral through attachment and perfection
- Explain the loan closing process and the marketing opportunities it offers
- Discuss the responsibilities of the loan review function

## COLLECTION AND RECOVERY

- Discuss factors contributing to consumer loan delinquencies
- Describe the stages and strategies of the collection cycle
- Distinguish between Bankruptcy Code Chapter 7 & Chapter 13

## CONSUMER COMPLIANCE

- Cover the hot topics pertaining to consumer compliance today including Reg B, FHA, FCRA, Reg Z, RESPA, Flood and more



**IOWA BANKERS**  
ASSOCIATION





# 2023 Consumer Credit School Advisory Board

## **Chair**

Lexie Heath  
Farmers State Bank, Cedar Falls

## **Members**

Alek Harvey  
Iowa Falls State Bank, Iowa Falls

Kevin Hennessy  
Clear Lake Bank & Trust, Clear Lake

Wes Kamerman  
Peoples Bank, Sioux Center

Paula Spilman  
Clear Lake Bank & Trust, Garner

Ashley Dunford  
Mount Vernon Bank & Trust, Mount Vernon

## **Past Chair**

Brittany Gavin  
Washington State Bank, Washington

Pat Laubenthal  
Farmers State Bank, West Bend

Shane Murphy  
First State Bank, Stuart

John Thomson  
CUSB Bank, Osage

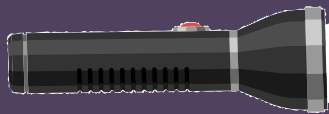
Sam Blackburn  
Malvern Bank, Malvern



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## Room and Board

Single Room

No Housing

Do you need a room for Sun, 2/26?

Yes

No

## Application

Name: \_\_\_\_\_

Nickname (for badge): \_\_\_\_\_ Bank Name \_\_\_\_\_

Your Title: \_\_\_\_\_ Street Address \_\_\_\_\_

Business Phone: \_\_\_\_\_ City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Cell Phone: \_\_\_\_\_ E-mail \_\_\_\_\_

Emergency Contact Name: \_\_\_\_\_ Emergency Contact Number: \_\_\_\_\_

Years in banking \_\_\_\_\_ Years in Consumer Lending \_\_\_\_\_ Last 4 digits of SSN \_\_\_\_\_

If you require special accommodations, such as handicap accessibility, or have special dietary needs, indicate below:

Current Job Duties and employment history: \_\_\_\_\_

### Educational Background (Highest Level Achieved)

- High School
- Some College
- Associate Degree
- Bachelor's Degree in Bus. Admin. or Econ.
- Bachelor's Degree - Other major
- Master's Degree in Bus. Admin. or Econ.
- Master's Degree - Other major
- Ph.D.
- Law Degree
- Other

### Size of Bank (Assets) (Check One Box Only)

- Under \$10 million
- \$10 to \$25 million
- \$25 to \$50 million
- \$50 to \$75 million
- \$75 to \$100 million
- \$100 to \$500 million
- \$500 million to \$1 billion
- Over \$1 billion
- Bank Holding Company

### Size of Bank's Loan Portfolio (Check One Box Only)

- Under \$1 million
- \$1 to \$2.5 million
- \$2.5 to \$5 million
- \$5 to \$10 million
- \$10 to \$50 million
- \$50 to \$100 million
- Over \$100 million

In applying for admission to this school, I understand that I will be expected to attend all classes, to prepare assigned work, and to abide in all respects by the standards established by the school. I understand that the School Advisory Board reserves the right to expel any student whose conduct is unprofessional while attending the school. I also understand my signature allows the IBA to release my completion status to my employer.

Applicant's Signature \_\_\_\_\_ Date \_\_\_\_\_

The submission of this application has been approved by the bank. (To be signed by the president, CEO, department head, personnel officer or other executive authorized by the bank.)

Nominating Officer's Signature \_\_\_\_\_ Date \_\_\_\_\_

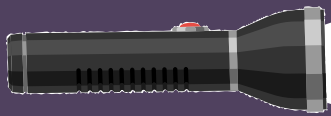
Nominating Officer's Name (please print) \_\_\_\_\_ Title \_\_\_\_\_

**Return application and payment by January 27, 2023 to:**

**Attn: Registrar • Iowa Bankers Association • PO Box 6200 • Johnston, IA 50131**

Your application for admission will be reviewed by our advisory board in the near future. You will be notified of your acceptance by January 27, 2023. Any questions may be directed to: Jill Manternach at 515-286-4375 or [jmanternach@iowabankers.com](mailto:jmanternach@iowabankers.com).

Registration in Iowa Bankers Association (IBA) events and activities constitutes an agreement by the attendee to the IBA's use and distribution, both current and future, of the attendee's image or voice in photographs, videotapes, electronic reproductions and audiotapes of such events and activities. Please check [iowabankers.com](http://iowabankers.com) for more details.



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## EDUCATIONAL BACKGROUND

Education	Name of School	Year Graduated	Degree Rec'd (if any)	Major
High School or Prep School				
College				
Graduate				
Other				

Please indicate how you acquired a basic knowledge and understanding in the following areas. Include college, AIB and other courses and list specific course titles. Please be as specific as possible.

Money and Banking: The nature of money, the business of banking that creates money and through which it flows; the tools of monetary and fiscal policy; the impact of monetary policy on the banking system; monetary theory; international banking.

Analyzing Financial Statements: Characteristics of financial statements and their analysis, including the goals, methods, and tools of analysis; accounts receivable; inventories; balance sheets; profit and loss analysis; and their relationship to each other.

Consumer Credit/Consumer Credit Analysis: Gives thorough treatment of this high-profile bank function; surveys credit risk evaluation; setting policy; handling the loan from application through documentation and closing; servicing and collection; compliance methods; portfolio management; and marketing.

## OTHER RELEVANT EDUCATIONAL OR TRAINING EXPERIENCE (SPECIFY):

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**RETURN APPLICATION AND PAYMENT BY JANUARY 27, 2023 TO:**  
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