One of the most powerful career building steps a banker can take is to meet regularly with a group of peers. With a peer group, you can accelerate your growth and eventually give back your wisdom and experience with others. You can learn more quickly, more intelligently, and less painfully with people who have done it before to support you.

To help you create this support and camaraderie, the Iowa Bankers Association has developed peer groups in several areas. The goal of a peer group is to foster the exchange of information in a confidential and congenial setting. Peer groups establish a network where you can ask questions, share ideas and gather best practices.

The cost of belonging to a peer group is an annual charge of $200/group member, with varying fees for compliance groups (listed inside).

For this fee you receive:

- Coordination of 3 - 4 annual meetings
- Professional Services for meetings – agenda development, data reports and professional expertise at meetings
- Networking Facilitation – electronic discussion groups and additional correspondence between meetings.
- Lunches at meetings where appropriate

Attending meetings and events with peers is valuable, but it can also be difficult to make the time to be out of the bank. The Iowa Bankers Association currently has the following online only peer groups available to connect you to your peers across the state at no cost:

- Senior Lending Online Peer Group
- CFO Online Peer Group
- Retail Manager Online Peer Group

For more information on joining an IBA peer group contact Jill Olsen at (515) 286-4375 or jolsen@iowabankers.com.

If you are interested in forming a group on a new topic or want to read more about our peer groups, visit www.iowabankers.com and click on the Education tab.
Human Resources Peer Groups
As unique situations arise in the HR world it is invaluable to have a network of peers to go to for guidance. The IBA's Human Resources peer groups can provide this network through quarterly meetings as well as coordinated communication groups that allow the group to gain feedback and share ideas throughout the year. The HR peer groups meet at the IBA offices in Johnston.

Marketing Peer Groups
Marketers are always tasked with coming up with new and creative ideas to promote the bank. A marketing peer group can be a great way to get new ideas, find out what has worked for other banks, and share your marketing successes and challenges. The marketing peer groups include members from non-competing organizations, ensuring that you can freely share ideas among the group. The IBA currently has five marketing peer groups that meet quarterly at the IBA offices in Johnston.

Technology Peer Groups
The technology peer groups are made up of bank Operations and IT personnel. Discussions cover a wide range of IT topics including vendor management, mobile banking, risk assessment, security reviews, firewalls, website design and many more. Industry experts are often brought in as speakers for the group. The technology peer groups meet quarterly at the IBA offices in Johnston.

Compliance Peer Groups
In the ever-changing world of compliance, a peer group is a great way to keep yourself up-to-date with regulatory changes and see how your peers are handling compliance challenges. We currently have four Compliance peer groups throughout the state:

- Central Iowa Compliance Peer Group
  - Meets at the IBA offices in Johnston ($75 per bank)

- NW Iowa Compliance Peer Group
  - Rotates meeting between Algona and Pocahontas ($150 per bank)

- NE Iowa Compliance Peer Group
  - Meets in Cedar Falls ($150 per bank)

- SE Iowa Compliance Peer Group
  - Rotates meeting among Fairfield, Mt. Pleasant, and Washington ($150 per bank)

Internal Audit Peer Group
The Internal Audit Peer Group currently has 30 members made up of bank professionals who specialize in the Internal Audit function. This group meets at the IBA offices prior to the Central Iowa Compliance Peer Group so members can attend both meetings if they would like. The annual fee to attend the audit peer group meetings is $200 per person.