

Predicting the Economic Future

By Kelly Kallien

Predicting the economic future is nearly impossible. Players in every industry wish they could shake a magical eight-ball that tells them where to head next based on the future economic environment. Banks are no exception. It seems with every flip

of the calendar, banks ask questions like: how much should be added

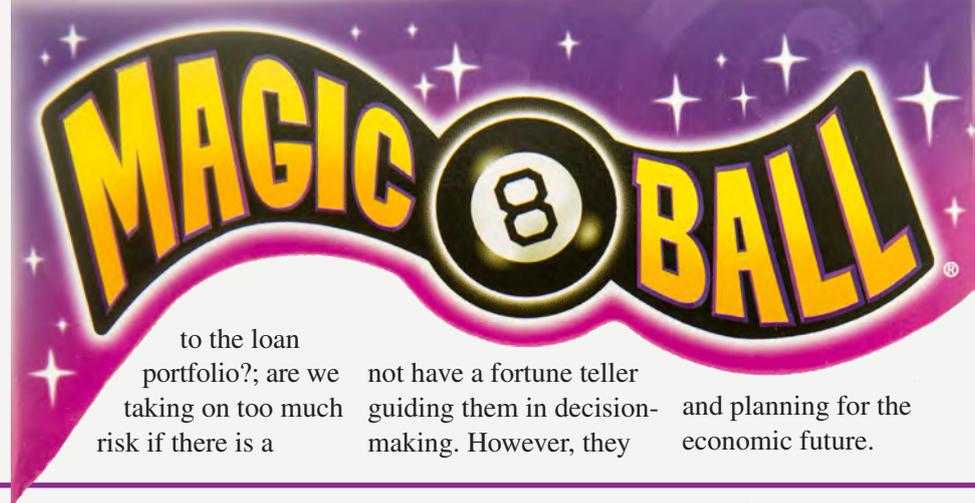
downturn?; and where do we go from here?

The reality is banks do

do have two important weapons in their arsenal: economic forecasting

“Planning for the economic future involves understanding key industry trends, how those are going to impact your bank’s balance sheet, and what action steps to take,” said **Marc Gall**, vice president of BOK Financial Institutional Advisors. “Not only do you need to be aware of where interest rates and the economy are headed broadly, but

ECONOMIC FORECASTING



to the loan portfolio?; are we taking on too much risk if there is a

not have a fortune teller guiding them in decision-making. However, they

and planning for the economic future.

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Remodeling WBA for You

By Ally Bates

It’s time to talk about the future. No, not predicted trends or speculation on the next hot thing in banking (that’s for another article). It’s something a bit more concrete. And wood. And glass. And carpet...

What I’m trying to say is: WBA is remodeling!

It has been twenty years since we moved



into our current building. During that time, your

industry has transformed, your bank has evolved,

The first floor training room in the new Engagement Center is quickly framed and repurposed from the former printing and receiving area. When completed, the large training room will seat 54 students. A smaller training room has space for 28 students.

Look out (*below*): A crew of staff members literally “get into the swing of things” by wielding sledge hammers to break through the first floor wall.



and how you approach your role as a banker has changed as well. WBA is responding to your changing needs, as well as to a changing marketplace.

Membership engagement is the key to everything we are doing so we can better serve and support Wisconsin’s banking industry.

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Join Over 100 of Your Fellow Bankers and Nominate an Advocacy Officer From Your Bank!

By Jon Turke

We're asking for your help to advance Wisconsin's banking industry and to provide a leadership experience for one of your bankers by signing up a member of your team to be a WBA Advocacy Officer. Last October, the WBA Board named the Advocacy Officer program as one of its strategic priorities. It's a great way to deepen the engagement and participation of the banking industry in legislative and community advocacy with direct benefits to your bank. You'll be joining over 100 banks that have already named someone.

Have someone in mind at your bank or at least know you want to appoint someone? **Let us know!** Email **Jon Turke**, jturke@wisbank.com, or **Mike Semmann**, msemmann@wisbank.com, to get your name on the list.

What is an Advocacy Officer?

The Advocacy Officer is a volunteer position coordinating regulatory, legislative, and community advocacy efforts for the bank by working with the Wisconsin Bankers



Advocacy Update

Jon Turke

Association. The Advocacy Officer works with other bankers, WBA staff, state, local, and federal levels of government, and other state or national trade groups.

Appointing an Advocacy Officer has Advantages for Your Bank.

An Advocacy Officer helps your bank and the industry by providing action and input on legislative and regulatory policy items as well as strategic direction and assistance to the WBA Government Relations Committee. As part of the job, the Advocacy Officer may read articles, perform research, manage internal and external communication, contact legislators, and work with community leaders as well as others in the bank.

Similar to the WBA BOLT Section, these bankers have special opportunities for peer networking, educational growth, and leadership development. For example, this past February, former banker and current state Representative **Terry Katsma** addressed an advocacy officer dinner highlighting banking policy at the state level.

Being an Advocacy Officer is Easy and Comes with a Solid ROI on Time.

» Advocacy Officers receive insider information about Madison and Washington, D.C. as well as what's going on in Wisconsin's economy and the banking industry (just one email per week – that's it).

» An Advocacy Officer receives information on the best ways to inform bank staff about key industry developments and hold no-cost events that promote the bank and the industry.

» An Advocacy Officer is asked to be out of the bank only one day per year at the WBA Capitol Day (just like members of the WBA BOLT Section).

Who Should be the Advocacy Officer at My Bank?

The typical background for this position usually includes someone who has an interest in public policy, a strong understanding of the banking industry (compliance, credit, external relations, etc.), the ability to speak for the bank on matters of regulatory or public policy, and has a fairly flexible schedule that is at their own discretion.

WBA Pro-tip: If you have someone signed up for the BOLT program, name them as your Advocacy Officer! A CEO can definitely be the Advocacy Officer, but your time is valuable, so maybe give someone a leadership opportunity!

What are the Main Expectations of an Advocacy Officer?

» Keep informed of legislative and governmental issues that impact both the bank and the banking industry.

» Communicate quarterly (optimally) with the bank's board of directors and officers on state, local, and national issues impacting the industry.

» Coordinate at least one "Take Your Legislator to Work" event annually.

» Participate in the annual Capitol Day hosted by the Wisconsin Bankers Association.

» Coordinate annual fund-raising activities for the WBA's ABW and Wisbankpac for the bank's board of directors, officers, and employees.

» Contact both state and federal legislators on emerging issues and encourage other bank personnel to do the same.

» Be the liaison within the bank for communication of WBA advocacy actions and initiatives to bank officers and board. Any other duties as assigned by the bank president/CEO.

Turke is WBA director – government relations.

New Services Available for WBA Members

The WBA Board of Directors has approved the following service providers as new WBA Associate Members.

AmpliPhi LLC

www.ampliphibiz.com

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Contact: **Spencer X Smith**

608-616-0401

spencer@ampliphibiz.com

AmpliPhi Social Media Strategies helps banks achieve their business objectives through both developing marketing strategies and tactically executing on campaigns. Their expertise is in social

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Keller, Inc.

www.kellerbuilds.com

Kaukauna, Wis.

Contact: **Katie Mangin**

920-766-5795

kmangin@kellerbuilds.com

Keller, Inc. is a design/build general contractor headquartered in Kaukauna,

with additional offices in Germantown, Sun Prairie, and Wausau. As a 100% employee-owned company, Keller, Inc.'s employee-owners pride themselves on designing and building every project as if it were their very own. With an on-staff team of architects, interior designers, and project managers, they are a single point of contact for their customers to keep everything on track, on time, and within budget.

WBA Associate membership should not be construed as an endorsement of the company's products or services by the WBA.

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Revised Transfer by Affidavit Form Changed, But Not the Law *Form is now maintained by the State Bar of Wisconsin*

Is There a Revised Transfer by Affidavit Form?

Answer: Yes.

The transfer by affidavit form for estates of \$50,000 or less is no longer maintained by the Wisconsin Court System's Records Management Committee. The form is now maintained, for free, by the State Bar of Wisconsin Real Property, Probate, and Trust Law Section (Bar).

While the format of the form has changed, its purpose, function, and governing law under Wis. Stat. 867.03 has not changed. As such, financial institutions may want to review the new form to become familiar with it, but the law has not changed.

One format change that WBA was made aware of was how the affiant completes



Compliance Q&A

Scott Birrenkott

the Wisconsin Department of Health Services (DHS) section. On the prior form, the affiant indicated that if they "did not know" whether the decedent received aid, that they had submit notice to DHS. It is unclear on the new form whether such notice is required. However, WBA has heard from the Bar that it was not their intent to change the form in this way or any other.

The new form and its instructions can be found through the following links:

Visit www.wisbank.com to learn more about this topic and other compliance-related issues.

