

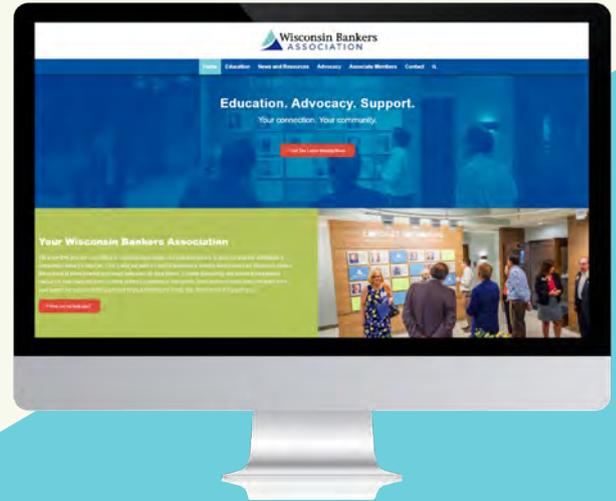
Introducing the New WBA Website

Revamped style and improved functionality on www.wisbank.com

With member experience at the forefront, the Wisconsin Bankers Association has launched a new website. The layout makes it easy for bankers to connect with WBA and their peers, whether it be to register for an event; read the latest news on banking, compliance, and government relations; get in touch with an Associate Member; or join a peer group — the possibilities to engage are countless. Improvements to the site include:

- a branding update to align with the recent WBA building remodel;
- streamlined navigation to popular content;
- a new filtering system to search Education events, the Associate Member directory, and Bankers Marketplace job listings;
- an updated search functionality; and
- optimization on smartphones and tablets.

WBA is *your* association, and the new website is centered around helping you access the resources and support you need, so that you can bring your best to your profession and to your community.



Boosted Interest in Multigenerational Homes

Convergence of Boomers, Boomerangers, Housing Costs, and Pandemic

By Paul Gores

At a time when aging baby boomers need a bit of help, more adult children need a place to stay, and housing costs keep climbing, some families are turning to multigenerational homes.

While the COVID-19 pandemic appears to have accelerated such family togetherness nationwide, the use of a house by multiple generations of



a clan already had been rising amid changing demographics and housing expenses, according to residential real estate experts.

An analysis by the nonprofit newsroom Wisconsin Watch and the Center for Public Integrity found the state has about 325,000 multigenerational households, or 13% of all households. Most are concentrated in Kenosha, Milwaukee, Racine, Rock, and Waukesha counties. Nationally the rate is about 18%.

“I do think it’s going to continue as a trend, because you have parents a lot of times who are in a little bit of a need of assistance,” said **Steve Bechtolt**, vice president – mortgage lending for The Bank

of New Glarus. “They are not ready for full-time assistance in relation to going to a nursing home, but they could use some help. And I think you are seeing them moving in with children.”

According to the National Association of Realtors, before the pandemic there was an even split between buyers who purchased a multigenerational house either to accommodate aging parents or to provide space for adult children who came back home — so-called boomerang kids — or those who never left. But now aging parents is the No. 1 reason.

While older parents have their grown children to assist them

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Midwest Economic Forecast Forum Virtual on January 4

By *Kenneth D. Thompson*

We are closing out this calendar year with a better understanding of COVID-19 than we had at this time one year ago in 2020, however the ongoing pandemic casts a heightened degree of uncertainty onto predictions for the 2022 economy. As bankers, we are responsible for interpreting economic data and trends that will impact the financial health of our institutions, our customers, and our communities. To support us in this important aspect of our work, the Wisconsin Bankers Association and partners organize the **Midwest Economic Forecast Forum** annually. This year's event is set to be an exciting opportunity to hear from nationally renowned experts as



Message from the Chair

Kenneth D. Thompson

[Read more about the Virtual Midwest Economic Forecast Forum on p. 8.](#)

they present their perspectives on economic conditions that continue to be susceptible to the risks and challenges posed by the pandemic.

The forum will be held virtually on **January 4, 2022** from 10:30 a.m.–noon CT. Individual and group rates will be available, giving banks the opportunity to invite their staff, business customers,

directors, and others to join in on the viewing as part of their group registration.

Headlining the event will be Federal Reserve Bank President **Neel Kashkari**, who will provide an economic outlook. Kashkari took office as president and chief executive officer of the Federal Reserve Bank of Minneapolis on January 1, 2016. In this role, he serves on the Federal Open Market Committee, bringing the Ninth District's perspective to monetary policy discussions in Washington, D.C. In addition to his responsibilities as a monetary policymaker, Kashkari oversees all operations of the Bank, including supervision and regulation, treasury services, and payments services.

["The year ahead will no doubt be affected by excess liquidity in the banking system, supply chain delays/disruption, labor shortages, and inflation fears. Bankers need to have a keen eye on how these key economic drivers will impact their banks and clientele."](#)

Presenting on the topic of "Economic Mega Trends 2022 and Beyond" will be **David Kohl, Ph.D.**, professor emeritus, Virginia Tech. Kohl will cover questions such as: What are the global economic disruptors and power shifts? How will trade, geopolitics, supply chains, climate changes,

(continued on p. 4)

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Membership Halts Credit Union Growth

By John Cronin

Talk to just about any community banker in Wisconsin about the biggest challenge they face on a day-to-day basis and the answer will likely be the same: credit union activity. By asset size, ten of the top 20 largest financial institutions headquartered in our state are credit unions. Competition is always healthy within the marketplace, but only when the playing field is level. As we all know, credit unions' tax status tips the scales in their favor allowing them to out-market, out-staff, and many times out-compete community banks. Several credit unions have become nearly indistinguishable from banks and continue their efforts to achieve this goal with the one notable exception – taxation.

As your association, our job is to protect our industry and repel attempts by credit unions to gain additional powers, abilities, or growth tools allowing them to continue to function outside of their intended mission and charter. We've been working diligently to scuttle a credit union-led bill that would do all of those things, but we can't do it alone. We are lucky to have such passionate member bankers to aid in our efforts and that was on full display on October 6.



Advocacy Update

John Cronin

★ **WBA Capitol Day** ★
Jan. 18, 2022 ★ **Madison**

Save the date and watch for more details coming soon.

The Assembly Committee on Financial Institutions convened on October 6 for a public hearing on Assembly Bill 478. The bill contains provisions providing credit unions with more powers and tools to grow beyond their intended mission to the detriment of tax-paying community banks and Wisconsin citizens.

Six bankers made the trip to Madison to testify in opposition to the proposal and tell their respective banks' stories about their struggles with credit union fairness. Our bankers made compelling arguments against provisions in the bill, all while surrounded by dozens of credit union advocates. Numerous other bankers also came to support our position, countering the sea of credit union personnel also in the room and helping us triage rebuttals to assertions the other side was making.

Bankers Testify Against AB 478 at Public Hearing on October 6



WBA President and CEO **Rose Oswald Poels** (right) testified alongside WBA Board Chair **Ken Thompson**, president and CEO, Capitol Bank, Madison, on October 6 in opposition to Assembly Bill 478, which would grant tax-exempt credit unions abilities to expand beyond their intended mission.

Capping our testimony in opposition to AB 478 were WBA President and CEO **Rose Oswald Poels** and WBA Board Chair **Ken Thompson**, president and CEO, Capitol Bank, Madison. They urged rejection of bill provisions allowing non-member participation in loans or extension of credit, allowing credit unions to issue or offer supplemental forms of capital, and allowing for automatic state-charter adoption of powers obtained by federally chartered credit unions. Oswald Poels and Thompson challenged committee

members to examine the public policy rationale for creating the credit union charter in the first place, especially as they consider granting more powers to credit unions that will further blur their remaining distinctions from banks.

The efforts of our members and staff have proven successful. The arguments we've made have resonated with legislators and this bill will not be moving forward in its current form. Some longtime lawmakers even went so far as to say the lineup of presenters we put forward in opposition to this bill was the strongest they've ever seen on credit union issues.

Our success on October 6 and beyond on credit unions topics was a team effort and a testament to the strength of our membership.

Please contact the WBA Government Relations Team with questions or concerns, **Lorenzo Cruz** at lcruz@wisbank.com or 608-441-1206 or **John Cronin** at jcronin@wisbank.com or 608-441-1215.

Cronin is WBA director – government relations.

Chairman's Column

(continued from p. 2)

and weather in extremes impact competitors? How will the stimulus package and Central Bank's accommodative policy impact strategic positioning? What are some major mega trends on the horizon? What are the lead and lag indicators that need to be on the dashboards of decision makers?

With the level of uncertainty surrounding our economy moving forward, bankers should be especially interested in attending this engaging and informative event. The year ahead will no doubt be affected by excess liquidity in the banking system, supply chain delays/disruptions, labor shortages, and inflation fears. Bankers

need to have a keen eye on how these key economic drivers will impact their banks and clientele. I look forward to the discussion on these topics at the Midwest Economic Forecast Forum and hope many of you will join us.

Thompson is president and CEO of Capitol Bank, Madison, and the 2021–2022 WBA board chair.

Military Service Members Bring Unique Skills and Talents to Banks

By Hannah Flanders

From the National Guard and reserves to veterans, every branch of the military is already integrated into our communities. With their vast training, service members and veterans are ready to translate their skills in leadership, collaboration, and communication into making the banking industry a more diverse environment.

Staff Sergeant **Jennifer Splitterger** is currently on active duty with the Wisconsin National Guard, working as a recruiter in Sussex and Pewaukee, Wisconsin. She also holds a civilian job at PremierBank's Fort Atkinson location as a credit analyst in the loan department.

"The military has given me a sense of purpose. And now, serving as a recruiter, I'm able to help kids who might not have the opportunity to get a college degree."

