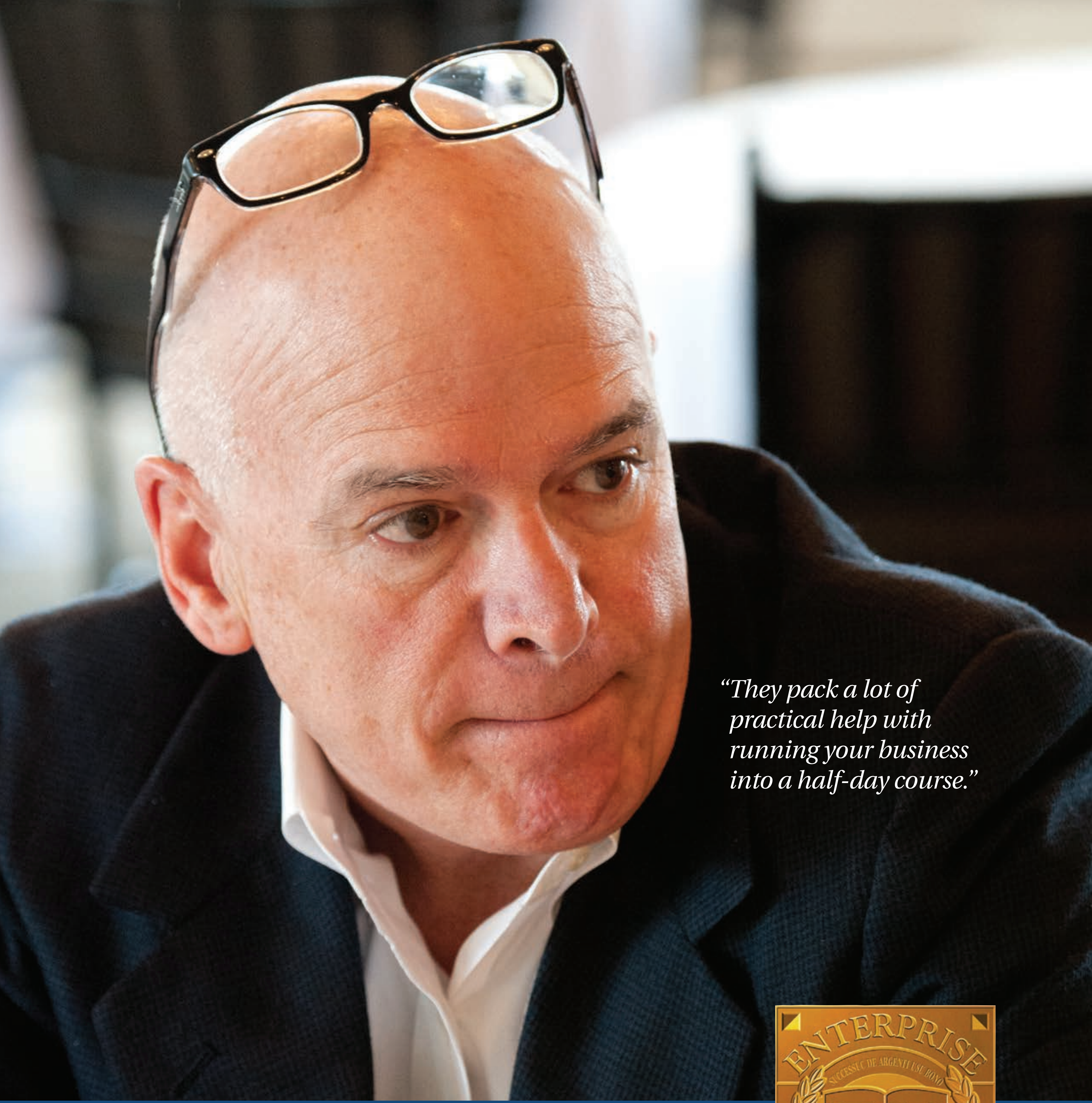

"They pack a lot of practical help with running your business into a half-day course."