» Form: <https://www.wisbar.org/forPublic/INeedInformation/Documents/Transfer%20by%20Affidavit.PDF>.

» Instructions: <https://www.wisbar.org/forPublic/INeedInformation/Documents/Transfer%20by%20Affidavit%20Instructions.pdf>.

Birrenkott is WBA assistant director – legal. For legal questions, please email wbalegal@wisbank.com.

Note: The above information is not intended to provide legal advice; rather, it is intended to provide general information about banking issues. Consult your institution's attorney for specific legal advice or assistance.

Legal Hotline:

The WBA Legal Department does more than address legal concerns for the association; it provides tangible assistance to member banks via its free legal call program. The association's team of attorneys work to relieve some of the industry's compliance pressure as a timely resource for a wide variety of legal inquiries.

Submit your legal inquiry via email (wbalegal@wisbank.com) or by calling the legal hotline at 608-441-1200.

WBA Recommends CFPB Remove 43% DTI Requirement; Comments on Negative Effects of Livestock Siting Rule

Summary of recent comment letters below

Regulation Z requires creditors to make a reasonable, good faith determination of a consumer's ability to repay certain residential mortgage loans, and loans that meet Regulation Z's requirements for "qualified mortgages" (QMs) obtain certain protections from liability. One category of QMs is loans that are eligible for purchase or guarantee by either the Fannie Mae or Freddie Mac. This category, typically referred to as "Temporary GSE QMs," is scheduled to expire January 10, 2021. Recognizing the expiration could cause disruption in the mortgage market, CFPB issued an advance notice of proposed



Comment Letters:

- www.wisbank.com/CommentLetters

rulemaking (ANPR) to collect information on ways to amend the definition of the General QM, mitigate disruption, and facilitate a smooth transition.

On Sept. 13, WBA recommended the definition of the General Qualified Mortgage be amended to more closely align with provisions of

The WBA Legal Department advocates for the industry by writing comment letters to federal and state regulators on proposals affecting the industry and by filing friend-of-the-court briefs at the request of WBA members and per approval by the WBA Board of Directors.

the Temporary QM—namely eliminating the 43% DTI requirement and Appendix Q.

Additionally, the Wisconsin Department of Agriculture, Trade and Consumer Protection (DATCP) recently proposed changes to its livestock facility siting rule: ATCP 51. Proposed changes relate to environmental considerations such as farm field runoff and odor management. These changes

were proposed without input from the farming community, generating concern within the agricultural and lending industry alike. While farms comply with the current ATCP 51 requirements, few comply with these newly proposed standards. As a result, this will increase costs for farmers and make expansion difficult during a time when farms are already experiencing a lot of stress. WBA submitted comments on September 13 providing examples of this negative impact and recommending that the DATCP Board send the rule back for reworking with input from the farming community.

For copies of this or other WBA comment letters, please contact the WBA Legal Department at 608-441-1200 or visit www.wisbank.com/CommentLetters.

Minor Legislative Tweaks, Huge Help to Wisconsin Banks

WBA-Supported Omnibus Bill Moving Quickly Through Hearings

By Mike Semmann
and Scott Birrenkott

Multiple hearings have been held for the WBA-supported omnibus bill as it moves quickly through the Wisconsin Legislature. The bill makes several changes to statutes relating to banking practices. Although many see these changes as tweaks to the law, they will have a huge impact on Wisconsin banks in the future.

Here is a deeper dive into the omnibus bill particulars and how it will help your bank.

» Banking Review Board

Summary: Combines the Banking Review Board with the Savings Institutions Review Board into a single Banking Institutions Review Board.

Detailed Explanation: The Wisconsin Department of Financial Institutions has two five-member boards which advise DFI's division of banking. The Banking Review Board advises and reviews administrative actions on matters related to banks and banking. The Savings Institution Review Board advises and reviews administrative actions on matters related to savings banks and savings and loan associations. This provision would combine both authorities and purposes into a single review board.

» Payable on Death Accounts

Summary: Permits a financial institution to offset funds owed by a loan customer from funds held on deposit within a payable on death (P.O.D.) account.

Detailed Explanation: If a financial institution's loan agreement gives it a right to the funds held in a P.O.D. account, this provision gives it the ability to withhold those funds. Specifically, if a loan gives

any lien right, right to setoff, or security interest in a P.O.D. account, then it may retain the funds on deposit in that P.O.D. account to the extent necessary to satisfy its security interest. Any remaining balance must be paid to the P.O.D. beneficiaries accordingly.

Note: Despite the changes of the above provision, the Wisconsin Department of Health Services may still collect the funds held in a P.O.D. account.

» Lost, Destroyed, or Stolen Cashier's Check

Summary: Reduces the period, from 90 days to 14 days, after certain checks are issued, during which the issuing bank must pay the item after it has been claimed as lost, stolen, or destroyed.

Detailed Explanation: The Wisconsin Uniform Commercial Code Section 403.312 describes the procedure by which a financial institution may place a stop payment on a lost, destroyed, or stolen cashier's check, teller's check, or certified check. Under that procedure, a claim to such an item becomes enforceable, generally, on the 90th day following the date of the check. Meaning, that a financial institution must, generally, pay an item claimed as lost, destroyed, or stolen if it is presented during the 90 day period following the date of the check or risk liability for an improper stop payment. This provision reduces that period from 90 days to 14 days.

» Mortgage Loan Originators

Summary: Provides temporary authority to act as a mortgage loan originator (MLO) while a license application is pending.

Detailed Explanation: This provision gives temporary

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authority to act as an MLO to an individual who applies to DFI for a license so long as that individual is employed by a licensed mortgage banker or mortgage broker and was a registered MLO in another state under certain conditions and time requirements. In addition, the individual must not have been previously denied a license, subject to a cease and desist by the consumer financial protection bureau, and not been convicted of a disqualifying crime. If eligible, the temporary authority begins when the individual furnishes application information to the NMLSR and ends upon the earlier of DFI granting or denying the license, withdrawal of the application for an MLO license, the application is determined to be incomplete, or the license is granted. During the temporary period, the individual is considered to be associated with the mortgage banker or mortgage broker employing them and is considered to have MLO authority subject to all applicable requirements and duties.

» Possession of Property Subject to Garnishment

Summary: Grants financial institutions a reasonable time to respond to certain legal process.

Detailed Explanation: A garnishee financial institution in possession of property subject to garnishment is liable for the surrender of that property only upon expiration

of a reasonable time to comply with or respond to the garnishee summons and complaints.

» Data Processing Services Provided to Financial Institutions

Summary: A financial institution retains property rights of any data transferred to an independent data processing servicer.

Detailed Explanation: Under this provision an independent data processing servicer is an entity that provides to a financial institution electronic data processing services. It excludes the exchange of data and settlement of funds between unaffiliated financial institutions through terminals, remote service units, and customer bank communications terminals. If a financial institution transfers data to an independent data processing servicer, the financial institution retains all right, title, interest, and legal claim to the data. The transfer only permits temporary control of the data for purposes of the contracted services. This provision also places required contract disclosures upon data processing servicers.

» Federal Home Loan Bank Loans

Summary: Eliminates certain limitations on loans to state banks made by a Federal Home Loan Bank.

Detailed Explanation: This provision eliminates the current 20-year term limitation and the limitation on the value of bank assets that may be pledged as collateral by a Federal Home Loan Bank.

Semmann is WBA executive vice president – chief operations officer. Birrenkott is WBA assistant director – legal.



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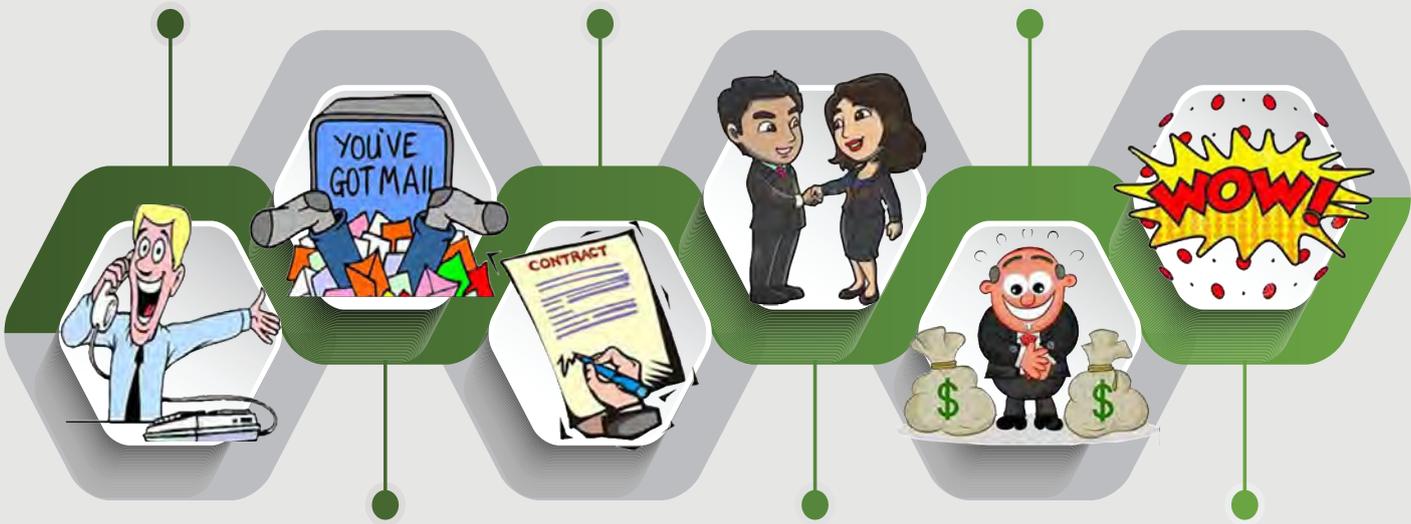
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Home is Where the Business Is