— **Jennifer Splitterger**
staff sergeant, recruiter
Wisconsin National Guard
PremierBank, Fort Atkinson

From the start, SSG Splitterger knew that she had an underlying desire to help her community in some way. Since joining the Wisconsin National Guard, she has had multiple opportunities to assist with riot control, flooding, and hurricane relief situations — experiences she has found to be fulfilling and rewarding.

"The military has given me a sense of purpose. And now, serving as a recruiter, I'm able to help kids who might not have the opportunity to get a college degree," told SSG Splitterger. "It's also very satisfying to help those kids who are headed down the



Left: Staff Sergeant **Jennifer Splitterger**, Wisconsin National Guard, and **Russ Turk**. Above: Lieutenant Commander **D'Juan Wilcher**, U.S. Navy Reserves.

wrong path in life. I wouldn't be where I am today without the military."

Through the National Guard and some encouragement from her now-husband, SSG Splitterger completed her bachelor's degree with a major in finance. In 2016, while attending UW-Whitewater, SSG Splitterger applied to be a teller at PremierBank. From there, she applied to be a credit analyst intern, which turned into a full-time credit analyst position.

"PremierBank has been outstanding in supporting me. They have always been flexible with me whenever I've had orders or training," said SSG Splitterger. "Without the bank allowing me flexibility to complete my education, and their willingness to support me during my military leave of absences, I wouldn't have been able to successfully complete my education or quickly grow in my banking career."

Similarly, **D'Juan Wilcher** is the head of diversity, equity, and inclusion (DEI) with Associated Bank, working out of the Chicago office in support of the entire organization. Wilcher also serves as a lieutenant commander with the U.S. Navy Reserves and was previously

"This [military leadership] bodes well to manage up, down, and across the corporate structure in a highly matrixed environment."

— **D'Juan Wilcher**
lieutenant commander
U.S. Navy Reserves
Associated Bank, Chicago

assigned to Japan and Chicago and served in the Persian Gulf aboard USS Mesa Verde.

Once in Chicago, Wilcher assisted in conducting training and indoctrination for our nation's newest sailors. This allowed for a smooth transition into banking in how "military leadership requires leveraging both direct and indirect authority" said Wilcher. "This bodes well to manage up, down, and across the corporate structure in a highly matrixed environment."

His transition into DEI was straightforward in that it so clearly aligned with his passions. "Banking is an industry that sorely needs DEI improvement. It is also one of the toughest industries to move the needle," said Wilcher, "and I generally opt for the toughest assignments to make an impact." As a lieutenant commander, Wilcher brings

"Our main role in our local economy is to help our communities prosper. We do that best by building relationships and serving our fellow citizens. Service members embody these character qualities and compliment our mission quite well."

— **Russ Turk**
president/CEO/CLO
PremierBank
Fort Atkinson

to Associated Bank not only high levels of expertise in leadership, but the ability and desire to strive for the greater good of his community.

Being a reservist also means Wilcher has commitments to serving for a period of consecutive weeks and requires added flexibility in order for him to complete the assignment. "This summer, Associated Bank served me well by allowing me to [serve] with no interruption," said Wilcher.

Banks make good employers of both active and retired service members for several reasons, explained **Russ Turk**, president/CEO/CLO of PremierBank in Fort Atkinson. "They are trained problem-solvers," he said, "[and have] the 'servant-heart' mindset."

Turk has found these attributes to be highly valuable to community banks like PremierBank. "Our main role in our local economy is to help our communities grow and prosper," says Turk. "We do that best by building relationships and serving our fellow citizens. Service members embody these character qualities and complement our mission quite well."

Flanders is WBA writer/editor.

Kickbacks for Referrals Related to Settlement Services Under RESPA

Does RESPA Prohibit Kickbacks for Referrals Related to Settlement Services?

Answer: Yes. WBA has received a few inquiries recently regarding Real Estate Settlement Procedures Act's prohibition against kickbacks and unearned fees, and has created this summary as a quick refresher.

RESPA Section 8 prohibits certain actions related to federally related mortgage loans, including a prohibition against giving or accepting a fee, kickback, or thing of value pursuant to an agreement or understanding (oral or otherwise), for referrals of business incident to or part of a settlement service involving a federally related mortgage loan. There are definitions



Compliance Q&A

Scott Birrenkott

within that prohibition which help determine what might be covered.

“Thing of value” is defined broadly, and can include a number of arrangements. “Settlement service” is also defined broadly and includes any service provided in connection with a real estate settlement. Referrals include oral or written action directed to a person that has the effect of affirmatively influencing a person's selection of a provider

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

of a settlement service or business incident to or part of a settlement service. For example, if a settlement service provider gives referral sources tickets to attend professional sporting events in exchange for referrals as part of an agreement or understanding, such conduct violates RESPA Section 8.

Certain arrangements, such as affiliated business arrangements and marketing services agreements are not violations of RESPA Section 8. Such determinations are fact-specific, however, and

may require discussion with a bank's legal counsel.

Further resources are available in CFPB's helpful Real Estate Settlement Procedures Act FAQs, which can be found on www.consumerfinance.gov.

If you have any questions on this topic or other matters of compliance, contact WBA's legal call program at 608-441-1200 or wbalegal@wisbank.com.

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.

WBA Files Four Comment Letters in October

Fall continues to be a busy time of year for WBA's legal team as another round of comment letters were filed on behalf of the industry. Below is a summary of the four comment letters submitted by WBA's legal team last month.

» **FDIC Proposal to Simplify Deposit Insurance Rules**

WBA filed comments with the Federal Deposit Insurance Corporation (FDIC) in general support of proposed amendments to deposit insurance coverage rules and requested significant lead time before mandatory compliance with the new rules. FDIC's proposal will make significant changes to the deposit insurance rules for informal revocable trusts and formal revocable trusts in Part 330.10, as well as for irrevocable trusts in Part 330.13. The proposal would combine the two sections to create a new “trust account” category for purposes

<https://www.wisbank.com/advocacy/comment-letter-library>

of deposit insurance calculation and would provide a uniform insurance calculation rule across those two categories of trusts. The number of “eligible beneficiaries” for purposes of computing deposit insurance for such a trust would be limited to no more than five natural persons, charitable organizations, or other non-profit entities recognized under the Internal Revenue Code. In the event the trust were to have more than five beneficiaries, the deposit insurance available with respect to deposits of such trust would be computed on the basis of a maximum of five without regard to the actual number of beneficiaries.

FDIC's proposal would also amend Part 330.7 to provide that deposit accounts maintained by a mortgage servicer in an agency, independent contractor,

custodial, or fiduciary capacity would be covered by FDIC deposit insurance (up to the Standard Maximum Deposit Insurance Amount) for the cumulative balance paid into the account to satisfy principal and interest obligations to the lender, whether paid directly by the borrower or by another party.

» **Off-Site FDIC Examinations**

In response to FDIC's request for information and comment regarding its supervisory approach to examinations during the pandemic, WBA recommended FDIC consider a hybrid approach to examinations. Overall, WBA supported the continuation of off-site examinations as an option but recommended that if a portion of an exam is to be conducted remotely,

that decision should be made based upon what may be appropriate for the bank and examiners' needs and preferences.

FDIC requested comment on experiences pertaining to examinations conducted during the pandemic. While FDIC has allowed certain examination functions off-site for some time prior to the pandemic, this past year was the first which required such steps to be taken. Technological developments have enabled improvements to the examination process, which FDIC has been able to improve over time, and WBA offered its comments in order to assist FDIC in continuing to enhance its examination process, believing that in the future, off-site portions of examinations would greatly benefit from enhanced communication, structure, and coordination.

(continued on p. 7)

Comment Letters

(continued from p. 6)

Accordingly, WBA recommended that FDIC utilize a hybrid approach based upon experiences shared by the membership from examinations that were conducted remotely during the pandemic. Based upon these experiences, WBA requested that FDIC consider the need for better communication and better coordination by examiners to improve the efficiency and reduce the duration of FDIC's off-site examinations.

» Updated Interagency Guidance on Third-party Relationships, Risk Management

WBA filed comments with the Board of Governors of the Federal Reserve System (FRB), Federal Deposit Insurance Corporation (FDIC), and Office of Comptroller

of the Currency (OCC) regarding updates to guidance on managing risks associated with third-party relationships. The agencies proposed to update the guidance in order to promote consistency in their third-party risk management by working on an interagency basis. The proposal is based on OCC's existing third-party risk management guidance from 2013 and includes OCC FAQs from 2020.

WBA offered general support to the updated guidance in acknowledgment of the agencies offering greater flexibility to banks in managing their third-party vendors and the risks associated with reliance on those vendors.

WBA also pointed out how exam results reflect how well banks are performing across Wisconsin and encouraged guidelines which are designed

to assist banking organizations in continuing to supervise their third-party risk, while still remaining innovative and continuing to utilize third-party relationships in a safe and sound manner. Overall, WBA supported incorporation of OCC's 2020 FAQs into the guidance as well. WBA did recommend that the agencies consider how critical it will be that specific examination procedures are conducted in accordance with the guidelines so that banks may confidently rely upon them. Lastly, WBA requested that the agencies provide banks with sufficient time to adapt to any final guidance.

» Rescission of OCC's Latest CRA Rule

Advocating for Wisconsin's national banks and federal savings associations regarding

the Community Reinvestment Act (CRA) has been a top priority for WBA's legal team for over two years. In its latest efforts, the legal team has filed comments with the Office of the Comptroller of the Currency (OCC) supporting recent agency action to rescind its June 2020 CRA rule thereby replacing it with existing rules applicable to both national banks and saving associations which results in the banks needing to follow rules based on the 1995 CRA rules. WBA renewed its encouragement that OCC work with the other federal prudential regulators for uniform CRA rules.

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

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Raising the Bar in Bank Marketing

Join Us at the LEAD360 Conference, November 16–17 in Wisconsin Dells!