Enterprise University

Offered free to business leaders

ENTERPRISE BANK & TRUST

Welcome to Enterprise University

Informing and inspiring over 11,000 business leaders for the past decade.

At Enterprise Bank & Trust we have long recognized the value of building the knowledge base of our business owner clients.

Enterprise University challenges you to really think strategically, and collectively supports a thriving business community. That's why we continue to offer these courses **free to any business owner and members of their senior team**. You do not have to be a client of Enterprise Bank & Trust.

With the profound and accelerating changes in the business environment, brought on by economic conditions, technology, global competition and more, none of us can afford to stand pat.

Please consider enrolling today.

Peter F. Benoist

President and CEO
Enterprise Financial Services Corp.

Stephen P. Marsh

Chairman and CEO
Enterprise Bank & Trust

FALL 2014

Enterprise University Schedule at a Glance

SEPTEMBER

9th	**8:00 – 11:00 AM**	**317**	Protecting Your Business From Fraud
11th	**8:00 – 11:00 AM**	**419**	Fight or Flight – Or Is There a Better Solution? Working Through Conflict
12th	**8:00 – 11:00 AM**	**205**	Public Relations 101: The Basics of "Earned Advertising"
16th	**8:00 – 10:30 AM**	**500**	Create and Implement a Healthy Financial Plan
17th	**8:00 – 9:30 AM**	**319**	ESOPs: The Overlooked Business Transition Option
23rd	**8:00 – 10:00 AM**	**445**	Getting to Your Vision…by Aligning the Sales Organization with Your Strategic Goals **<NEW**
30th	**8:00 – 11:00 AM**	**444**	Leading Change Through Process Improvement

OCTOBER

1st	**8:00 – 10:30 AM**	**417**	Developing the Strategic Leader
2nd	**8:00 – 11:00 AM**	**446**	Workplace Coaching That Makes an Impact **<NEW**
8th	**8:00 – 11:00 AM**	**447**	Hiring and Firing from A to Z: Tips to Minimize Your Legal Risks and Earn an "A+" for Compliance **<NEW**
9th	**8:00 – 11:00 AM**	**212**	Search Engine Optimization 101: Creating a Website that Drives Business
15th	**8:00 – 10:00 AM**	**219**	Adapting Your Marketing Efforts to Today's Savvy Home Buyer
16th	**8:00 – 11:00 AM**	**440**	Kauffman FastTrac's "Listening to Your Business™" **<NEW**
21st	**8:00 – 11:00 AM**	**429**	Negotiating with the Savvy Buyer
22nd	**8:00 – 10:30 AM**	**603**	Combating Cyber Fraud and Data Breaches **<NEW**
23rd	**8:00 – 11:00 AM**	**439**	Practical Tools for Taking Charge of Change
24th	**8:00 – 10:00 AM**	**222**	Inbound Marketing – How to Create Marketing People Love! **<NEW**
30th	**8:00 – 11:00 AM**	**405**	Building a Powerful Business Strategy
31st	**8:00 – 11:00 AM**	**301**	What Banks Look For

NOVEMBER

4th	**8:00 – 11:00 AM**	**400**	Picking Winners
5th	**8:00 AM – 2:00 PM**	**204**	Increase Profits Through a Highly Effective Sales Organization
6th	**8:00 – 10:30 AM**	**414**	Value Creation Through an Advisory Board
12th	**8:00 – 11:00 AM**	**441**	Is Your Employee Handbook Up-To-Date and Effective?
13th	**8:00 – 11:00 AM**	**221**	Marketing Your Knowledge – Content Marketing Through Social Media **<NEW**
18th	**8:00 – 9:30 AM**	**328**	SIMPLE to Sophisticated – Qualified Plans for All Size Companies **<NEW**

All courses will be conducted at:

Enterprise Bank & Trust
11401 Olive Boulevard
Creve Coeur, MO 63141

Click to enroll online

For questions, call Kay Erb at 800-396-8141, ext. 13203

204 Increase Profits Through a Highly Effective Sales Organization

Build a highly productive sales culture in your organization. This workshop will focus on managing behavior, people reading, selling skills and selling process. It will also delve into performance contracting, capacity analysis, effective communication, recruiting and retention of high performers. In addition, we will explore the difference between managers and leaders.