SWIB uses a differentiated strategy to successfully partner with statewide banks

Since the 1960s, the State of Wisconsin Investment Board (SWIB) has partnered with hundreds of Wisconsin companies and their bankers to invest and grow their businesses, which ranged from small companies with just a handful of employees to large multi-billion dollar corporations.

Over the past 50-plus years, SWIB's Wisconsin Private Debt Portfolio has provided over \$2 billion in financing for companies headquartered, with operations in, or that intend to invest the proceeds in the state. While maintaining its fiduciary duty to the Wisconsin Retirement System (WRS), SWIB has found ways to invest meaningful capital directly into Wisconsin companies that not only provide market rate returns, but also lead to enhanced economic activity throughout the state.

The portfolio is unique in the world of public pensions because of the collaboration between SWIB and Wisconsin's banks.

"There is no other public pension plan that is doing what we do," said SWIB Portfolio Manager **Chris Prestigiaco**. "We have always said that the Wisconsin Private Debt Portfolio is the portfolio that touches Wisconsin the closest because we are working directly with state businesses and banks."

Approximately 80% of SWIB's private debt investments are in Wisconsin opportunities. The Wisconsin Private Debt Portfolio's mandate is to make long-term senior debt and subordinated debt investments in companies through private transactions. It allows SWIB to fill a specific need by making this type of direct financing available, especially to companies unable to get the attention of large investors.

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» www.swib.state.wi.us

SWIB often collaborates with the company's banks and other institutional investors, providing financing that complements and is in addition to the bank's financing.

"We can provide some differentiated sources of capital that can be difficult to find elsewhere in terms of the dollar amounts or time horizon we are willing to lend," Prestigiaco stated. "I think that is extremely important."

Loans are highly customizable and include senior loans as small as \$5 million and subordinated loans as small as \$3 million. Loans typically mature in five to 15 years and feature a fixed interest rate for the life of the loan. Additionally, loans can be unsecured or secured depending on a borrower's credit quality.

Typically, staff works directly with companies to analyze information and negotiate loans. An investment banker or broker hired by the borrower may assist. Most Wisconsin borrowers do not have an independent credit rating, so SWIB prepares the underwriting and credit analysis and then proposes and negotiates a suitable financing structure.

The Wisconsin Private Debt Portfolio's subordinated debt financing entails a higher level of risk because loans are subordinated to the company's bank or other senior debt financing. To compensate, expected returns for these investments are higher than senior debt. Investments consist of a loan, and in some instances, equity.

Businesses that have benefitted from investments by the Wisconsin Private Debt Portfolio range from the healthcare sector to the agriculture/food sector and includes companies such as Kohl's, Jockey, Harley-Davidson, and National Guardian.

Prestigiaco stressed that the investments made by SWIB should not be seen as competition for Wisconsin banks: "We are not competitors to a bank. Many times we are coming in to help a bank's client with a project that the bank for some reason cannot finance (legal lending limit or some other reason). We are a good partner for a bank and their clients." For example, a company may be planning to build a new distribution center. In instances when this cost goes beyond a bank's legal lending limits, SWIB can help finance the project. It's a strategy that bodes well for both sides, according to Prestigiaco.

"When we work with companies, we spend a lot of time up front to understand their business and getting to know their management team," he stated. "The time we spend early on to really understand a company's business pays dividends if and when a company may run into some type of a problem or issue. We want to be long-term partners if we can."

Organic Valley, the nation's largest farmer-owned organic cooperative, is just one of the many examples that Prestigiaco refers to when discussing the success

In addition to partnering on loans, SWIB can also help businesses and banks with continuity and succession planning. "Over the next five to 10 years, we envision that privately held community banks may have some complicated succession plans to work through. Fortunately, SWIB can come in and provide tier-two capital for the bank, which provides liquidity for the shareholders."

– **Chris Prestigiaco**
SWIB Portfolio Manager

of SWIB's Wisconsin Private Debt Portfolio. SWIB partnered with Organic Valley's existing bank relationships to help the cooperative build a new storage and distribution center in Cashton. SWIB focused on utilizing a fixed-rate, more long-term strategy to help the company fulfill its financing needs.

Prestigiaco, a Wisconsin native, uses his long-term relationship and knowledge of the Wisconsin market to investigate a potential investment. "Really having that Wisconsin touch and sense of community helps us find investment opportunities, especially over the long term," he explained. "Wisconsin is a smaller market and as a result, we have been able to develop our network of relationships that, over time, have provided us with more opportunities."

If an opportunity does not fit with the portfolio's criteria, staff works to identify other potential sources of funding and frequently makes referrals on behalf of the borrower to other sources of capital, such as private equity funds or other alternative lenders.

(continued on p. 12)

Springboard to Leadership

WBA school prepares bankers for management roles, future success

The business of banking has evolved over the centuries into a model far more intricate than simply taking deposits and making loans. Today's high-performing banks are complex, fast-paced, and constantly adapting to shifting markets. In that environment, it is essential for high-performing bankers—especially those with the potential to rise within the institution—to have a clear understanding of the inner workings of the bank as whole. The **WBA School of Bank Management** provides that perspective, and so much more.

Past student **PJ Childers**, vice president of business banking at Tomahawk Community Bank, says the school gave her a greater understanding of how the different functions within the bank intertwine. “The different sessions brought the big picture together when diving into how each area of the bank needed to work in order for a bank to be successful,” she said.

Aaron Lensink, vice president – business banking manager at The First National Bank of Hartford, says the week-long course made him a “more well-rounded banker” with a better understanding of what goes into being a successful organization. “I’m asking better questions of

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our CFO to make sure what I’m doing in the commercial side of the business results in positive outcomes for our bank,” he explained.

Designed to help bankers prepare for the intensive, multi-year Graduate School of Banking, the School of Bank Management features many of the same faculty as GSB and its curriculum dives into a wide range of foundational topics. This also makes the School of Bank Management an excellent option for bankers who aren’t able to commit to the time, expense, and/or travel required by a multi-year program.

Laura Rowe, assistant vice president, marketing director at The Stephenson National Bank & Trust, Marinette, says the course was a “springboard,” preparing her to take on a larger role within SNBT’s Deposit Pricing Committee. “With the knowledge I gained in the school, as well as practical in-bank experience, not only am I able to provide insightful guidance, I can help determine

future deposit growth strategies,” she said. “It’s been a year and a half since I was at the school and I’m now running the deposit committee at our bank.”

Whether students attend as a precursor to GSB or as a standalone professional development opportunity, WBA’s School of Bank Management prepares them for leadership by helping them understand the connections between different areas of the bank, providing a deeper understanding of bank performance, and fostering a network of peers from across the state. “By going to the School of Bank Management I got to meet people from lending, credit analysis, and branch management,” Rowe explained. “We’ve now been able to reach out to each other about technology or different products in a non-competitive way, because we’re not in the same roles or market.”

The school also provides leadership development coursework to help students

“The different sessions brought the big picture together when diving into how each area of the bank needed to work in order for a bank to be successful.”

— PJ Childers, vice president of business banking
Tomahawk Community Bank

grow as managers and prepare them for future leadership roles within their institution. “The leadership section was the most beneficial to take back and apply immediately,” said Childers. “It taught me leadership directive and more about my self-awareness. I was able to apply some leadership styles immediately. In addition, I joined the ALCO committee shortly after attending this school.”

The WBA School of Bank Management is the development solution for any banker looking to grow their leadership skills while enhancing and expanding their knowledge of banking as a business. “I consider it to be one of the best educational experiences I’ve had in my banking career,” said Lensink.

Learn more and register today at www.wisbank.com/BankSchool!