By Hannah Flanders



Mabus

When **Josh Mabus** founded Mabus Agency in 2008, customer relationships with banks had

already begun evolving. What started as a general services creative agency soon morphed into a bank-focused marketing agency with a mission to both help people and raise the creative bar. Mabus and his team have reimagined marketing with banks and their customers in mind.

This year at WBA's LEAD360 Conference, Mabus will be hosting a session that

will assist banks in creating strong customer relationships through branding.

"Attendees will gain new perspectives in how an overarching brand can affect all areas of a customer's life. I'll share Mabus Agency's unique perspective of the five key components of bank marketing, and how they work together to build effective and efficient strategies," said Mabus.

LEAD360 is an annual conference that gathers retail bankers, sales/marketing bankers, and financial literacy bankers from across Wisconsin for two days of comprehensive breakout sessions and networking among peers.

"I love the focused learning that comes from smaller groups like these," said Mabus. "Not only is it easier to communicate to smaller groups, but

everyone in the room has similar experiences marketing to shared customers."

If you are interested in learning more, make sure you're registered for WBA's LEAD360 Conference in Wisconsin Dells on November 16–17. For more details on Josh's LEAD360 session and the full agenda, visit www.wisbank.com/LEAD360.

Flanders is WBA writer/editor.



»Visit www.wisbank.com/LEAD360 to see the full agenda or to register online.

MIDWEST ECONOMIC FORECAST forum

VIRTUAL | JANUARY 4, 2022

10:30 a.m.–Noon CT | 11:30 a.m.–1 p.m. ET

9:30 a.m.–11 a.m. MT

An Economic Discussion with...

NEEL KASHKARI
President and CEO
Minneapolis Federal Reserve Bank

About Kashkari...

Neel Kashkari took office as president and chief executive officer of the Federal Reserve Bank of Minneapolis on Jan. 1, 2016. In this role, he serves on the Federal Open Market Committee, bringing the Ninth District's perspective to monetary policy discussions in Washington, D.C. In addition to his responsibilities as a monetary policymaker, Kashkari oversees all operations of the Bank, including supervision and regulation, treasury services, and payments services.

Kashkari



Kohl



Economic Mega Trends 2022 and Beyond with...

DR. DAVID KOHL, Ph.D.
Professor Emeritus
Virginia Tech

About Dr. Kohl...

Dr. David Kohl is an academic Hall of Famer in the College of Agriculture at Virginia Tech, Blacksburg, Virginia. He has keen insight into the agriculture industry gained through extensive travel, research, and involvement in ag businesses. He has traveled nearly 10 million miles; conducted more than 7,000 presentations; and published more than 2,500 articles. Dr. Kohl's wisdom and engagement with all levels of the industry provide a unique perspective into future trends.

Register online at:

www.wisbank.com/Econ

Questions: Contact

wbaeducation@wisbank.com

or 608-441-1252.

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BankWork\$ Turns Passions into Careers

A Graduate Profile of Tionne Riley, Bank Five Nine in Brookfield

By Hannah Flanders



Riley

Tionne Riley leads life with ambition for anything she sets her mind to. A former customer service representative at a local grocery store, Riley was ready for a change. When her stepmother gave her a Wisconsin Department of Workforce Development flyer for BankWork\$, it was meant to be.

Riley graduated from Primavera Online High School with a passion for math, networking, and finances but wasn't entirely sure where her path would take her. However, her dedication and persistence allowed her to develop even more skills, such as customer service and cash handling, that would make her the ideal candidate for the BankWork\$ program and ultimately a career in retail banking.

After completing two interviews and allowing program directors to get to know her, she was accepted to participate in the eight-week program,



which covered topics ranging from customer relationships and the fundamentals of finances to preparing for employment. Riley described the program as "extremely hands-on," and the small class sizes allowed for one-on-one learning within a team-oriented environment.

"I was looking for a career rather than a job" said Riley, who graduated from BankWork\$ in June 2021. After the graduation ceremony, a hiring event is held for banks to connect with qualified talent. "We have been incredibly impressed with the program, its leaders, its instructors, and of course, the students!" said **Ann Knutson**, senior vice president, human resources director at Bank Five Nine. At this event, Riley was recruited by Bank Five Nine's Brookfield branch as a universal banker. With her interests in finance and service to her community, she was a

wonderful fit for their team.

"Tionne has been a great addition to the team," said Bank Five Nine branch manager **Michelle Kurth**. "I feel the BankWork\$ program has allowed her to adapt very quickly to her surroundings, which allows her to accurately process her transactions, assist our customers in a professional convenient manner, and even assist her peers!"

"Bank Five Nine has been involved with the BankWork\$ program since its inception in 2018," told Knutson. Alongside fellow advisory committee members from around the U.S., Knutson has been able to offer guidance and input into the program and offerings at BankWork\$ to help create graduates that are ready to succeed at any bank.

Riley spoke of both BankWork\$ and Bank Five Nine with pride, "Everybody here wants to see you win." She has

"Completing the BankWork\$ program really gave [Tionne] a sense of pride and accomplishment in a work environment that maybe she would not have otherwise explored or realized she was interested in."

— Michelle Kurth
branch manager
Bank Five Nine, Brookfield

gained mentors throughout the industry, even in a short time, and has enjoyed working with like-minded, focused individuals who encourage her to consider the possibilities of her future in banking.

Riley perfectly exemplifies quality talent that needed the right opportunity, as offered by BankWork\$ and Bank Five Nine, to help turn their interests into something more.

"Completing the BankWork\$ program really gave [Tionne] a sense of pride and accomplishment in a work environment that maybe she would not have otherwise explored or realized she would be successful in," said Kurth. For banks looking to recruit talented, young individuals to join their organizations or even those looking into connecting with BankWork\$, Riley offered some words of advice from her experience in completing the interview process.

"My advice for banks would be to make sure the people you hire are dedicated" she said, "This job is not for everyone, and we are changing people's lives, make sure you have a team to execute the goals of the industry".

Flanders is WBA writer/editor.

Learn more about the BankWork\$ program at <https://www.employ-milwaukee.org/Employ-Milwaukee/Programs--Services/Adult-Youth-Programs/BankWork.htm>.

New WBA Associate Member

Featuring New Associate Member **interface.ai**

The WBA has approved the following service provider as a new WBA Associate Member.

interface.ai

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Walnut, Calif.

Contact: **Srinivas Njay**

Tel: 650-381-9283

srinivas@interface.ai

At interface.ai, we are working towards "Empowering every financial institution on the planet to efficiently help their customers to achieve financial wellness." interface.ai's platform

For more information, please contact WBA at sales@wisbank.com or visit www.wisbank.com.

is designed to provide intelligent automated assistants to prospects, customers, and employees of the brand throughout the life-cycle both reactively and proactively in about 119+ languages over voice and text. interface.ai will continue to invest in building products and capabilities that align and achieve the following four

goals of financial institutions:

- 1) save on customer service costs through automation;
- 2) grow with upselling/cross-sell and successfully converting prospects;
- 3) retain clients by recognizing loyalty and creating personalized journeys;
- 4) delight customers with omnichannel and intelligent experiences.

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

WBA Leaders in Banking Excellence Honored

With the Wall of Excellence officially installed in the new Engagement Center at the Wisconsin Bankers Association's (WBA) headquarters building, WBA is proud to honor the second class of Leaders in Banking. The **WBA**

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 are honored with recognition as a fixture on the Wall of Excellence. An award presentation was held for the five honorees and their families and friends on October 29 at the WBA Office.

A short biography is written by each honoree's photo. To read the full biographies of the Leaders in Banking Excellence, visit www.wisbank.com/excellence2021 or stop by the WBA office in Madison to view the Wall of Excellence in person!

Jon Bernander

Jon Bernander has dedicated over four decades of service to Wisconsin's banking industry. He began his career at ITT Thorp. He joined the Bank of Wisconsin Dells in 1983 as a commercial loan officer and quickly advanced to senior loan officer. In 2006 Jon was promoted to president/CEO and chairman of the board. At the end of 2020 he retired as CEO and continues to serve as chairman of the board.

Jon has been involved in his community as a member of the local Rotary Club, president of the Colonial Apartments senior housing facility, board member of the St. Clare Foundation, and former board member and treasurer of the Wisconsin Dells Visitor and Convention Bureau. He served on WBA's Board from 2009–2012.

He has been instrumental in helping make the Wisconsin Dells and Lake Delton area the tourism destination it is today.



Bernander



Gorsuch



Staudenmaier



Thomson



Zitzner

went on to found Oak Bank in Fitchburg in 2000.

Bob has been treasurer for several church organizations, president of South Madison Rotary, president of Community Bankers of Wisconsin, and a WBA Board member. Bob was recognized in 1990 by CBW as "Banker of the Year." He is involved with the Juvenile Diabetes Research Foundation (JDRF) and has served on the Fitchburg New Economy Technology Team, and contributed to the Wisconsin Academically Challenged and Talented Youth organization. Under Bob's leadership, Oak Bank has grown from an idea in 2000 into a \$420 million community bank employing 40 individuals. Bob has realized his vision to create a community bank that positively impacts the community.

Mary L. Staudenmaier

Mary L. Staudenmaier, former Chairman of the Board at The Stephenson National Bank & Trust (SNBT) in Marinette, has been a lifelong community leader and an avid proponent of the banking industry. In 1973, she founded the Trust Department at SNBT, shortly after earning her law degree from Marquette University in 1971. In 1979, she was appointed the bank's first female president

and named Chairman of the Board, carrying out this role until her retirement in 2013. The bank grew from \$27 million to \$300 million in assets under her leadership.

Mary's community service includes: M&M Area Community Foundation, Twin Counties' Free Clinic, Marinette Medical Care Foundation, Clothes Vault, Holy Family Parish, Catholic Diocese of Green Bay, Marinette County Bar Association, Board of Trustees at Mount Mary College, Dean's Advisory Board of Marquette University Law School, the WBA Board and the Wisconsin State Board of Bar Examiners.