NOTE: This course requires completion of a 15-minute online DiSC Assessment. You will receive an email containing personalized log in information prior to the course. Results will be received in class. A working lunch will be served. **Registration closes Monday, October 20, 2014.**

Instructor: John McCall, President, J. McCall & Associates
Session: Wednesday, November 5, 2014, 8:00am – 2:00pm

205 Public Relations 101: The Basics of "Earned Advertising"

Using the media to spread the word about your business to clients and prospects is crucial. It isn't paid advertising. It is public relations. This course will provide an overview of public relations, how it fits into your company's overall marketing plan, and the importance of defining your messages. You will learn the different strategies and tools used, and the growing influence of online and social media on business communications.

Instructor: Ann Marie Mayuga, Partner, AMM Communications LLC
Session: Friday, September 12, 2014, 8:00 – 11:00am

212 Search Engine Optimization 101: Creating a Website that Drives Business

Is your website working for your business, or merely serving as an online brochure? This workshop will teach the fundamentals of search engine optimization, or "free" listings on search engines like Google.com. Attendees will walk away understanding how search engines work, how to pick the most relevant keywords for a business, and best practices for creating content that will drive traffic to a website. This highly interactive event focuses on creating individual action plans for attendees to follow after the event.

Instructor: Brian Posnanski, Founder & Principal, TrafficPRM
Session: Thursday, October 9, 2014, 8:00 – 11:00am

219 Adapting Your Marketing Efforts to Today's Savvy Home Buyer

A new generation of home buyers has created vast opportunities and challenges for local companies to grow their business. Research conducted by the National Association of Realtors, Fannie Mae, Google and PEW Research Center shows the shopping trends of today's consumers. Learn more about the impact of how consumers utilize social media, search engines, mobile devices and online videos to find service providers with local expertise while making the largest financial decision of their lives.

Instructor: Brett O'Daniell, Vice President, Business Development, Enterprise Home Loans
Session: Wednesday, October 15, 2014, 8:00 – 10:00 am

221 Marketing Your Knowledge – Content Marketing Through Social Media <NEW

Social media has evolved significantly over the past several years, and many business professionals are engaging on their social networks to varying degrees, however many feel that they are not having an impact on current clients and potential customers. This course will explore the "Hub and Spoke" strategy of Content Marketing, as well as the social media tactics (i.e., Twitter, Instagram, LinkedIn, etc.) necessary to implement the strategy. Content Marketing encompasses all marketing channels, such as public relations, blogging, content curation, that involve the creation and sharing of content in order to attract, acquire and engage current clients and potential customers. *This new course replaces DIY Marketing (Intermediate and Advanced).*

Instructor: Ed Mayuga, Partner, AMM Communications LLC
Session: Thursday, November 13, 2014, 8:00 – 11:00 am

222 Inbound Marketing – How to Create Marketing People Love! <NEW

Want new customers? Stop focusing on old-school marketing that doesn't work anymore. Today's customers use the Internet to search for the most effective solution to their problems. The companies that are winning are the ones creating informative, non-salesy content targeted to their interests. Start creating marketing people love by attending this in-depth course which covers:

- Inbound marketing – what it is and how it differs from traditional outbound marketing efforts
- Buyer personas – who they are and why they should be the first step of your marketing plan
- How to develop your buyer personas (interactive workshop)
- How to turn your buyer personas into everyday paying customers

Instructors: Michael Kiel, Co-Founder & Executive Vice President, Leap Clixx
Brian Moseley, Senior Channel Account Manager, HubSpot
Session: Friday, October 24, 2014, 8:00 – 10:00am

300 SERIES – Financial Management

301 What Banks Look For

Learn how to structure your financial statement and manage your bank's expectations as you inspire confidence and build a lifetime relationship with your bank.