Partnering with SWIB

(continued from p. 11)

“We do not want to give a customer or prospect an absolute ‘no’. We want to give them some options,” Prestigiacomo said. “At the end of the day, even though it might not work for us, we want to provide them with some solutions for what they might be looking for.”

In addition to partnering on loans, SWIB can also

help businesses and banks with continuity and succession planning.

“Over the next five to 10 years, we envision that privately held community banks may have some complicated succession plans to work through,” he noted. “Fortunately, SWIB can come in and provide tier-two capital for the bank, which provides liquidity for the shareholders.”

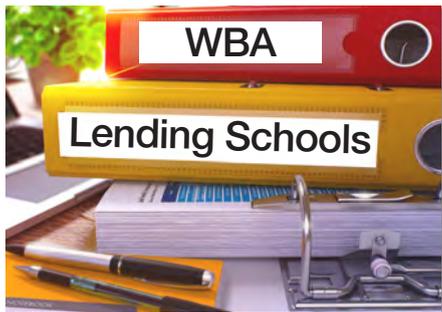
The success of the

Wisconsin Private Debt Portfolio and the partnerships created have caught the attention of other public pension funds. “We have had other state pension plans contact us and inquire about learning more about what we do,” Prestigiacomo said.

As other public pension funds across the country struggle with underfunding, SWIB’s Wisconsin Private Debt Portfolio continues to

generate reasonable returns and build lasting relationships that benefit the WRS, which over 632,000 current and former public employees rely on for a more secure retirement, and the entire state.

*The State of Wisconsin Investment Board (SWIB) is a WBA Associate Member. Contact SWIB Portfolio Manager **Chris Prestigiacomo** at 608-266-6723 or chris.prestigiacomo@swib.state.wi.us for more information.*



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Previously five days, this school has been condensed to four. It will provide students with the knowledge and tools they need in order to be successful in this complex and highly competitive field. Students will learn the concepts needed to reach that success from seasoned professionals as well as fellow students through case study work, which requires team members to collaborate on assignments. Topics covered during this year’s school will include: finance basics, compliance for residential mortgage lenders, application generation, product knowledge (including conventional mortgage products, government programs, and construction loans), underwriting, application process and sales skills, title insurance, closing documentation, pricing considerations, and more! Enrollment is limited to 40 students.

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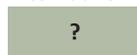
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Alternative Investment 1



Alternative Investment 2



Disclosure: BOLI yield is an actual yield from an EBN Preferred Carrier based on a 28% effective tax rate.

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Bulletin Board

News about people working in Wisconsin's financial institutions

Promotions and New Hires

Fond du Lac



Heuer

Mark A. Heuer (pictured) has joined FVSBank as vice president of business banking.

Ixonia

Ixonia Bancshares' Board of Directors recently elected **Susan Marshall**, Founder of Backbone Institute, a local women-owned business, to the Board of Ixonia Bank.

Marinette

Elisa Rollo (pictured), senior vice president, was recently promoted to chief retail officer, **Beth Larson** (pictured) has been promoted to assistant vice president, **Lynn Lewis** (pictured) has been promoted to assistant vice president, deposit operations, and **Marria Valitchka** (pictured)



Rollo



Larson



Lewis



Valitchka



Wroblewski

has been promoted to eServices officer at The Stephenson National Bank & Trust (SNBT). **Justin Wroblewski** (pictured), vice president – business banking officer and retail lending manager, has recently been promoted to the senior management team. In addition, **Kim Van Osdol** (pictured) has joined SNBT as vice president and business development officer.

McFarland

McFarland State Bank is pleased to announce the hiring of **Ron Bowden** (pictured) to its mortgage lending team.

Oregon

Oregon Community Bank welcomes **Pat Hereley** (pictured) to the bank as vice president, business banking.

Wauaukee

Wauaukee Community Bank welcomes **Chris Zellner** (pictured) to the bank as vice president – relationship development officer, and **Sandra Ramsfield** (pictured) as assistant vice president – retail banking manager.

In Memoriam

West Bend/Mequon

Richard A. Larson, 89, of Mequon, passed away on

Sept. 23, 2019 at Lawlis Family Hospice in Mequon. Larson joined West Bend Savings in 1955, became vice president and secretary and was elected a director in 1965. He was named president and CEO in 1968 and retired in 1993. He served as chairman of the Board until 2005. During his banking career, Larson was a past president of the Wisconsin League of Financial Institutions, a director of the United States Savings and Loan League, a director and vice chairman of the Federal Home Loan Bank of Chicago, a member of the Federal Home Loan Mortgage Corporation (Freddie Mac) Advisory Board, a member of the Advisory Board of the Federal Reserve Board of Governors in Washington D.C., and a past chairman of WBA.

(continued on p. 15)

Peoples State Bank Donates \$2,500 to Wausau Area Boys & Girls Club



Peoples State Bank announced a \$2,500 donation to the Boys & Girls Club of the Wausau Area. "Peoples believes in transforming the lives of young people as they grow, mature, and find their calling," said **Scott Cattanach**, president and CEO of Peoples State Bank. "This donation will help programs at the Boys & Girls Club for academic success, healthy lifestyles, career development, STEAM, and will

help us provide meals to kids," said **Matt Jameson**, CEO of the Boys & Girls Club. Pictured are: Members of the Boys & Girls Club of the Wausau Area, along with Jameson (back left) who accepted the check from **Mark Oldenberg**, CFO; Cattanach; and **Janel Thoune**, assistant vice president of marketing at Peoples State Bank.

AbbyBank's Winning Bid Benefits Church Food Pantry in Medford



AbbyBank's winning bid for a 250-pound hog at the Taylor County Fair will help feed local families in need in Medford and surrounding communities. After the sale, the bank processed the meat and had it delivered to the food pantry at the First Baptist Church in Medford.

"We were thrilled to have been the winning bidder of a hog at the fair. It was great to be able to have a two-fold win and donate that back into the community!" said **Sue Ackerman**, vice president and Medford branch manager. Pictured: (left to right) Ackerman; Pastor **Brian Wipf**, First Baptist Church in Medford; and **Brian Lehman**, vice president/ agriculture loan officer at AbbyBank in Medford.

Erick Gorecki
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Bulletin Board

News about people working in Wisconsin's financial institutions

In Memoriam

(continued from p. 14)

Racine/Scottsdale, Ariz.

Jess Stephen Levin, 73, passed away Sept. 15, 2019 in Scottsdale, Ariz. surrounded by family. For 35 years, Jess served as the president, CEO and chairman of the Bank of Elmwood located in Racine. He was a past director and president of the Wisconsin Bankers Association. Throughout his career, Jess received various awards for his work in and dedication to the Racine community.

Anniversary



Maki

Wisconsin Dells

Bank of Wisconsin Dells congratulates Senior Vice President and

COO, **Tammy Maki** (pictured), on 25 years with the bank. Maki began her career with the bank in 1994 eventually becoming senior vice president/COO in 2018.



Van Osdol



Bowden



Hereley



Zellner



Ramsfield

Announcements

Cornell

Citizens State Bank opened a new full service branch office at 221 Bridge Street in Cornell, Wisconsin on Sept. 4, 2019. President/CEO, **Tim Cruciani**, says, "It is with absolute excitement that we pursue expanding into Cornell. We serve a base of customers from the area and our new branch makes us more agile and able to serve those customers with better care, accessibility, and efficiency." He also stated, "Citizens State Bank is on a mission to grow. This growth allows us to continue this mission and help more people and communities."

McFarland

McFarland State Bank has a rich history of giving back to the community. That history

continues with its recent gift of property to Stoughton Hospital. The building is located at 3162 County Highway B in the Town of Pleasant Springs and was a former branch office for the bank. "It was an easy

decision to gift the property to Stoughton Hospital," said **E. David Locke**, chairman and CEO of McFarland State Bank. "We're very happy to be giving back to the hospital and continuing our support for the communities we both serve." McFarland State Bank recently donated their former downtown branch office building and parking lot to the City of Stoughton. That property is now being used as Stoughton City Hall.

First Bank Financial Centre Helps Make Community Lives Better

During the last few months of summer, First Bank Financial Centre (FBFC) coordinated their annual *School Supply Drive*. With the help of FBFC employees, customers and community members, they donated thousands of items including new backpacks (shown, right), folders, notebooks, and much more. "Giving back and showing support to the members of the communities we serve enriches the lives of all," said **Joseph Glomski**, FBFC's Hartland branch manager.



Youth Apprenticeship Program Recipients Announced



Bank of Wisconsin Dells (BWD) announced its Youth Apprenticeship (YA) Scholarship Program recipients. Wisconsin Dells High School graduates, **Allison Anderson**, **Aspen Eide**, **Shayla Stefan**, and recent Madison College graduate, **Brooke Albers**, were each awarded one scholarship from the bank's Executive Vice President, **Scott Rockwell**. "We are pleased to be able to work with such talented students, and wanted to highlight the great partnership between BWD and the local school districts' youth apprenticeship program," says bank President/CEO, **Jon Bernander**. "Congratulations to our young scholars!" Pictured: (from left to right) Anderson; Rockwell; Albers; and Eide. Not pictured: Stefan.