John Godfrey Thomson

John Godfrey Thomson, known to all as Gof, worked for more than 30 years at The Bank of New Glarus, making lifelong connections and positively impacting Wisconsin's banking industry.

Gof is a graduate of Grinnell College and received his Juris Doctor degree from the University of Minnesota. He served in the U.S. Navy Reserves as a JAG officer.

Gof served on the Board of Directors for the Independent Community Bankers of America (ICBA) and has been involved with many aspects of the Com-

munity Bankers of Wisconsin (CBW) and Wisconsin Bankers Association. Gof was president of CBW from 1993–1994 and was named "Banker of the Year" by CBW in 1999.

In his community, he is active with the New Glarus Lions, the New Glarus Chamber of Commerce, the Wilhelm Tell Play, and Green County Development. He has served on the Clean Wisconsin Board for nearly 30 years.

Merlin E. Zitzner

Merlin E. Zitzner served in the U.S. Army and attended Wisconsin State University Whitewater. In 1969, a job offer from the Continental Bank of Chicago took him to Chicago, where he covered the East Coast.

In 1972, he returned to Wisconsin and The Baraboo National Bank, where he helped to save the bank from being sold. After a tragedy struck in 1975, Merlin stepped up at the age of 34 to become the 11th president of the bank. Under his guidance, the bank has grown from \$30 million to over \$500 million in assets.

In 1976, with Merlin at the helm, business leaders created the Sauk County Economic Development Corporation (SCDC) following the closing of the Badger Army Ammunition Plant. Merlin was SCDC Board president for 26 years. Merlin served on the Sauk County Bankers Association, was named "Banker of the Year" by CBW in 1995, and served on the WBA Board.

Nominations for the 2022 Class of Leaders in Banking Excellence are currently being accepted online now through May 13, 2022 at www.wisbank.com/excellence2022.

Robert Gorsuch

Robert Gorsuch began his career in banking in 1964 at First National Bank & Trust, Co. in Marquette, Michigan. In 1975, he came to Wisconsin, where he took on the role of president and CEO at Park Bank. Bob

Consider Saudi Arabia When Looking for Economic Opportunities

By Fahad Nazer

The relationship between the United States and Saudi Arabia entered a new era on February 14, 1945, when King **Abdulaziz Al-Saud** met President **Franklin Delano Roosevelt** aboard the USS Quincy. In the 76 years since, relations between our two nations have continued to deepen and to broaden. Indeed, our partnership is rich and multilayered. It has political, security, cultural, and importantly, economic dimensions that have served the interests of both nations and our peoples. Strong bilateral ties between the U.S. and Saudi Arabia have helped advance stability across the Middle East and have led to decades of economic strength for both Saudis and Americans.

Saudi Arabia's economic relationship with the U.S. is a critical component of this partnership. The U.S. is one of Saudi Arabia's largest and most important trading partners. In 2019, there was over \$17 billion in trade between the U.S. and Saudi Arabia. While much of the attention on trade has focused on the critical role that Saudi Arabia plays as the world's

biggest exporter of crude oil, the economic partnership between the U.S. and Saudi Arabia has steadily diversified over the years. Today, our economic relationship includes cooperation across high-tech sectors, Artificial Intelligence (AI), sustainable development and green technologies, and even tourism and entertainment that bring our two countries closer together. This economic diversification will further strengthen the relationship and will undoubtedly provide opportunities for companies in both Saudi Arabia and the U.S., including in Wisconsin.

This rapid economic diversification is a key pillar of the historic transformation currently underway in Saudi Arabia known as Vision 2030. Under the leadership of Saudi Arabia's King **Salman bin Abdulaziz Al-Saud** and His Royal Highness the Crown Prince, **Mohammed bin Salman**, Vision 2030 was unveiled in 2016 to serve as a blueprint for developing Saudi Arabia's potential and achieving our ambitions for the 21st century. While Vision 2030 has impacted all facets of Saudi life, it seeks to develop a thriving economy for the Kingdom through innovation,

diversification, and utilizing the Kingdom's youth power to create a sustainable economy for the future.

For Wisconsin companies, Vision 2030 is an opportunity for generating continued growth and developing new partnerships. Saudi Arabia and Wisconsin companies have already established strong ties. For example, Fincantieri Marinette Marine currently has a multi-billion-dollar contract to build four ships for the Saudi Navy, the Oshkosh Corporation has a joint venture with a Saudi company called Al Tadrea, and according to the U.S. Census Bureau, Wisconsin in 2020 exported \$234,237,738 worth of commodities to Saudi Arabia and imported \$1,641,938 of commodities that same year. Both of our countries benefit from these business relationships.

Additional opportunities and expanding the existing trade relationship between Wisconsin and Saudi Arabia are essential to the future of the U.S.-Saudi partnership. Our bond with the U.S. is strengthened and improved when every region and state in America is included and prospers because of the

For more information, contact Info.was@mofa.gov.sa.

partnership. I would encourage Wisconsin business leaders to consider Saudi Arabia as not just a new market for expansion but as a long-term economic partner that can become an important ally for The Badger State, through collaboration, investment, and trade.

Finally, while I hope that my description of the historic transformation occurring in Saudi Arabia is informative, there is no substitute to visiting the Kingdom. I would invite all the newsletter's readers, all those interested in learning more about Saudi Arabia, our people, and the significant investment and economic opportunities in the Kingdom, to come visit us and to see this exciting transformation for themselves.

For more about information about economic opportunities in Saudi Arabia, please contact Info.was@mofa.gov.sa.

Nazer is Official Spokesperson, Embassy of the Kingdom of Saudi Arabia.

WBA Associate Member Program

The WBA Associate Membership program offers three membership package levels in addition to the standard membership: Gold, Silver, and Bronze. Through their investment in a package-level membership, these WBA Associate Members not only streamline their involvement with the association through advertising, sponsorships, and exhibit opportunities, they further demonstrate their commitment to supporting Wisconsin's banking industry as a whole.

To learn more about the WBA Associate Member Packages, visit www.wisbank.com/associates/associate-member-packages.



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- Trisha Handrich, Owner

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Bulletin Board

News about people working in Wisconsin's financial institutions

Promotions and New Hires

Beaver Dam

Desirae Jimenez (pictured) has been promoted to assistant vice president of operations & project management at National Exchange Bank & Trust.



Jimenez



Deiler



Posto



Ardelt



Cone

Fond du Lac

National Exchange Bank & Trust is pleased to welcome **Ashley Deiler** (pictured) as a retail lender at the Fond du Lac office. **Toni Posto** (pictured) has been promoted to personal banker team leader.



Lautenschlager



Algiers



Witt



Sankey

Fort Atkinson

Badger Bank is happy to announce the addition of **Tammi Vetrano** who joins Badger Bank as the new marketing coordinator.

PremierBank is pleased to announce the recent leadership promotions of bank employees **Matt Zastrow** to vice president, chief lending

officer; **Annette Ardelt** (pictured) to vice president, director of compliance, BSA, and information security; and **Deb Cone** (pictured) to vice president, senior credit analyst.

Hortonville

Wolf River Community Bank announced that **Joe Lautenschlager** (pictured) has been promoted to assistant vice president – commercial lending.

Johnson Creek

Badger Bank announced the promotion of **Sydney Algiers** (pictured) as branch manager at the Johnson Creek location.

Milwaukee

BMO Harris Bank has appointed **Anthony Hudson**

as regional president, retail banking, Wisconsin.

Pardeeville

Mark Witt (pictured) has been promoted to retail lending supervisor for National Exchange Bank & Trust.

Stevens Point

Prevail Bank has announced that **Dale Sankey** (pictured) has joined the Stevens Point team as a vice president and commercial banking officer.

Sun Prairie

Starion Bank is pleased to announce that **Matthew Harrold** has been hired as a universal banker II at the Sun Prairie location.

(continued on p. 15)

Rita Kay Hayter Awarded Plaque Recognizing 35 Years in Banking



Rita Kay Hayter (left) recently celebrated 35 years in banking. WBA President and CEO **Rose Oswald Poels** (right) visited Independence State Bank and presented her with a WBA Lifetime Service Award. Hayter is vice president, assistant cashier, and HR with Independence State Bank, which has been serving Independence and the surrounding communities since 1897.

Associated Bank, Brewers Team Up for \$100K Charitable Program



Associated Bank, Green Bay and Brewers Community Foundation, the charitable arm of the Milwaukee Brewers, has announced a \$100K program to support minority, women, and veteran owned businesses through the Wisconsin Women's Business Initiative Corporation (WWBIC). **LaDonna Reed**, Associated Bank and **Cecelia Gore**, Brewers Community Foundation, presented a \$100K check to **Wendy Baumann** (right) of WWBIC.

BS RECRUITERS

BS Recruiters is an executive search firm providing placement services to banks in the Wisconsin market that seek top-caliber talent.

The keys to our long success are our industry experience, personal commitment, and professionalism of our recruiters. We enjoy long-term relationships with the great majority of our clients because of our commitment to provide them with the highest level of service.

Erick Gorecki
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BS Recruiters
155 E Capitol Drive Suite 5
Hartland, WI 53029
www.bsrecruiters.com

Del Garcia
262-369-8109

Have good news? To submit a notice, please email bulletinboard@wisbank.com or mail entries to *WBA Bulletin Board*, 4721 South Biltmore Lane, Madison, WI 53718. Send photos as JPEG files. Questions? Contact WBA's **Hannah Flanders** at 608-441-1237 or hflanders@wisbank.com.

Bulletin Board

News about people working in Wisconsin's financial institutions

Promotions and New Hires

(continued from p. 14)

Waukesha

First Federal Bank of Wisconsin is proud to announce that **Brian McManus** (pictured), a 22-year banking industry veteran, has been promoted to chief banking officer.