Instructors: Stephen P. Marsh, Chairman & CEO, Enterprise Bank & Trust
Chuck Leuck, President, Consumer Banking & Branch Distribution, Enterprise Bank & Trust
Session: Friday, October 31, 2014, 8:00 – 11:00am

317 Protecting Your Business From Fraud

Occupational fraud plagues all businesses, large and small. This class will provide executives and entrepreneurs the tools to better protect themselves against employee theft, vendor fraud and loss of company assets. You will be educated on the different methods of fraud, the "red flags" to look out for, interview techniques to reduce hiring a dishonest person and ways to mitigate your exposure to fraud within your organization.

Instructor: Jacque James, President, ARA Fraud & Forensic Services
Session: Tuesday, September 9, 2014, 8:00 – 11:00am

319 ESOPs: The Overlooked Business Transition Option

Recently, income and capital gains tax rates have changed significantly! We will examine the resurgence of Employee Stock Ownership Plans (ESOPs) as an increasingly tax advantaged method of transferring a closely held business from one generation to the next, or to key management. ESOPs offer many advantages, tax and otherwise, to the selling shareholder, the sponsoring company, and the employees. They provide the owner with immediate liquidity (in whole or part) without the hassle of identifying and negotiating with third party buyers, corporate tax deductions, and capital gains tax deferrals. The presentation will also discuss the mechanics of ESOPs, how an ESOP compares to the other transition methods, and how ESOPs can be integrated seamlessly with the owner's estate plan for the benefit of the owner's family. With the largest transfer of wealth in U.S. history occurring over the next 10-15 years, business owners owe it to themselves to explore the overlooked business transition option if considering selling or transferring a closely held business.

Instructor: Daniel M. Zugell, LUTCF, CLU, ChFC, Director, Business Transition Advisors, Inc.
Session: Wednesday, September 17, 2014, 8:00 – 9:30am

328 SIMPLE to Sophisticated – Qualified Plans for All Size Companies <NEW

From one-man Corporations and Partnerships to S and C Corporations, this class will cover the options employers have when establishing or maintaining a qualified retirement plan. Everything from 401(k) and 403(b) Plans down to SEPs and SIMPLEs will be covered along with practical guidance for fiduciary mitigation.

Instructors: Keith Goltschman, Retirement Plan Consultant, Enterprise Bank & Trust
R. Troy Kendrick, Jr., Partner, Stinson Leonard Street LLP
Session: Tuesday, November 18, 2014, 8:00 – 9:30am

Click to enroll online

For questions, call Kay Erb at 800-396-8141, ext. 13203

400 SERIES – Leadership Effectiveness

400 Picking Winners

High-performance organizations know the power of having the right individuals in the right positions with the right responsibilities. People who are a match help propel organizations beyond the performance levels of competitors. Likewise, people who are not well aligned hinder the realization of strategic goals. This course will share best practices on how to find, select, recruit and orientate the right people who will take your organization to the next level.

Instructors: Angela Cobb, Consultant, Collaborative Strategies, Inc.
Sarah Krueger, Consultant, Collaborative Strategies, Inc.
Session: Tuesday, November 4, 2014, 8:00 – 11:00am

405 Building a Powerful Business Strategy

How to design and implement a powerful business plan and what to expect from it.

Instructor: James E. Del Carmen, Partner, Collaborative Strategies, Inc.
Session: Thursday, October 30, 2014, 8:00 – 11:00am

414 Value Creation Through an Advisory Board

Most privately-held business owners don't think of a board as a strategic asset. However, even modest sized businesses can benefit from the expertise, experience and insight of a qualified, carefully recruited advisory board. For owners, it is often very lonely at the top. An advisory board can help you stay accountable to your goals and challenge you to take your business to the next level. You will leave this session with an understanding of the opportunities advisory boards can offer, pitfalls to be wary of and methodologies that will assist you in creating your advisory board and keeping the valuable input flowing. *This course is best suited for companies with annual revenues of $25 million or more.*

Instructor: Jim Lang, Partner, Collaborative Strategies, Inc.
Session: Thursday, November 6, 2014, 8:00 – 10:30am

417 Developing the Strategic Leader

Your company's ability to grow and adapt in a dynamic business environment can be helped or hindered by the quality of leaders working for you. Strong leaders supporting you allow you to focus on the strategic challenges facing your business; weak ones force you into tactical and operational details that consume all of your time. This workshop will help you evaluate the development needs of your leaders and give you tools to develop their leadership skills.