Bank First in Manitowoc Exceeds \$300,000 in Tuition Reimbursement



Bank First is excited to announce it has exceeded \$300,000 in tuition reimbursement since introducing the program in 2015, helping 23 employees obtain degrees of higher education, including associate, bachelor, and master degrees. "It is the mission of Bank First to help employees grow personally and professionally by providing opportunities for continued education and advancement," stated **Mike Molepske**, CEO of Bank First. Pictured (above) are several Bank First employees who benefited from the bank's tuition reimbursement.



Your EDUCATION Calendar

Conferences | Summits

Schools | Boot Camps

Seminars | Workshops

WBA Webinars

Other Events

NOVEMBER 2019

- **Principles of Banking Course**
4-5 Green Bay; \$550/attendee*
6-7 Madison; \$550/attendee*
- **Auditing Real Estate Loans Boot Camp**
5-7 Wisconsin Dells; \$795/attendee*
- **BOLT Winter Leadership Summit**
7 Stevens Point; \$100/attendee*
- **ABA National Agriculture Bankers Conference**
10-13 Dallas, Texas
- **Compliance Forum: Session 2**
19 Stevens Point (*pricing options vary*)
20 Wisconsin Dells (*pricing options vary*)
21 Pewaukee (*pricing options vary*)
- **LEAD360 Conference: Marketing, Retail Banking, Sales and Financial Literacy**; Wisconsin Dells
20-21 \$350/attendee; \$300 additional attendee*

DECEMBER 2019

- **Enterprise Risk Management Peer Group**
11 Madison; \$39/attendee

JANUARY 2020

- **Wisconsin Economic Forecast Luncheons**
9 Madison; \$400/table of 8; \$75/individual
10 Eau Claire; \$350/table of 8; \$50/individual
- **Community Bankers for Compliance (CBC) – Session I**
28 Stevens Point (*pricing options vary*)
29 Madison (*pricing options vary*)

FEBRUARY 2020

- **Bank Executives Conference**; Wisconsin Dells
3-5 \$495/each first two bank attendees*;
\$450/each additional attendee*

FEBRUARY 2020 *(continued)*

- **Residential Mortgage Lending School**
17-20 Madison; \$1,045/attendee*
- **Compliance Forum: Session 3**
18 Stevens Point (*pricing options vary*)
19 Wisconsin Dells (*pricing options vary*)
20 Pewaukee (*pricing options vary*)
- **Commercial Lending School**
24-28 Madison; \$1,395/attendee*

MARCH 2020

- **Credit Analysis Boot Camp**
5-6 Madison; \$495/attendee
19-20 Green Bay; \$495/attendee
- **Loan Compliance School**
9-13 Madison; \$1,295/attendee*
- **Real Estate Compliance School**
11-13 Madison; \$795/attendee*
- **Advanced IRA Workshops**
17 Wausau; \$245/attendee
18 Madison; \$245/attendee
- **WBA/ABA Washington Summit**
22-25 Washington, D.C. (*complimentary*)
- **Call Report Workshops**
24 Madison; \$245/attendee
- **Security Officer Workshops**
24 Neenah; \$175/attendee
25 Eau Claire; \$175/attendee
26 Wisconsin Dells; \$175/attendee
- **Cash Management Workshop**
TBD Madison; \$245/attendee
- **Enterprise Risk Management Workshop**
TBD Madison; \$245/attendee

APRIL 2020

- **Health Savings Account (HSA) Workshop**
8 Madison; \$245/attendee
- **Agricultural Banker Conference**; Wisconsin Dells
15-16 \$300/ag section member; \$350/attendee*
- **Power of Community Week**
20-24 www.wisbank.com/BanksPowerWI

*Lodging is available for an additional fee.

» Visit www.wisbank.com/education for more information and online registration.

» Or email WBA Education at wbaeducation@wisbank.com or call 608-441-1252.

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Wisconsin Agriculture Needs You

By Lori Kalscheuer



Kalscheuer

In a meeting with the WBA Agricultural Bankers Section Board on

Aug. 26, 2019,

DATCP Secretary-designee **Brad Pfaff** shared his gratitude to the bankers for their involvement in an industry that brought \$104.8 billion of economic impact to Wisconsin's economy in 2018. This statistic makes agriculture the industry



Ag Section Board members with DATCP Secretary-designee **Brad Pfaff** (back row, third from right) and DATCP's **Krista Knigge** (front row, second from right).

with the second highest economic impact on

the Badger state, second only to manufacturing.

While the economic pain on the farm is real and the media may focus on the number of farm losses in the state, he reminded the group that it's also important to focus on the positives. Wisconsin boasts a very diversified ag portfolio with a unique supply chain and value-add system. Pfaff shared that in 2018, Wisconsin agriculture products were exported to 147 countries, with the top buyers being Canada, China, Mexico, South Korea and Japan.

During the meeting, Pfaff also highlighted a few of the 51 recommendations that came from the Dairy Task Force 2.0 and the opportunities that lie ahead for Wisconsin agriculture.

Joining Pfaff at the meeting was **Krista Knigge**, Division Administrator for DATCP's Division of Agricultural Development.

Another topic of conversation that will continue to be on the forefront for WBA and the Agricultural Bankers Section is the proposed changes to the Livestock Siting rules. DATCP is in the middle of several public hearings being held across the state, and our WBA ag bankers were willing to share their feedback on the proposed rule draft as well. WBA also submitted a comment letter on the rule draft.

The invitation to stay connected with the Secretary is an opportunity that the WBA Agricultural Bankers Section Board plans to take advantage of. As Pfaff stated to kick off the meeting, "Wisconsin agriculture needs you." Agricultural bankers play a huge role in the success of the Wisconsin family farm and while there are challenges ahead, there's also opportunities to grow the industry together.

Kalscheuer is WBA director – education and WBA staff liaison to the WBA Agricultural Bankers Section Board.



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Honoring Wisconsin Bankers for a Lifetime of Service to the Industry

Nominations are due by December 16

Each year, WBA presents awards recognizing bankers for their long service to our industry and their community.

The 50- and 60-Year Clubs recognize bankers who have served in the banking industry for 50 and 60 years, respectively. These awards are presented during a special luncheon in conjunction with the WBA Bank Executives Conference. This year's conference will

Visit www.wisbank.com/service-recognition to complete the online application form. Nominations are due by Dec. 16, 2019.

take place Feb. 3-5, 2020 in Wisconsin Dells.

If your bank has individuals who should be recognized, please nominate them by completing the form found at www.wisbank.com/Service-recognition. If the individual is unable to attend the event,

WBA staff will work with you to plan an event at your bank.

» Eligibility Rules for 50- and 60-Year Club Membership

Any Wisconsin banker who is an active or retired officer, director, or employee and has completed 50-59 or 60-plus years of service. (U.S. Military service counts in the 50- to 60-year span if the proposed recipient was in banking both before and after time spent in the military.)

Bankers enrolled in past WBA 50-Year Clubs are not eligible to be honored again in that specific award category, but may make an application to be honored at 60 or 70 years of service to the financial services industry. Before nominating an individual, we strongly suggest that you check with the person or your institution's records to confirm dates of service as well as to determine if he/she has received the honor in a previous year.

Cybersecurity. Technology Trends. IT Architecture. AI. WBA's Annual Secur-I.T. Conference Covered it All

Held Sept. 17-18 at the Glacier Canyon Conference Center in Wisconsin Dells, the 2019 WBA Secur-I.T. Conference brought together over 200 attendees for networking and professional development, focused on bank technology, security, and operations. In addition to several keynote sessions and nine breakout session options, attendees networked with a sold-out exhibit hall full of vendors.

Tuesday's agenda was packed with general sessions and breakout sessions. The opening session with SHAZAM's **Ben Hayden** was all about the ways hackers use vulnerabilities in physical facilities to gain access, resulting in cyber security



Far left: The crowd of over 200 attendees.



Near left: The Secur-I.T. Conference concluded with former CIA Chief of Intelligence **James Olson** sharing his story of counterintelligence and espionage.

issues. In the event of such a crisis, **Rayleen Pirnie** shared the three stages of effective crisis communication plans.

New and improved in the exhibit hall this year, vendors had a chance to demo their products live and in real-time. Three vendors showcased their products with an engaged audience of bankers

surrounding the demo area, followed by more in-depth conversations for those with more questions.