Waukesha State Bank has hired **Jeff Burkhart** (pictured) and **Ed Hughes** (pictured) as mortgage consultants and **John Schmitz** (pictured) as vice president – commercial banking officer.

Wausau

Peoples State Bank has hired **Ken Kilman** (pictured) as vice president, mortgage lender



McManus



Burkhart



Hughes



Schmitz



Kilman



Kellenberger



Doescher



Stephany



Keller



Smith

for the bank's Milwaukee area operation. The bank also named **Ryan Kellenberger** (pictured) as a mortgage lender.

Wisconsin Rapids

Prevail Bank is pleased to announce that **Taylor Doescher** (pictured)

was promoted to branch manager of its Wisconsin Rapids location.

Retirements

Fond du Lac

Congratulations to **Darlene Stephany** (pictured), on her retirement from National

Exchange Bank & Trust on September 30, after 47 years of service. In addition, **Jed Keller** (pictured) vice president – lending, retired from National Exchange Bank & Trust on October 1, after 22 years of service to the greater Fond du Lac area.

Associate Member News Madison

Sherita Smith (pictured) has been appointed vice president, community development, at Cinnaire. Cinnaire is a non-profit financial company that supports community and economic revitalization initiatives through creative investments, loans, and development services.

**Staff Change?
Address Change?
Please Let WBA Know**

Getting information to the right person quickly is critical in these challenging times. Has there been a personnel change at your bank, or are WBA's mailings targeted to the wrong staff? Send your address corrections and/or additions to our database administrator, WBA Assistant Director – Information Technology **Randy Molepske**, at requests@wisbank.com or 608-441-1212.

2021 Frank Lamping Community Service Award Recipient Named



Community State Bank, Union Grove is proud to announce that **James Moyer** (center) has been named as the 2021 Frank Lamping Community Service Award recipient. He is pictured with the 2020 award recipient **Tom Czerniak** (left) and Community State Bank Senior Vice President and Market President **Dave Moyer** (right). The award celebrates a community member who exemplifies positivity, selflessness, leadership, and inspires others to give back to the community.

One Community Bank Opening New Bank Location in Middleton



One Community Bank, Oregon is thrilled to announce a new bank location in Middleton. The new bank will be located at 1836 Aurora Street, in the heart of downtown Middleton. Pictured (left to right): **Malorie Hepner**, OPN Architects; **Dave Martin**, Ideal Builders; **Adriana Martins**, Ideal Builders; **Jeff Versulys**, executive vice president, One Community Bank; **Steve Peotter**, president and CEO, One Community Bank; **Gurdip Brar**, Middleton mayor; **Terrence Wall**, T. Wall Enterprises Management; and **Shauna Gnorski**, executive vice president, One Community Bank.



Your EDUCATION Calendar

Conferences | Summits

Schools | Boot Camps

Seminars | Workshops

WBA Webinars

Other Events

NOVEMBER 2021

- **Deposit Compliance School**
2–3 Madison; \$535/attendee
- **BOLT Winter Leadership Summit**
4 Stevens Point; \$100/attendee
- **Personal Banker School**
8–9 Madison; \$495/attendee
- **Compliance Forum: Session 2**
9 Wausau; Membership (*pricing options vary*)
10 Madison; Membership (*pricing options vary*)
- **ABA National Agricultural Bankers Conference**
14–17 Cincinnati, Ohio
- **LEAD360 Conference**
16–17 Wisconsin Dells; \$350/first attendee;
\$300/each additional attendee
- **Consumer Lending Boot Camp**
18–19 Madison; \$495/attendee

DECEMBER 2021

- **Driving Workplace Equity and Inclusion**
7 Virtual; \$29/attendee
- **In-House Legal Counsel Webinar: Session 3**
9 6-Part Webinar Series; \$750/attendee

JANUARY 2022

- **Midwest Economic Forecast Forum**
4 Virtual
- **Capitol Day**
18 Madison
- **Community Bankers for Compliance (CBC) — Session I**
25–26 Virtual half-days; (*pricing options vary*)

FEBRUARY 2022

- **Bank Executives Conference**
9–11 Wisconsin Dells
- **In-House Legal Counsel Webinar: Session 4**
17 6-Part Webinar Series; \$750/attendee
- **Compliance Forum: Session 3**
22 Wausau; Membership (*pricing options vary*)
23 Madison; Membership (*pricing options vary*)

MARCH 2022

- **Loan Compliance School**
7–11 Madison; \$1,295/attendee
- **Real Estate Compliance School**
9–11 Madison; \$795/attendee
- **Introduction to Commercial Lending School**
14–16 Madison; \$795/attendee
- 3/29 • **Residential Mortgage Lending School**
–4/1 Madison; \$1,095/attendee
- **Security Officer Workshops**
TBD Locations TBD; \$175/attendee
- **Call Report Review & Update Workshop**
TBD Virtual
- **Advanced IRA Workshops**
TBD Locations TBD; \$245/attendee

APRIL 2022

- **Agricultural Bankers Conference**
6–7 Wisconsin Dells; \$300/ag section member or
\$350/non-section member attendee
- **In-House Legal Counsel Webinar: Session 4**
7 6-Part Webinar Series; \$750/attendee
- **Power of Community Week**
18–23 www.wisbank.com/BanksPowerWI
- **FIPCO Software & Compliance Forum: Deposit**
21 Madison
- **American Mortgage Conference**
25–27 Pinehurst, N.C.
- **Women in Banking Conference**
26 Wisconsin Dells
- **Community Bankers for Compliance (CBC) — Session II**
26 Stevens Point; (*pricing options vary*)
27 Madison; (*pricing options vary*)
- **Principles of Banking Course**
TBD Locations TBD; \$550/attendee

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

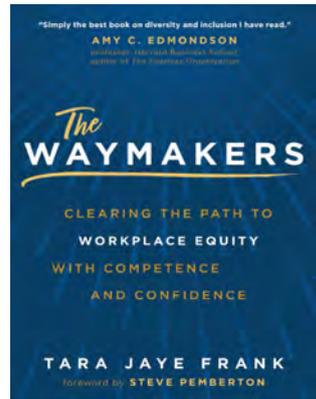
» Or email WBA Education at wbaeducation@wisbank.com or call 608-441-1252.

Driving Workplace Equity and Inclusion Webinar

Join WBA and your banking peers as we continue our path to creating more diverse, equitable and inclusive work environments in banking. This December 7 virtual program will feature sought-after consultant, speaker, and leadership experience designer, **Tara Jaye Frank**.

Making a Way

The ability to manage through change has always been a critical leadership skill, and the last several months have certainly tested our agility. Now more than ever, we must make a way out of seemingly no way — for ourselves and for those we



» Each registered attendee will receive a copy of Tara Jaye Frank's upcoming book, *The Waymakers*, which will be released on December 10.

lead. Join Tara Jaye Frank for a compelling look at what leaders of the future must believe, know, and do differently to unleash our own power while unlocking the potential of every ONE.

Receive the Book

Each registered attendee will receive a copy of Frank's upcoming book, *The Waymakers*, which will be released on December 10. This highly anticipated book has been described as "simply the best book on diversity and inclusion..."

a must-read book for anyone who wants to be part of the solution" by Harvard Business School professor **Amy C. Edmondson**.

Register your team at the same time to take advantage of our special team pricing — for every five attendees that you register, you get one attendee free! Planning on registering a large group? Contact WBA's **Lori Kalscheuer** at lkalscheuer@wisbank.com for further discounting.

Event details and online registration are available at www.wisbank.com/equity.

Who is the 2021 WBA Banker of the Year? You Tell Us!

Nominations are due Friday, December 10

WBA is now accepting nominations for the 2021 Banker of the Year Award! This award recognizes someone who has made an outstanding effort in service to their 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 an individual who can describe the banker's civic and professional accomplishments.

Jim Hegenbarth, president and CEO with Park Bank in Madison, was honored as the Wisconsin Bankers Association

Community Banker of the Year for 2020, recognizing his innovation, service, and leadership. Hegenbarth was given this honor virtually during the 2021 Bank Executives Conference by 2019 Banker of the Year, **Todd Nagel**, president and CEO of IncredibleBank in Wausau.

This year's award will be presented at the Bank Executives Conference, February 9–11, 2022 in Wisconsin Dells.

Download a nomination form at www.wisbank.com/banker-of-the-year. The form must be returned by **December 10, 2021**.

Questions about the award or the nomination and selection process may be directed to WBA Executive Vice President – Chief of Staff **Daryll Lund** at dlund@wisbank.com or 608-441-1203.

Honoring Wisconsin Bankers for a Lifetime of Service

Nominations are due Friday, December 10

Each year, WBA presents awards recognizing bankers for their long service to our industry and their community, and the tradition will continue this year.

The 50 Year and 60 Year Clubs recognize bankers who have served in the banking industry for 50 and 60 years, respectively. These awards will be presented at the

WBA Bank Executives Conference, Feb. 9–11, 2022 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 nominated individual is unable to attend the conference, WBA staff will work with you to plan an event at your bank in honor of the individual.

» Eligibility Rules for 50 and 60 Year Club Memberships

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-year or 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 for 60 or 70 years of service to the financial services industry. Before nominating an individual, we strongly suggest checking with the person or your institution's records to confirm dates of service as well as to determine if they have received the honor in a previous year.

Bringing Call Centers Into the Future

FIPCO partners with interface.ai

In this current world, customer connection comes at a premium. The pandemic changed many things and shifted customer behavior. Now customers who may have previously stopped by a branch to ask a question are seeking service through phone more and more. How can financial institutions manage the ever-increasing number of calls while still providing high-quality service?

FIPCO is proud to announce a new partnership with interface.ai. interface.ai's AI-Powered Phone Banking



Learn more... Contact FIPCO Sales at fipcosales@fipco.com.

solves many of the problems faced by traditional call center, elevating the entire call center experience. The AI-Powered Phone Banking automates more than 60% of the financial institution's call center calls using the industry's first Neural voice-powered AI assistant.