Instructor: Richard C. Nemanick, Ph.D., Principal Consultant, The Leadership Effect
Session: Wednesday, October 1, 2014, 8:00 – 10:30am

419 Fight or Flight – Or Is There a Better Solution? Working Through Conflict

Today's stressful workplace seems more likely to trigger conflicts between co-workers. We all understand the importance of resolving conflicts both to the business and one's personal well-being. Yet, when they occur, we feel caught up in emotionally-charged moments that we later regret. Or we avoid conflict altogether and sweep an issue under the rug that usually needs to be confronted. In this workshop, you'll discover practical tools and techniques for handling conflicts successfully on your own. Working through conflicts frees up wasted time, improves teamwork, and promotes more productive working relationships.

Instructor: Pam Hager, Ph.D., Vice President, Instructional Consulting, Psychological Associates
Session: Thursday, September 11, 2014, 8:00 – 11:00am

429 Negotiating with the Savvy Buyer

Tired of win/win negotiating theories that don't hold up when you're up against a savvy buyer who holds most of the cards? Buyers will always try to get as much as they can for the dollar and they don't necessarily play fair. Whether you face a win/win counterpart, or the savvy professional buyer who plays to win, this program redefines effective negotiating strategies and tactics. This session will cover how to deal with the "Player," perform under pressure, understand the limits of the buyer's ability to use leverage, and to understand and control sources of leverage.

Instructor: Patti Harty, Senior Associate, Stark & Associates
Session: Tuesday, October 21, 2014, 8:00 – 11:00am

439 Practical Tools for Taking Charge of Change

Change is sweeping the world and affecting our lives. Dramatic organizational change does not have to result in stress and low productivity. Business leaders can learn to cope with change and help employees to understanding change, while maintaining a productive work environment. This program enables business leaders to effectively manage the human factors associated with change and regain or maintain organizational stability.

Instructor: Gloria Carter-Hicks, President & CEO, Hicks-Carter-Hicks, LLC
Session: Thursday, October 23, 2014, 8:00 – 11:00am

440 Kauffman FastTrac's "Listening to Your Business™" <NEW

Do you own a business that you want to take to the next level? Don't know where to begin? Listening to Your Business™ from Kauffman FastTrac can help. This workshop is designed by Kauffman specifically for existing entrepreneurs who want to grow their business by stepping back, evaluating the future and creating a three-year vision plan. After the workshop, you will be ready to:

- Examine your business with a strengths, weaknesses and opportunities model
- Develop an appropriate action plan to grow your business
- Discover the operational systems needed to support your growing business
- Improve your profitability and financial performance

Instructor: Linda M. Hanson, Kansas City Regional President, Enterprise Bank & Trust
Session: Thursday, October 16, 2014, 8:00 – 11:00am

441 Is Your Employee Handbook Up-To-Date and Effective?

A well-written and complete employee handbook, whether standing alone or used in conjunction with an employment agreement, is a critical tool for recruiting and retaining employees, communicating policy and procedures, defining expectations, and prohibiting unlawful conduct. Also, if they are written as a guide book for managers, these same policies will help ensure your organization remains in legal compliance. This informative session will help you understand what laws impact handbooks and policies, what every handbook should (and should not) include, and how the handbook can keep a workplace running efficiently and productively.