A panel of vendors talking about data breaches started off the day on Wednesday. The conference ended with a standing ovation for former CIA Chief of Intelligence, **James Olson**, who shared his

story of an actual espionage operation that he and his wife carried out in Moscow at the height of the Cold War.

Missed out on this year's amazing conference, or just want to reminisce? Visit https://www.facebook.com/pg/Wisbank/photos/?tab=album&album_id=2221734541270732 to view an event photo album!

Thank You to Our Secur-I.T. Conference Sponsors: [Converjint Technologies](#) | [FIPCO](#) | [Fortinet](#) | [UFS LLC](#)

WBA Smashes United Way Campaign Goal

The WBA Staff recently wrapped up its week-long fundraising efforts for United Way. Staff smashed the original goal of \$5,000 with a final total of over \$6,500. Staff activities ranged from potluck lunches to "jeans day" stickers.



"I am very proud of the significant dollars this staff

personally donates each year for United Way," said WBA's **Rose Oswald Poels**. "It is great to be able to demonstrate to our members and to the community that the WBA staff understands the importance of giving back to their community

and proves that through the generous donation of their hard-earned dollars."

Thank you to all the staff who donated their time and money to this effort!

Economic Forecasting

(continued from p. 1)

“Your strategic plan should be your long range forecast: where are we headed and what’s happening in the state. In contrast, budgeting is shorter term—what do we see over the next year.”

— Marc Gall, vice president
BOK Financial
Institutional Advisors

how other elements are changing the way banking is done, including technology, consumer preferences, and local demographics.”

Piece of cake, right? Of course not. Banks’ balance sheets are impacted by fluctuating factors such as the general economic and financial environment, interest rates, and the price of financial instruments. This means forecasting can often be inaccurate. In response to the industry’s volatility, banks devote hours to developing forecasting activities such as asset liability management, interest risk modeling, and credit stress testing. These activities guide banks in making everyday decisions that influence the future success of the bank.

“In the short run, banks use economic growth projections as a basis for determining the percentage growth in loans and deposits anticipated for the forthcoming year,” said **Fred Siemers**, executive vice president and chief credit officer at Choice Bank, Oshkosh. “These projections then influence the bank’s budget, departmental growth plans, and immediate hiring needs.”

In essence, economic forecasting touches all aspects of a bank’s decision-making. Therefore, banks should use the plethora of information that is available to help forecast

and get a realistic picture of where the economic future is heading, instead of facing an unexpected surprise later down the road.

“Having a viewpoint of what you expect the economy to look like over meaningful time horizons can help you make better strategic and financial decisions, while also preparing you for questions, conversations, and challenges from regulators and shareholders,” said **Nick Hahn**, risk consulting director at RSM US LLP.

» Deciding how far out to forecast

There are mixed opinions about how far out banks should forecast for the economic future. According to Gall, when banks create a long-term economic forecast and use it to develop a strategic plan, they typically forecast three to five years in advance. However, Siemers cautions against planning too far into the future due to instability in the economic environment.

“I think the economic outlook or economic future is pretty important inside of a year,” said Siemers. “I think when you get beyond a year, it gets a little murkier because economic forecasts and predictions are seldom accurate during a long-term planning horizon.”

Banks often use long-range forecasting as an indicator of the direction of the bank. This forecasting is used to create a budget, which tends to be narrower in scope and time. According to Gall, the budget should be based on national economic variables that are available at the time that the budget is set, like interest rate forecasts as an example. A bank’s budget is typically set on an annual basis; the bank looks out a year ahead and determines what its achievable goals are.

In contrast, long range forecasting and planning tries to anticipate the future and where industries are headed. This planning should be broad and created with the understanding that it will be revisited and likely revised.

“Your strategic plan should be your long range forecast: where are we headed and what’s happening in the state,” said Gall. “Those are great conversations for the board and management, as both can provide insight for the bank’s future opportunities. In contrast, budgeting is shorter term—what do we see over the next year.”

It is important to differentiate these two processes, as budgeting is quite narrow, and forecasting is the overall direction over a long period of time. Hahn often sees banks hesitant to use forecasts on the longer time horizon; he advises banks to rethink this hesitation and see the value of looking further into the future.

“While shorter economic forecasts tend to be more accurate, the potential volatility of longer economic forecasts scare some banks away,” said Hahn. “However, doing the hard work to understand what might drive that volatility is critical to understanding factors that might have a significant impact on your bank and making appropriate strategic and tactical decisions to manage your balance sheet and the bank’s infrastructure.”

» Paying attention to national, regional, and local influencers

Despite their differences, all banks traditionally watch how the economy influences interest rates. Much of a bank’s profit is driven by interest rates and how a bank manages in terms of pricing loans and deposits for the future. Banks should also pay attention to other macro-level indicators such as unemployment rate,

gross domestic product, and industrial production. However, according to Hahn, focusing on performance indicators that are tailored to the bank’s loan portfolio often outweigh the national data.

“I think what could be more valuable for banks outside of the interest rate forecast is just saying what exactly is going to be impacting our customers and how is that going to manifest itself in our balance sheet and things that we need to manage from a risk and operational perspective,” said Hahn.

As a bank looks at the economic future, it needs to take the geographical location in which it operates into consideration. Banks should look at their community’s economic data to determine where it can use local factors to either grow or enhance the bank. This is especially true for community banks, which often fund the local markets and can be severely impacted by local businesses.

“We pay attention to who our local employers are and how they’re doing financially and how they’re performing economically,” said Siemers. “It takes one major employer announcement, whether it’s good or bad, to really shift the direction of the local economy.”

Because there is no one-size-fits-all model for economic forecasting, this process will look different in various markets. For example, banks operating in a metropolitan area like Milwaukee will ultimately pay attention to different economic triggers than a rural town along the Mississippi River that mostly produces agricultural products.

» Involving the whole bank

Just as banks do not work in isolation from the community in which they

(continued on p. 21)

Economic Forecasting

(continued from p. 20)

reside, executives should not work in isolation from the rest of the bank when assessing economic forecasts and using that data to drive future bank decisions. Bringing multiple perspectives into the conversation will ensure that banks are considering all factors that could influence their future balance sheets.

“We typically see economic forecasting and planning activities centered with the finance and treasury function, or with the CFO if there is no separate finance and treasury function,” said Hahn. “While these groups or individuals tend to lead forecasting and planning, it is important to incorporate cross-functional input and feedback as a part

“Typically economic forecasting and planning activities are centered with the finance and treasury function. While these groups tend to lead forecasting and planning, it is important to incorporate cross-functional input and feedback as a part of these routines.”

— Nick Hahn
risk consulting director
RSM US LLP

of these routines. There’s a wealth of information available within the organization that we want to make sure banks are not ignoring.”

Gall also recommends including the board of directors in planning for the economic

future. Because many board members come from a variety of industries, they can offer key insights regarding economic environments that the bank may not have thought of before. However, he cautioned that the board should not make strategic decisions without including lower levels of management in the process. Gall recommends involving mid-level management positions in strategic planning so they can communicate this vision to all levels of the bank.

“Get more people involved in the process of deciding what’s achievable for the bank,” said Gall. “Otherwise, the employees don’t know what they’re working toward.”

Ultimately, these are all best practices that banks should be doing already to

be successful, no matter the economic environment.

“The best thing a bank can do in the long run is endeavor to build a bank that can survive under a variety of economic conditions because the economic future is uncertain,” said Siemers. “You have to build a bank that you plan optimistically for the future, but you also hedge your bets to the extent that you know you’ll remain prosperous and thrive even if the conditions are not as rosy as you hope they would be.”

Kallien is a content creation associate/editor at WBA.

BOK Financial Institutional Advisors is a WBA Gold Associate Member.

RSM US LLP is a WBA Silver Associate Member.

> 7 crazy-good speakers | 14 hot topics to discover | 14 hours of learning & networking <

Make the Most of Your Bank’s Digital Investment at LEAD360!

Conference scheduled for Nov. 20-21 in Wisconsin Dells

WBA’s LEAD360 Conference is coming up, and if you work in the marketing, sales/customer service, retail management, or financial literacy area of your bank, you want to go!

It feels like we’re constantly talking about how much banking is changing, but what are we going to do about it? The LEAD360 Conference is the state’s go-to event for banking professionals in these areas to gather and learn. This is an opportunity to build a strong network within your field and not just learn about the changes in banking, but to understand how they apply to your bank and find ways to incorporate new processes into bank practices. Sessions at the conference will include speed networking and breakouts on topics like

relationship building, and digital transformation.