"We are thrilled to be able to partner with interface.ai to offer this world-class product

to our customers," said **Pam Kelly**, president of FIPCO. "We understand the need for effective service for everyone who calls an institution, while making sure call center staff are not overwhelmed and customers aren't stuck waiting for help in a queue."

The AI-Powered Phone Banking reduces call wait times, while increasing productivity and engagement. FIPCO and interface.ai will be hosting informational webinars on November 9 and 16 to demonstrate the capabilities of this solution.

"We are thrilled to be able to partner with interface.ai to offer this world-class product to our customers."

— Pam Kelly
FIPCO president

To learn more about this solution and the upcoming demos, contact FIPCO Sales at fipcosales@fipco.com or 1-800-722-3498, option 5.

Read more on p. 11 about *interface.ai*, WBA's most recent Associate Member.

» Upcoming Informational Webinars

November 9, 2021
12:30 p.m.–1:30 p.m. CT

November 16, 2021
11:30 a.m.–12:30 p.m. CT



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FIPCO Welcomes Rob Foxx

FIPCO is excited to announce the hiring of **Rob Foxx** as information security and IT audit advisor.

Rob has a bachelor's degree in computer science and in 2015 completed the ICBA Certified Community Banking Technology Officer course. He brings more than 10 years of IT support, security, and related technology risk management in his prior position at a bank.

Rob will be working remotely from his home office in Pewaukee, Wis. He can be reached at rfoxx@fipco.com or at 800-722-3498, ext. 249.

Visit www.fipco.com/solutions/it-audit-security to learn more about FIPCO's IT Audit & Security Services.



Rob Foxx
rfoxx@fipco.com

About FIPCO... Founded in 1987, FIPCO (a WBA subsidiary) helps financial institutions stay compliant in a fast-changing regulatory environment. Our form sets are regarded as the industry standard. Our *Compliance Concierge*™ loan, mortgage, and deposit software solutions are developed and supported with a meticulous approach to compliance. Our software solutions expand to include ConnectFI cloud-based online lending software, cybersecurity solutions, and more! FIPCO also offers valuable consulting services, including risk management, IT auditing, and ShareFI compliance and management services. Learn more at www.fipco.com.

CONGRATULATIONS 2021 GRADUATES FROM WISCONSIN

We congratulate you on completing the rigorous 25-month program and joining the more than 20,000 alumni who have gone on to leadership positions in their organizations, associations and the financial services industry. Best wishes for continued success!

Educating
Professionals,
Creating
Leaders

Brent Arndt

Prevail Bank
Medford

Kyle Bernander

DMB Community Bank
DeForest

Michael Booher

Citizens State Bank
Hudson

Ben Buteyn

National Exchange Bank and Trust
Waupun

Quinn Christensen

The Peoples Community Bank
Spring Green

Lucas Dorow

East Wisconsin Savings Bank
Kaukauna

Allyn Emery

Peshtigo National Bank
Green Bay

Scott Haen

Johnson Financial Group
Brookfield

Justin Hart

Capitol Bank
Madison

Kelly Hibbs

Sterling Bank
Luck

Nick Inman

Prevail Bank
Wisconsin Rapids

Jenny Jereczek

Security Financial Bank
Durand

Garrett Jesko

Bank of Luxemburg
Luxemburg

Jen Johnson

Forte Bank
Hartford

Adam Knoll

Partners Bank of Wisconsin
Stratford

Amy Leiphart

Farmers & Merchants Bank & Trust
Marinette

Bob Meidenbauer

Waukesha State Bank
Waukesha

Eric Moilien

Citizens First Bank
Sparta

Rick Novotny

Cornerstone Community Bank
Grafton

Erika Nowak

Waukesha State Bank
Waukesha

Sue Nyen

Hiawatha National Bank
Eau Claire

Troy Ruegsegger

Bankers' Bank
Madison

Kurt Schaefer

State Bank of Cross Plains
Evansville

Nate Siegel

FDIC
Madison

Nick Skibba

Citizens State Bank of La Crosse
La Crosse

Dan Skinkis

Associated Bank
Brookfield

Drew Stout

BMO Harris Bank National
Association
Franklin

Levi Wagner

Peoples State Bank of Plainview
Menomonie

Nicole Wiese

National Exchange Bank & Trust
Fond du Lac

Brian Wood

First State Bank
Stevens Point

Mark Woodward

Bank of Brodhead
Brodhead

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Graduate School of Banking
at the University of Wisconsin – Madison

Multigenerational Housing Trend

(continued from p. 1)

if needed in a multigenerational home, the fact that many seniors are willing to help with childcare for grandkids also figures into the strategy of a house containing three generations of the same family.

Still, there are plenty of parents providing a place for their adult children. The percentage of adult children living at home has never been higher, according to a Pew Research Center analysis last year.

“A true in-law suite is like an apartment attached to a house. They have their own private space so they can cook, eat, and sleep there, but they can also connect with the rest of the home if they want to be part of the family.”

— David Belman
president
Belman Homes, Waukesha

Drawing on U.S. Census data, Pew found 52% of young adults resided with one or both of their parents. Young adults living with their parents grew for all major racial and ethnic groups, men and women, and metropolitan and rural residents, Pew said. Growth was sharpest for the youngest adults — those ages 18 to 24 — and for white young adults, Pew found.

The *New York Times* reported this summer that shifts in how families live and work, brought on by the pandemic, were creating a surge of baby boom households with multiple generations in the U.S.

But some say it's been occurring to a lesser degree for years. One reason is the simple economics of sharing space.

Christine Buckman, universal loan officer at First



Bank of Baldwin, said over the last five years she has periodically seen people who want to purchase a house for more than one generation of a family.

Some of the driving factors, she said:

- » Convenience to help with aging and/or widowed parents

- » Traditional cultures where it is commonplace to have elders or parents live with the family

- » Snowbird parents who find it wasteful to keep an empty home in Wisconsin while they are in the South six months of the year.

Buckman, who is vice chair of the Wisconsin Bankers Association Mortgage Lending Committee, cited an example involving a married woman with two young children and her parents, who owned a house in Wisconsin and a condo in Florida.

“The parents decided to sell their home in Wisconsin and the parents, daughter and her husband proceeded to design a new custom home for construction together,” Buckman said. “It was designed as one home with two separate wings, so to speak.”

A main foyer leads to the daughter's family living area, and the foyer also leads to a second living quarters that provides a separate living room, bathroom, small

kitchenette, and bedroom.

“The idea being they could leave all the doors open and come and go from each other's space, but if privacy was desired or needed, the doors could be closed to separate the living areas as well,” Buckman explained.

It was a great solution for the grandparents who were in Wisconsin less than half of the year because it eliminated the expense and upkeep of an unused property while they were in the South. It also gave the grandparents a chance to spend quality time with their daughter and grandchildren in the summers.

“We did have to structure the loan with all four adults as borrowers,” Buckman said. “They were all on deed as well. They worked out the other logistics on financials between themselves.” The grandparents used proceeds from the sale of their Wisconsin home for a large down payment, while the mortgage payments, taxes and insurance were the responsibility of the daughter and her husband.

The custom home cost more than \$900,000, but the strategy worked, she said.

“Pooling their resources and qualifications allowed them to achieve a beautiful property to serve their whole family of three generations,” Buckman said.

“Having multiple buyers of a house can be tricky. The challenge that presents is that all four need to qualify. If somebody has a detrimental credit situation it can make it difficult for the whole transaction to work because of that one individual.”

— Chris Boland
vice president –
consumer lending manager
North Shore Bank
Green Bay

Having multiple buyers of a house can be tricky, said **Chris Boland**, vice president-consumer lending manager for North Shore Bank.

“Multigenerational housing doesn't necessarily mean multigenerational ownership, although sometimes in these situations the whole family wants to be equivalent owners of the property,” said Boland, who is based in the Green Bay area. “The challenge that presents is that all four of them need to qualify. If somebody has a detrimental credit situation it can make it difficult for the whole transaction to work because of that one individual.”

Over the past few years, some home builders have been featuring “in-law suites” and other convertible space in the houses they are putting up.

David Belman, president of Belman Homes in Waukesha, said a true in-law suite is like an apartment attached to a house.

It typically has a family room, a small dining area, a kitchenette, and a bedroom with a bathroom.

“They have their own private space so they can cook, eat and sleep there, but they can also connect in with the rest of the home if they want to be part of the family,” Belman said.

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Multigenerational Housing Trend

(continued from p. 20)

It's hard to include all those apartment-like features unless lots in a subdivision are big enough, however, Belman said.

Belman said an alternative for homes built by his company is a first-floor room that can be converted for use as bedroom/bathroom or office.

"I have a really popular floor plan that has a first-floor bedroom-full bath, but it's not the master suite," Belman said. "It's a flexible living space."

It could be used by an older parent or adult child.

"They would still use the kitchen and their home – they'd be living in the home fully – but they have their own

"The middle class is shrinking, and I think this is a way of addressing that shrinking budget, by pulling the family together."

— Miguel Pesqueira
vice president –
community banking manager
North Shore Bank
West Allis

space, their own bathroom," Belman said. "And down the road, if they're not there, that room can then be used as an office, a craft room, a sitting room. Home offices are really popular right now just because of COVID."

While multigenerational homes may be drawing more interest from the general population, they have been

common among some groups for years, said **Miguel Pesqueira**, vice president – community banking manager for North Shore Bank located in West Allis.

"From the CRA point of view — the Community Reinvestment Act — we have seen this multigenerational living forever," Pesqueira said. "It's really more of a way of life for low-income minority individuals. It's not uncommon to have grandma and husband and wife and children and grandkids all living under the same roof."