Instructors: James M. Paul, Attorney at Law, Shareholder, Ogletree Deakins
Eric A. Todd, Attorney at Law, Office Managing Shareholder, Ogletree Deakins
Session: Wednesday, November 12, 2014, 8:00 – 11:00am

444 Leading Change Through Process Improvement

Business Process Improvement can be defined as the elimination of activities that do not add value to the customer. This concept has helped businesses for decades decrease costs, lower production time, increase quality, and boost profitability. RubinBrown's Lean Six Sigma Black Belts and other process improvement experts will help educate you on:

- Business process re-engineering which eliminates waste and inefficiencies and creates value
- DMAIC model (Define, Measure, Analyze, Improve and Control), which is used by Fortune 500 companies across the nation
- Lean tools and implementation
- Process mapping
- Strategic planning

Instructors: Richard Feldt, CPA, Partner, RubinBrown
Mike W. Lewis, CPA, Partner, RubinBrown
Session: Tuesday, September 30, 2014, 8:00 – 11:00 am

Click to enroll online

For questions, call Kay Erb at 800-396-8141, ext. 13203

445 Getting to Your Vision....by Aligning the Sales Organization with Your Strategic Goals <NEW

For companies focused on growth, one of the biggest opportunities is making the sales organization more productive. There is a clear connection between the effectiveness of a leader and the outcomes of the sales organization. Business owners and entrepreneurs must develop a wide range of critical skills and processes to attract talent, create a culture of performance and accelerate sales results. This session will focus on the processes and behaviors leaders can apply to get their sales teams to reach new levels. You will walk away with a clear plan for aligning your sales organization to your personal vision for the company's success. WARNING: You must be willing to embrace change and new ideas to benefit from this session.

Instructor: Patti Harty, Senior Associate, Stark & Associates
Session: Tuesday, September 23, 2014, 8:00 – 10:00 am

446 Workplace Coaching That Makes an Impact <NEW

Effective coaching in the workplace is an essential tool for attracting and retaining employees in companies of all sizes. The manager who uses coaching effectively knows that coaching is more about asking questions and listening, and challenging the direct report. This workshop gives the participant a proven model for coaching behavior and a tested process for effective coaching even when time is in short supply. Participants are encouraged to bring a real-life situation for discussion.

Instructor: Pam Hager, Ph.D., Vice President, Instructional Consulting, Psychological Associates
Session: Thursday, October 2, 2014, 8:00 – 11:00 am

447 Hiring and Firing from A to Z: Tips to Minimize Your Legal Risks and Earn an "A+" for Compliance <NEW

Your business is ready to grow, but are you fully prepared to navigate the myriad laws and regulations that apply to employment relationships? Now more than ever, what you don't know about employment law can hurt you and your business. This comprehensive and interactive class will focus on best practices related to complying with fundamental legal requirements and legal prohibitions in the hiring process, documenting employee performance and discipline, and appropriate ways to terminate an employment relationship when necessary. Not only is this class a must for human resources professionals, but it will strengthen the "people skills" of any owner, executive, manager or supervisor in the workplace.

Instructors: James M. Paul, Attorney at Law, Shareholder, Ogletree Deakins
Eric A. Todd, Attorney at Law, Office Managing Shareholder, Ogletree Deakins
Session: Wednesday, October 8, 2014, 8:00 – 11:00 am

500 SERIES – Improving Your Personal Fiscal Fitness

500 Create and Implement a Healthy Financial Plan

Find out where you stand in relationship to your wealth accumulation, retirement funding, estate planning and financial goals.

Instructor: Steven L. Ray, President – Fiduciary Services, Enterprise Trust
Session: Tuesday, September 16, 2014, 8:00 – 10:30am

600 SERIES – Information Technology

603 Combating Cyber Fraud and Data Breaches <NEW

Data security breaches and data privacy issues are regular subjects of local and national headlines. The costs and other consequences associated with data breaches can be staggering. We will discuss the risks for potential data breaches and provide practical insight for prevention of and response to data breaches. During this course, we will:

- Increase awareness of data breach risk with real-world examples of current and emerging cyber threats
- Explain the consequences of a data breach, including notification requirements, potential theories of liability, and possible remedies to hold accountable those who are responsible

Instructors: Jarrett Kolthoff, President & CEO, SpearTip
Randal K. Mullendore, Esq., Partner, Husch Blackwell, LLP
Session: Wednesday, October 22, 2014, 8:00 – 10:30am