The first keynote session featured at the conference will be presented by **Garry McCann**, Founder of Comhar Digital, a digital consulting firm specializing in digital sales, digital banking, and omni-channel delivery. McCann has worked in the digital banking space for more than 20 years, and his session will focus on exactly that topic. Growth through digital acquisition remains a top priority for community banks, but many have not seen a return on their investment – why? Too often, banks implement digital solutions that don’t live up to the expectations of the digital



McCann

consumer. Today, the majority of customers, even millennials, say they still prefer to open bank accounts in branches because it is too confusing to do so online. The digital consumer expects more than just speed and simplicity when transacting online – they need to feel confident in their interactions with the bank via the digital channel, and this requires an element of personal touch your community bank is especially well-equipped to provide. In this session, McCann will explore the key barriers to the digital sales success and why community banks founded on relationships must account for the emotional impact of their digital sales solutions. You’ll walk away with knowledge of how to successfully achieve a return on your technology investment.

Get Team Pricing!

The registration fee for your first bank attendee is **\$350**. Additional employees from your bank can register for **\$300** per attendee. Bankers from the same organization must register at the same time to receive team pricing. Register online at www.wisbank.com/LEAD360.

WBA has also developed a new “Justification Toolkit.” The toolkit includes an email template that you can use to explain to your supervisor how the bank will benefit from your attendance and has a cost analysis worksheet, which you can use to determine the cost of attending the LEAD360 Conference. The toolkit may be accessed at www.wisbank.com/LEAD360.

Deadline Approaching for WBA's New Recognition Program

New opportunity to honor Wisconsin's excellent bankers

The Wisconsin Bankers Association **Leaders in Banking Excellence** celebrates exceptional bankers from throughout Wisconsin's history. Through this program, current and former banking leaders

who have helped shape our state's banking industry will be honored with permanent recognition in the WBA headquarters building in Madison on the Wall of Excellence.

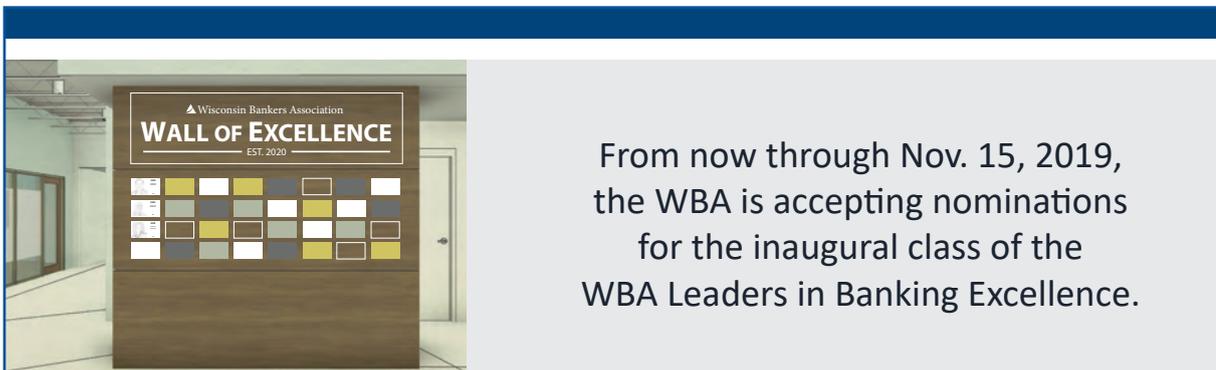
From now through Nov. 15, 2019, the WBA is accepting nominations for the inaugural class of the WBA Leaders in Banking Excellence.

WBA will accept applications from all member banks and individuals who have worked in the Wisconsin banking industry.

The WBA Board of Directors will carefully review all recommendations and approve bankers who exemplify the values of the Wisconsin Bankers Association:

» Recognition on the Wall of Excellence is open to Wisconsin bankers who have demonstrated excellence in one or more of the following areas:

- Banking
- Community service
- Civic involvement



From now through Nov. 15, 2019, the WBA is accepting nominations for the inaugural class of the WBA Leaders in Banking Excellence.



Leaders in Banking Excellence

The Wisconsin Bankers Association Leaders in Banking Excellence Wall honors current and former banking leaders who have helped shape their bank and/or our state's banking industry with permanent recognition in the WBA headquarters building in Madison.

The Wall of Excellence will be prominently featured in our new Engagement Center, where thousands of bankers will view it each year as they attend the variety of meetings and training programs hosted there. The information on your honoree's plaque will give today's bankers a glimpse of those who have helped make our industry what it is today.

\$10,000 contribution.

You will honor your approved banker by making a \$10,000 contribution to WBA (*may be tax-deductible as a business expense*) or WBA's public charity foundation.

Applications

WBA will accept applications from all member banks and individuals who have worked in the Wisconsin banking industry. Recognition on the Wall of Excellence is open to Wisconsin bankers who have demonstrated excellence in one or more of the following areas:

- Banking
- Civic Involvement
- Community Service

Nominate yourself or another banker today.

Visit www.wisbank.com/Excellence | Questions? Contact Rose Oswald Poels: ropoels@wisbank.com | 608-441-1205

highest ethics, professionalism, and enthusiastic service.

You will honor your approved banker by making a \$10,000 contribution to WBA (may be tax-deductible as a business expense).

» To nominate a banker for this honor, please visit www.wisbank.com/Excellence and complete the nomination form. Nominations will be accepted through Nov. 15, 2019.

Each Leader in Banking Excellence plaque will be displayed prominently in the new WBA Engagement Center, where thousands of bankers will view it each year as they attend the variety of meetings and training programs hosted there. The information on your honoree's plaque will give today's bankers a glimpse of those who have helped make our industry what it is today.

Please consider and nominate qualified banker candidates for this important recognition program.



Walk. Track. Get money back.

UnitedHealthcare Motion® is designed to help motivate you to do more of what you already do: walk. It can be convenient, provides immediate feedback on your daily Frequency, Intensity, Tenacity (FIT) goals and rewards you with deposits into your health savings account (HSA).

Here's how it works.

- 1 You and your covered spouse each create an account on unitedhealthcaremotion.com and select an activity tracker from the website or use a UnitedHealthcare Motion-compatible activity tracker of your own.
- 2 A "registration credit" can be applied to purchased devices or applied to your HSA if you use your own device.
- 3 You register and pair your device, begin walking to meet daily FIT goals and sync your device a few times per week.
- 4 Meeting the daily FIT goals, you may earn up to \$1,095 per year.¹

Three ways to earn

Three ways to earn		HSA
F	Frequency. 500 steps in 7 minutes; 6 times a day, at least 1 hour apart.	\$1.00
I	Intensity. 3,000 steps in 30 consecutive minutes.	\$1.00
T	Tenacity. 10,000+ total daily steps.	\$1.00
		\$3/day \$1,095/year



UnitedHealthcare is focused on providing you with innovative tools and resources to help you live a healthier life. If you need assistance, please call the toll-free UnitedHealthcare Motion number **1-855-256-8669** (TTY: **711**), email unitedhealthcaremotion@unitedhealthcare.com or visit unitedhealthcaremotion.com.



¹ Rewards may be limited due to incentive limits under applicable law.

UnitedHealthcare Motion is a voluntary program. The information provided under this program is for general informational purposes only and is not intended to be nor should be construed as medical advice. You should consult an appropriate health care professional before beginning any exercise program and/or to determine what may be right for you. Receiving an activity tracker and/or activation credit may have tax implications. You should consult an appropriate tax professional to determine if you have any tax obligations from receiving an activity tracker and/or activation credit under this program, as applicable. If any fraudulent activity is detected (e.g., misrepresented physical activity), you may be suspended and/or terminated from the program. If you are unable to meet a standard related to health factor to receive a reward under this program, you might qualify for an opportunity to receive the reward by different means. Contact us at 1-855-256-8669 and we will work with you (and, if necessary, your doctor) to find another way for you to earn the same reward.

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Remodeling for You

(continued from p. 1)

WBA is *your* association, and by that extension, this is *your* facility. We are building an Engagement Center which will play host to a variety of events. The Engagement Center is comprised of training and meeting rooms that will not only hold WBA, EBC, and FIPCO events, but also be available for use by members (that's you).

The Engagement Center will have two dedicated training rooms with the ability to hold 54 and 28 students, respectively. In addition, there will be a Board Room with video conferencing capabilities, and a conference room with a touchscreen smartboard.

All of these benefits are available for members to reserve. Need an offsite



into the WBA Leaders in Banking Excellence. The WBA Leaders in Banking Excellence honors current and former banking leaders who have helped shape their bank and/or our state's banking industry. We created this honor to thank those who have

Left: Have a seat, we'll be right with you! Choices, big decisions... like, which chairs should we choose?

Below, right: Aro Eberle Architects' rendering of the WBA Wall of Excellence in the Engagement Center. The wall honors current and former banking leaders who have paved the way to help make our industry what it is today. (See p. 22 for more about how to nominate an honoree.)

Below, bottom: The architectural rendering of the largest meeting room in the Engagement Center.



location for a strategic meeting? We've got you covered. Want to hold a remote staff meeting using the latest presentation technology? It's yours for the reserving.