Even though the pandemic may be a current impetus, Pesqueira said he believes more people from the broader population will pursue multigenerational housing.

"The middle class is shrinking, and I think this is a way of addressing that shrinking budget, by pulling family together," Pesqueira said.

Buckman said among factors that would seem to encourage multiple generation homes is the increasing longevity of grandparents, and their willingness to provide daycare for grandchildren.

Said Boland: "I think it's something we're definitely going to see more of."

Gores is a journalist who covered business news for the Milwaukee Journal Sentinel for 20 years. Have a story idea? Contact him at paul.gores57@gmail.com.



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WIPFLI

What Community Banks Need to Know About Ransomware Attacks

By Cassandra Krause

With a recent uptick in activity, ransomware attacks are a form of cyberattack that has been prevalent in recent news — and for good reason. The effects can be detrimental in terms of monetary loss and reputational damage to the victim. Ransomware is a type of malicious software (a.k.a. malware) that usually encrypts a victim's files, and the bad actors who have upped their game steal the data first, then threaten to also publish the data to the public. Criminals set their sights on businesses with the goal of extorting money, making community banks prime targets.

Organized crime networks are becoming increasingly sophisticated. In general, the risk of getting caught for cybercrimes is much lower than for traditional crimes like robbery, and the financial gains are far higher. Ransomware developers write and sell the software to other bad actors for a cut of the profits when they deploy it and collect ransom payment, usually in the form of cryptocurrency, which is hard to trace. Compromised data may also be used to open fraudulent lines of credit.

"The U.S. is in a ransomware crisis right now," said **Jeff Otteson**, vice president of sales at Midwest Bankers Insurance Services (MBIS), a subsidiary of the Wisconsin Bankers Association. He explained that it has created a hard insurance market with carriers tightening up on internal control requirements such as multifactor authentication (MFA) for privileged users



(users with the ability to install software or change security settings on critical systems) and encryption of backups.

In their 2021 Cost of a Data Breach Report, IBM Security and the Ponemon Institute calculate that the average total cost of a data breach is \$4.24 million, a 10% increase from 2020–2021. The per-record cost of personally identifiable information averaged \$180.

Prevention

With the incredibly high stakes in mind, banks are dedicating significant resources to preventing malicious cyberactivity, both in terms of staff and money. Respondents to a 2020 Deloitte survey of financial institutions reported spending about 10.9% of their IT budget on cybersecurity on average, up from 10.1% in 2019. In terms of spending per employee, respondents spent about \$2,700 on average per full-time employee (FTE) on cybersecurity in 2020, up from about \$2,300 the prior year.

"There is an industry-standard framework for ransomware prevention and all cybersecurity," explained FIPCO's Director InfoSec and Audit **Ken Shaurette**. FIPCO is also a WBA subsidiary. A good consultant will walk the bank through a comprehensive review of their network security, improving endpoint protection to replace traditional antivirus and endpoint detection solutions, including adding

authentication improvements such as MFA, improved password strength, and protecting backups. As more and more of the digital tools that bankers utilize require users to download and install software and updates, depending on signature-based solutions for malware detection is not acceptable — it has become critical to safeguard user, file, network, and device-level activities.

A bad actor gaining access to a bank's data may encrypt the data and demand payment in exchange for granting access back to the bank. In this situation, having a data backup is essential.

"The rule of thumb for data backups is 3-2-1," said FIPCO Information Security and IT Audit Advisor **Rob Foxx**. "There should be three copies of all data stored on two different mediums. One of the copies should be stored off site."

Ransomware prevention is only one part of a complete cybersecurity system. Experts agree that early detection of unusual activity within a system can help keep a minor incident from quickly escalating into a major incident like a ransomware threat.

"Ransomware isn't the first attack," said Wolf & Company, P.C. Manager of the I.T. Assurance Group **Sean Goodwin**, who recently presented at WBA's Secur-I.T. Conference. "Ultimately, it's on I.T. to put controls in place because

an employee will inevitably fall for a phishing email. It becomes a question of whether we can catch that quickly."

Social engineering remains the greatest concern; it's easier for bad actors to trick an employee rather than break through a firewall. Verizon's 2021 Data Breach Investigations Report found that almost half of the breaches in the financial services industry involved internal actors committing various types of errors. The report stated that the financial sector frequently faces credential and ransomware attacks from external actors, 96% of which are financially motivated (followed by small percentages of motives of espionage, grudge, fun, and ideology).

Goodwin emphasized that I.T. must be able to act quickly when there's an indication that someone is accessing something they don't normally access. "Prevention is ideal. If we can prevent it, that's best-case scenario, but if not, early detection becomes critical," he said. This is an area of solution, known as endpoint detection and response, is rapidly becoming a key point of protection from ransomware and all other malicious events.

Establishing an incident response program within a bank is an important part of the overall cybersecurity program.

Preparation

Creating a culture of cybersecurity awareness throughout the bank is important, so that bank employees are prepared for an incident. Employee training on what to do in the event of an attack should be standard practice. Making security part of the organization's DNA is a best practice.

"Every bank needs an incident response plan, and that needs to be approved all

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Ransomware

(continued from p. 22)

the way up through the board. Part of this plan is notification of incidents to the insurance carrier,” said MBIS’s Otteson.

FIPCO’s Foxx emphasized that the roles and responsibilities in the incident response plan must be clearly defined, and banks should revisit their plan regularly.

“As the insurance agent, I’m the first call a bank makes when there’s an incident,” said Otteson. “It’s important that banks choose to work with an agency that understands cyber insurance.”

MBIS insures about 220 banks and has access to a large number of carriers that provide the right coverage for their customers. Otteson recommends reporting all incidents as even a minor incident could result in a claim down the line and having reported that incident when it occurred is key to a successful claim. He says to keep in mind that the owner of the data is liable for it whether the incident occurred in house or with a vendor the bank shared customer data with.

Mitigation

It’s important to work with the insurance carrier to ensure that all the bases are covered and that the vendors who participate in the response are approved. Not using the cyber insurance carrier’s approved vendors may result in expenses not being covered under the insurance policy. In the event of a ransomware attack, the insurance agent or bank will immediately notify the insurance carrier. Bezley, a carrier partner of MBIS, maintains a 24/7 helpline, which has become common with other carriers as well. Knowing how to report incidents, when to report, and what to expect is key.

Holidays and weekends are

Cyberattacks are the biggest risk to a financial institution — even surpassing the risk of past-due loans. FIPCO, MBIS, and a wide range of WBA Associate Members are ready to support banks in keeping their data and that of their customers safe.

prime times for ransomware attacks: employees who are in a rush to leave may be more likely to click on a bad link, and with employees away from work, it’s easier for the bad actors to get into the network. Even if a problem is detected, it’s more likely that staff who could help put a stop to the attack may be on vacation or unavailable, buying the criminals more time to take over.

As soon as a cyber liability claim is made, the insurance carrier’s pre-approved vendors come into play.

“Nobody has the resources in house to effectively manage ransomware attacks,” said Foxx, who has experience working both within a bank and as an external auditor and consultant. The specialization of skills and the amount of people needed to perform adequate analysis and remediation are so significant that even large banks will not have all the players they need on staff.

If a bank’s data becomes encrypted and made inaccessible, a vendor such as Tetra Defense would be engaged on forensics. Managed endpoint detection and response vendors such as Cynet can help from detection and prevention to response, including providing digital evidence for a vendor performing forensics. Meanwhile, a vendor such as Coveware would handle ransom negotiations with the criminals. Wolf & Company, P.C.’s Goodwin said that you

don’t really know who’s on the other side of the transaction — some criminals may be willing to negotiate and others not. He referred to ransomware as a “niche space in cybersecurity that is now getting more attention.” The criminal organizations involved in these types of attacks in some ways act like a legitimate business in that they rely on their reputation and may even have customer service departments — if they fail, it will hurt their chances of getting more business in the future.

Typically, in the event of a ransomware attack, a legal firm will handle communications and PR for the bank — putting a statement on the bank’s website, assisting staff with customer phone calls, and determining whom to notify. Getting legal involved early protects all communications and discovery with attorney-client privilege. The requirements for notification vary from state to state, and a bank may have customers in multiple states or even other countries, making the expertise of a legal team invaluable. The language used in communications matters, as the term “breach,” for example, can have different legal implications and potentially create larger issues than terms like “incident,” “situation,” or “event.” Education of staff far in advance using regular testing of the plan is a key factor in mitigating an incident. Inappropriate statements made by employees on social media or even at informal social gatherings can have severe ramifications for the bank.

Follow Up

While anyone who experiences a ransomware attack may be eager to breathe a sigh of relief and move on when it is over, it is essential to review the incident and revise the bank’s incidence response

plan. Assessing what went well and what needs to be improved are critical steps.

Goodwin also warns that victims of ransomware are commonly re-targeted. A Cybereason study that found 80% of organizations that previously paid ransom demands confirmed they were exposed to a second attack. He said that once a company has paid a ransom it is known that (1) you were compromised, (2) you do not have proper backups of your files, and (3) you were willing to pay.

Summary

Cyberattacks are the biggest risk to a financial institution — even surpassing the risk of past-due loans. The cost of a ransomware attack can be astronomical, with many factors contributing to the price tag, including vendor fees and staff hours to resolve the issue; the cost to inform customers and offer identity or other protections; the loss of destructed data; and the down time of the business. All of this, followed by the loss of customers’ trust (and subsequent loss of their business), has the potential to seriously harm a community bank.

There are safeguards banks can put in place, including a sound incident response plan, improved monitoring with better endpoint detection and response, cyber liability coverage, and employee education. FIPCO, MBIS, and a wide range of WBA Associate Members are ready to support banks in keeping their data and that of their customers safe.

Krause is WBA communications manager.

FIPCO, www.fipco.com, is a subsidiary of WBA and a WBA Gold Associate Member.

