

<p>Graphics</p>	 <p>The banner features a woman in a business suit writing in a notebook at a desk with a coffee cup. To the right, the text reads: <b>ABA Facilitated Online Training Courses</b>. Below this, it says: "High-quality, interactive, digital courses featuring group collaboration and a virtual instructor, with fixed start and end dates." The ABA Training logo is in the bottom right corner, which includes the text "from the American Bankers Association". A green button with the text "GET STARTED" is positioned at the bottom left of the banner area.</p>
<p>Email Subject Line</p>	<p><b>Three ABA Facilitated Online Courses Starting in August!</b></p>
<p>Body Text</p>	<p>Join an online course with group collaboration, instructor feedback and guidance, and fixed start and end dates. Facilitated online courses provide an opportunity to meet your learning goals with the benefit of a classroom, but in an online environment:</p> <ul style="list-style-type: none"> <li>•Peer interaction in the learning community with the instructor and other students keeps you actively engaged and motivated</li> <li>•Experienced industry professionals provide frequent feedback and context to your learning</li> <li>•Convenient weekly schedule with no required meeting times means you decide when to work on course assignments</li> </ul> <p><b>Building Customer Relationships</b>  August 1, 2022 – August 26, 2022  Member Price: \$215 (readings included)</p>

	<p>Building Customer Relationships guides students through the strategies for earning customer loyalty, value-added sales and marketing, and creating and maintaining strong bank customer and partner relationships. It builds the critical relationship management skills essential to successful banking careers.  <a href="https://content.aba.com/Search/Default.aspx?Member=m&amp;Query=Building%20Customer%20Relationships&amp;TP=calbankers">https://content.aba.com/Search/Default.aspx?Member=m&amp;Query=Building%20Customer%20Relationships&amp;TP=calbankers</a></p> <p><b>Managing the Bank's Investment Portfolio</b>  August 1, 2022 – September 2, 2022  Member Price: \$875 (with textbook)  Fundamentals for understanding how a bank's investment portfolio is managed. Objectives and composition of investment portfolios, and common bank investments are covered, focusing on their risk and return profiles. Various investment strategies are described and the development of bank investment policies is discussed.  <a href="https://content.aba.com/Search/Default.aspx?Member=m&amp;Query=Managing%20The%20Bank's%20Investment%20Portfolio&amp;TP=calbankers">https://content.aba.com/Search/Default.aspx?Member=m&amp;Query=Managing%20The%20Bank's%20Investment%20Portfolio&amp;TP=calbankers</a></p> <p><b>Marketing Planning</b>  August 15, 2022 – September 9, 2022  Member Price: \$300 (readings included)  This four-week long, foundational course develops skills for preparing a comprehensive strategic marketing plan that follows best practices. Learn how to assess customers and trade area opportunities. Discover ways to integrate this information into a situational analysis - then create an action plan and develop a budget.  <a href="https://content.aba.com/Search/Default.aspx?Member=m&amp;Query=Marketing%20Planning&amp;TP=calbankers">https://content.aba.com/Search/Default.aspx?Member=m&amp;Query=Marketing%20Planning&amp;TP=calbankers</a></p>
Supplement Text	<p>Facilitated online courses feature an online learning community with fellow students, instructor guidance and feedback.</p> <p>Programs are continually reevaluated and refined to meet current needs and changes in the industry.</p>
All Facilitated Link	<p><a href="http://latp.aba.com/?tp=calbankers&amp;course=facilitated">http://latp.aba.com/?tp=calbankers&amp;course=facilitated</a></p>