In the central hub of the Engagement Center, visitors will be able to view the Wall of Excellence recognizing those who have been inducted

paved the way to make our industry what it is today.

WBA staff will also be shaking up the way they work. New workstations, a new layout, and more collaborative space will be an exciting refresh so we can continue to serve you and be even more responsive to the ever-changing banking landscape.

Construction officially started on Monday, Sept. 16, with some ceremonial wall smashing done by a group of WBA Inc. Employees. The work is being completed on the Engagement Center and kitchen, which will be ready by February for the first event scheduled in the new space. Construction will continue after the opening of the

Engagement Center and the full office will be ready in the spring.

In the meantime, WBA staff have been working in the areas of the building not currently under construction and are excited to welcome you to our new space designed with the whole membership in mind.

Bates is WBA administrative/communications assistant – legal.

Association Health Plan Update

By Daryll J. Lund

The WBA Association Health Plan (AHP) through UnitedHealthcare (UHC) continues to grow and we now have over 1,200 members. We have great geographic diversity with banks from Ashland to Eau Claire to Darlington to Milwaukee to Green Bay and everywhere in between. Additionally, we have been able to help out banks of all sizes from smaller banks with 15 employees to larger banks with over 150 employees.

The WBA AHP is the third largest and fastest growing AHP launched by UnitedHealthcare in 2018. We are positioned to help even more banks as we enter the decision-making time for 2020 benefit programs.

» What's New for 2020

» We have **added eight new plans** to the offerings to bring the total to **over 40 options**—banks can offer as many plans as they want to provide flexibility.



Association Update

Daryll J. Lund

» Visit www.wisbankins.com or contact **Brian Siegenthaler** at bsiegenthaler@wisbank.com or 608-441-1211 to learn more about the WBA Association Health Plan (AHP) through UnitedHealthcare.

» New wellness program for all current and new WBA AHP members called Motion. This program provides cash incentives to employees and spouses of up to \$1,095 annually.

» The Motion program helps motivate employees and covered spouses to do more of what they already do: walk. It's convenient, provides immediate feedback on goal achievement, and rewards members with deposits into their health savings account (HSA).

All of the current wellness value adds with UnitedHealthcare will continue to be offered—including:

- » Rally—wellness program;
- » fitness reimbursement—up to \$240 annually for both employee and spouse; and
- » Real Appeal—comprehensive weight loss program.
- » Additional features that continue to be high-priority for our member banks:
 - » Broad local, state-wide, and national network with UHC;
 - » second year rate caps for groups with 51+ eligible; and
 - » great service from dedicated account management team.

Some more good news on a related front—all our WBA non-medical benefits

programs are renewing in 2020 with no change in rates and benefits. Our partner carriers for our dental, vision, life, and disability programs can provide this peace of mind for our member banks. This helps us to focus our efforts on continuing to grow our Association Health Plan through UnitedHealthcare.

We have made the process to obtain a quote super easy! We just need two items:

1. Quote checklist
2. Census

These items can be found at the EBC website, www.wisbankins.com, or by contacting EBC's **Brian Siegenthaler** at bsiegenthaler@wisbank.com or 608-441-1211.

Lund is WBA executive vice president – chief staff and president of EBC and MBIS.

Who is the 2019 WBA Banker of the Year? You Tell Us!

Nominations are due by November 20

WBA is now accepting nominations for the 2019 Banker of the Year Award! This award recognizes someone who has made an outstanding effort in service to his or her bank, to their community, and to the banking profession.

To qualify, nominees must be an employee of a Wisconsin bank and a member of the WBA. In addition, the individual should be a bank president/CEO, or have held this role in the recent past. Nominations may be submitted

by any person who can describe the banker's civic and professional accomplishments.

The award will be presented at the WBA Bank Executives Conference on February 4, 2020 at the recently-expanded Kalahari Convention Center in Wisconsin Dells.

Contact WBA's **Debbie Nabholz** (dnabholz@wisbank.com) for the nomination forms, which must be returned to her by **Wednesday, Nov. 20, 2019**. Questions about the award or the nomination and selection process may be directed to WBA's **Patty Rogers** at progers@wisbank.com, 608-441-1209.

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Spotlight on Community Advocates

Wisconsin's bankers are the definition of "community advocates" in all that you do every day to improve your local economy through your bank's products and services, as well as through your generous philanthropy of time and money. This column shares and celebrates the diverse backgrounds, experiences, perspectives, and innovation of some of the extraordinary bankers in this state.



Rose Oswald Poels

Q&A

The following is a brief interview between WBA President and CEO **Rose Oswald Poels** and **Jenny Provancher**, President and CEO of The Equitable Bank, Wauwatosa.



Jenny Provancher

Rose: How did you first get into the banking industry?

Jenny: After graduating from UW Madison with a degree in accounting, I took a job in public accounting at Ernst and Young before moving to Universal Mortgage Corporation in 1983. In 1986, I joined an indirect lending subsidiary of The Equitable Bank (TEB), as the controller. In 1991,

I moved to TEB in the same role and over the next 18 years progressively added the responsibilities of CFO and eventually EVP/COO in 2004. I also began serving as a member of the Board of Directors in 2005 and assumed the role of president in August of this year while maintaining the role of CFO.

What is your favorite aspect of your role at your bank?

Community banking is all about the connection with people in some of the most important moments of their lives, such as buying a home, investing in their businesses, saving for a child's education or retirement. We want customers to use us as a resource in the way that best suits their specific needs. We want to make sure we balance access to technology while maintaining personal relationships. I tell my team; we need to provide all of these access channels to our customers while keeping our personal connections with them.

I would also like the public to consider some of the unintended consequences of over regulation and how it affects them. Many of the regulations, in particular lending rules, makes closing loans for customers more difficult and drives up costs to the point where many community banks won't be able to offer the products and services they do today. This will result in less competition and fewer options for customers, which to a great extent was the purpose of many of the rules that were implemented in the Dodd-Frank era.

What do you wish the general public understood about the banking industry?

I wish more people understood the role banks play in developing a strong local economy. Deposits at the bank help fund projects of economic and cultural importance in our community, from start-ups and mom-and-pop shops to child daycare centers, apartment buildings, restaurants, and entertainment venues.

Where do you think the industry's greatest challenges are in the next three to five years?

The impact of the tech giants offering financial services cannot be understated. The significant resources they have will pose challenges for both regional and community banks. It is imperative that small, independent banks have the necessary and affordable solutions that allow us to compete for decades to come.

We do see great opportunities for us to grow over the next several years as we watch continuation of mergers and acquisitions. We are poised to build relationships with personal and business customers who might not fit within the proverbial "box" of the acquiring banks.

Every day, bankers serve their local communities by helping their customers achieve their financial dreams. In addition, bankers also provide significant charitable support both financially and through countless volunteer hours. Please describe your current role at your bank and share with us one of your more rewarding experiences. (e.g., A time you had to go above and beyond to help a customer, a memorable customer interaction, stepping in to help the local community after a disaster, etc.)

Personally, I have supported many charitable organizations and I am especially proud of my time as a member of The Exchange Club of Milwaukee. Coordinating the holiday gift exchange for students at Milwaukee City alternative schools was very rewarding.

On behalf of the bank I also participate in many community charitable events – from food drives to fun run walk events. They are all an opportunity to represent the bank in our community and to support important causes.



Do you know a banker who should be recognized as a Community Advocate for the work that they do? Nominate them today by emailing Rose at ropoels@wisbank.com!

Oswald Poels is WBA president and CEO | ropoels@wisbank.com | 608-441-1200 | Twitter: [@RoseOswaldPoels](https://twitter.com/RoseOswaldPoels)

Bankers Marketplace

HELP WANTED

Commercial Lender

Bank of Lake Mills is a locally owned, full service community bank serving south central Wisconsin since 1893. We are looking for a motivated individual to grow and maintain a \$40 million portfolio that is heavily weighted in real estate. This individual will be responsible for meeting the financial needs of current commercial clients through relationship management and development of new relationships. This position will report to the vice president of commercial banking and provides opportunity for career development and growth. We offer a positive work environment, competitive

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benefits and compensation with the opportunity for incentives. Individual must have strong communication skills. Real estate or commercial lending experience preferred. Basic understanding of business financial statements and credit analysis needed. Bank of Lake Mills is an Equal Opportunity Employer. Email resume and cover letter to kory@bankoflakemills.com.

Did You Know?

Wisconsin Banker occasionally prints informative articles submitted by Gold, Silver, and Bronze WBA Associate Members. Interested in sharing your expertise? Please contact WBA's **Nick Loppnow** at 608-441-1208 or nloppnow@wisbank.com or email sales@wisbank.com for more information about purchasing Sponsored Content space in WBA's electronic publications.

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