

Surmounting challenges in uncertain times.



OUR MISSION

To develop leaders for the diverse financial services industry by offering outstanding graduate-level banking and leadership education, delivered by a world-class faculty, teaching a highly relevant and innovative curriculum.



The skyline of Seattle, Washington



Sailing the waters of Puget Sound



Explosive view off Mt. St. Helens after 1980 eruption



The Inner Harbor – Victoria, British Columbia

Set in the scenic Pacific Northwest on the shores of Lake Washington since 1938, PCBS attendees share a rich classroom experience while enjoying the beauty and excitement of one of the country's favorite destinations.

For more information on Seattle and the Pacific Northwest, please visit:
seattleinsider.com | nps.gov/mora | tourismvictoria.com

2010 Resident Session

PCBS is a 3 year program with 3 resident sessions. The next session begins:

Date: August 22 – September 3, 2010

Fee: \$4,225.00/year

Recommended Application Submission by May 15, 2010.

All classes, meals and single room accommodations for students of PCBS are located on the campus of the University of Washington, and are included in the tuition.

Contact: Claudeen Lyle
Director of Business Development
10900 NE 4th Street • Suite 2050
Bellevue, WA 98004

For a complete list of admission requirements and/or to receive your application, please call us at:

425.278.0250

or visit our Website at:

www.thePCBS.com

PCBS

Pacific Coast Banking School
The Premier National Graduate School of Banking™

Teaching the Business of Banking.



Celebrating Our 72nd Year!

August 22 – September 3, 2010
University of Washington
Seattle, Washington

*Co-sponsored by the
University of Washington and
12 western bankers associations.*

www.thePCBS.com

Real world solutions to real world challenges.

Business Bankers
Community Bankers
Retail Bankers

Pacific Coast Banking School *Helping over 10,000 bankers become leaders.*

Strategic Perspectives • Leadership Tools
Diverse Participant Insights

Join a new generation of knowledgeable leaders! Pacific Coast Banking School in partnership with the University of Washington Graduate School of Business, offers a premier three year graduate-level leadership and financial management education program focused on the financial services industry. Our *full-length* courses, taught by outstanding industry experts, provide essential leadership tools to deal with the industry's critical challenges. Students at Pacific Coast Banking School come from financial institutions of all sizes – from organizations with fewer than \$100 million in assets, to multi-billion dollar mega banks. Together they offer a diverse mix of perspectives and attitudes that provide an exceptionally rich learning experience.

"In these challenging times, we believe that our new generation of leaders must have an excellent working knowledge of the business of banking as well as strong leadership skills. Pacific Coast Banking School does an outstanding job of providing this training. Graduates approach their jobs with greater understanding, enhancing their own personal and corporate value while strengthening their bank's position in the marketplace."

Robert D. Worth
Chairman of the Board
Pacific Bankers Management Institute
Executive Vice President
Wells Fargo Bank, NA
Walnut Creek, CA



Our curriculum offers responsive, practical answers to today's most critical banking dilemmas.

Benefits to Financial Institutions:

- ▶ Gain strategic competitive advantage through participants' ability to respond creatively to industry challenges
- ▶ Improve employee productivity, performance, profitability, and retention
- ▶ Increase effectiveness of high-potential managers
- ▶ Strategically prepare managers for broader responsibilities & management succession
- ▶ Compliment internal training and professional development

Benefits to Individual Participants:

- ▶ Improve your career advancement opportunities
- ▶ Address relevant, current issues in our changing banking environment
- ▶ Participate in strong leadership training and our exclusive integrated LeaderSim®/ Bank Management Simulation
- ▶ Increase management effectiveness and personal performance by developing analytical skills in directing financial institution operations
- ▶ Increase your personal and professional network
- ▶ Develop strategic thinking and problem solving skills through comprehensive understanding
- ▶ Gain exposure to students with diverse organizational backgrounds, areas of specialization, and institutional sizes



In partnership with the University of Washington Graduate School of Business, PCBS offers this on-campus experience in a remarkable Pacific Northwest setting!



"Highly capable people that attend PCBS will network with a diverse student body of peers, be challenged mentally to new heights and be recognized as a part of a select group of people with highly desirable skills and knowledge. Especially in uncertain times, it is wise to increase your personal and organizational value. I couldn't do what I do now, without having completed PCBS.."

Anita M. Robinson
Chief Executive Officer
Mission Community Bank
San Luis Obispo, California
PCBS Class of 1994

72 years of history and experience.