MBIS, www.mbisllc.com, is a subsidiary of WBA and a WBA Gold Associate Member.

Wisconsin Bankers Foundation Invites Students to Apply for Annual Agricultural Banking Scholarship

Applications are due November 15, 2021

By Rose Oswald Poels

The Wisconsin Bankers Foundation is the philanthropic arm of the Wisconsin Bankers Association and was granted public charity status in 2015. The mission of the Foundation is to promote financial literacy and financial responsibility to the public and to broaden consumer empowerment in the financial services industry through research, education, grants, and scholarships.

A well-known initiative of the Foundation is the



Wisconsin Bankers
FOUNDATION

Submit an application online at
www.wisbank.com/ag-scholarship.

programming for the annual Teach Children to Save Day in April. The Foundation staff coordinates the curriculum and provides the materials bankers use to present in K–12 classrooms around the state to promote good savings habits. The Foundation actively encourages bankers to engage

in many financial education opportunities with their communities and recognizes banks and individual bankers with annual awards.

Currently the Foundation is accepting applications for its Agricultural Banking Scholarship, which is offered every year. This scholarship program is open to all students attending an accredited Wisconsin college, university, or technical college who are interested in pursuing a career in agricultural banking.

Two awards of \$1,000 each will be given to qualified applicants who submit

complete applications. The deadline for applications is **Monday, November 15, 2021**.

Please share this scholarship information in your community, including with any current/former agricultural banking interns and contacts you have in agricultural education programs. We look forward to hearing from students who are pursuing careers in this field!

Please visit www.wisbank.com/ag-scholarship to access the online application.

Oswald Poels is chair of the Wisconsin Bankers Foundation and can be reached at ropoels@wisbank.com.

Thank You for Celebrating with Us!

Open house event showcases newly remodeled headquarters

WBA was thrilled to welcome visitors to an open house on September 24, 2021 to showcase the newly remodeled headquarters, including a state-of-the-art Engagement Center and workspace.

Thank you to Aro Eberle Architects, J.H. Findorff & Son Inc., Lerdahl/Kimball, Duet Resources/KI, and Kiedinger, Inc. for making the renovation a success.

See the YouTube video at <https://www.youtube.com/watch?v=hoJJUTjbkEO>.



Above, left: WBA President and CEO **Rose Oswald Poels** gave a brief presentation to visitors in the café. A welcome sign thanked the renovation vendors and displayed before and after photos. Above, right: New staff member, **Rob Foxx**, intro-



duced himself to open house visitors outside of the Kickapoo Room (a/k/a FIPCO's training room). Foxx is FIPCO information security and IT audit advisor. Far, left: WBA Administrative Specialist **Katie Reiser** welcomed visitors in WBA's reception area. Near, left: Socially distanced visitors mingled in the café and enjoyed appetizers and refreshments.

BOLT: Supporting Your Emerging Leaders' Growth

By Daryll J. Lund

With the Building Our Leaders of Tomorrow (BOLT) Winter Leadership Summit just days away on November 4, it's a good time to share more about what WBA's BOLT section has to offer. We now have 507 BOLT members from 137 banks out of 210 WBA-member banks. That works out to about 65% of the member banks having at least one BOLT member. There is no cost to the bank to join — in fact, many banks have multiple individuals from their organization as BOLT members. The section is popular in part because of the access to the biannual Leadership Summits, and because of the year-round connections and opportunities it provides.

As existing bank leaders approach retirement, BOLT



Association Update

Daryll J. Lund

can provide the networking and leadership skills to prepare your next leaders faster. Succession planning is key to the long-term success of any bank. Through BOLT, bankers are exposed to education that touches on every role in community banking and helps them to round out their skills. After events, attendees often speak of the spark that was ignited in them. They bring back new ideas and renewed motivation to their banks.

Networking opportunities are another big draw of the BOLT section. The ability to

connect with peers and converse about important topics provides value that can't be found in call reports. Being a part of the BOLT community is a unique benchmarking opportunity that enables bankers to better understand the market and where their peers are. Members are also able to support each other through shared successes and challenges.

Becoming a strong advocate is an important attribute for bank leaders, both in their communities and in their civic engagement. The BOLT section is integral in planning and promoting WBA's annual Power of Community Week, during which all members are encouraged to engage in community service activities. BOLT members can also participate in the annual WBA Capitol Day and Washington Summits, which include training and materials to develop

effective advocacy skills.

With all that BOLT members bring back to their banks, it's easy to make the case for participation. Also, in today's tight labor market, it is essential that banks invest in their people. Feeling valued and having a bright career path are key factors in employees' decisions to join or stay with an employer. BOLT is a WBA program that stands ready to partner with our members on helping banks to develop their most important asset — their people.

To learn more about **BOLT** or to join, please contact WBA's **Daryll Lund** at 608-441-1203 or dlund@wisbank.com or WBA's **Lori Kalscheuer** at 608-441-1250 or lkalscheuer@wisbank.com.

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

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[1] Small businesses with up to 50 employees can obtain 10-20% savings with an AHP when compared to UnitedHealthcare's adjusted community rating offering.

Questions? Don't hesitate to contact Brian Siegenthaler at bsiegenthaler@wisbank.com

Community Advocate of the Month

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 Glenwood City's Hiawatha National Bank President and CEO **James W. Meisser**. Read past interviews at www.wisbank.com.



James W. Meisser

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

James: Immediately after college graduation, I joined the FDIC and worked in the regulatory arena for 25 years. Shortly after retirement, my wife and I relocated to Wisconsin to manage and grow a small community bank franchise.

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

There are three aspects I would highlight as part of my role at the bank. The first is meeting and interacting with our clients, the second is mentoring clients and employees, and the third is creating solutions to problems.

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

Regulatory oversight. So often, clients are frustrated by the requests for their financial information citing, "Again, you know me, my business is doing great." The regulators expect us to trust but verify.

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

The greatest challenges I foresee are the rise of fintech companies, increased cyber/fraud attacks, and credit unions continuing to utilize their tax-exempt status to acquire community banks.

Please describe your current role at your bank and share with us one of your more rewarding experiences.

In many of the communities we serve, we are the only bank in town. For example, we have two offices in areas with populations of 120 and 338. We take very seriously our commitment to positively impact these communities with tailored charitable and lending support. For example, over the past year we have made significant donations to the local public libraries, which provide vital services in the communities we serve.

It is extremely rewarding to see our clients grow and prosper as we work together as financial partners. We have a Hudson-based client that we worked with on the formation of the business, multiple cash flow issues, and finally a multi-million-dollar sale. This client has repeatedly told us he would not have succeeded without our support. That is why we do what we do.

During the COVID-19 pandemic, we provided more than \$110 million in Paycheck Protection Program (PPP) Round One and another \$30 million in PPP Round Two to assist individuals and businesses impacted by the virus. Additionally, despite numerous COVID-related employee absences, all employees were paid 100% of their salaries plus an additional bonus to assist in the unprecedented times. At Hiawatha National Bank, you are not just an employee, you are family.

We are continuing to implement our nationwide initiative Banking without Barriers (BWB), targeted specifically to the deaf and hard of hearing community of which I am proud to be a life-long member.

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

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!

WBA Staff Raise Over \$6,000 for United Way

By Rose Oswald Poels

As an organization, we strive to be advocates for the wellbeing of our community. As such, each October, WBA staff help raise money for the United Way which provides an opportunity to engage with the social and societal issues such as education, health,



and income that impact the communities our banks and employees are a part of.

The three-day fundraiser included treats, raffles, stickers

for casual dress days, and the ability to e-pledge. Our goal this year was to help raise \$5,500 for the United Way and our community. Although participation was not required and any amount was welcomed, I am pleased to announce that the staff of 45 people raised over \$6,000 in pledges!

I am proud of our staff members who donated on behalf of our association. Like our member banks and Associate Members, we at WBA are eager to empower the communities that we live and work in.

Oswald Poels is WBA president and CEO.

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HELP WANTED

Agricultural Loan Officer

Citizens State Bank of Loyal is looking for an experienced Agricultural Loan Officer for our Marshfield, WI office. This individual will be responsible to manage and grow an existing loan portfolio. Ability to analyze loan applications, audit loan files and counsel customers is essential. This position requires a minimum of 5 years of experience in agricultural lending and strong business development skills. Bachelor's degree in Business Administration, Agriculture, Finance or related field is preferred. We offer a positive work environment, competitive benefits and compensation with the opportunity for incentives. Email resume and cover letter to jbrock@csbloyal.com. Citizens State Bank of Loyal is an Equal Opportunity Employer.

Lending Officer

KeySavings Bank of Wisconsin Rapids, is seeking an experienced Chief Lending Officer, who will serve as part of the executive leadership team. This position is responsible for serving as the strategic leader overseeing the activities and operations of the lending team. This position will monitor lending trends and market conditions, maintain accurate, efficient and safe management of the loan portfolio, and maintain customer relationships. The Chief Lending Officer will direct the overall lending function of consumer, mortgage and business areas of the bank, including monitoring and assisting with loan compliance, internal auditing, staff training, and other responsibilities.

The ideal candidate will have a bachelor's degree in business, finance, accounting, or a related field; five plus years of experience working in credit risk analytics and/or risk management including development of strategy, credit policy, and underwriting standards and pricing. Advanced experience in

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consumer, mortgage and business lending required. Candidate must be eligible for registration with NMLS.

KeySavings Bank offers a positive work environment, competitive benefits and compensation. Interested candidates should email resume and cover letter to tostrowski@keysavingsbank.com or mail to KeySavings Bank Attn: **Tracy Ostrowski** 811 E. Grand Avenue, Wisconsin Rapids, WI 54494.

Loan Compliance Officer

We are seeking an internal Loan Compliance Auditor. The ideal candidate will ensure that the bank maintains a sound portfolio with respect to compliance with state and federal laws and regulations. Our internal compliance auditor reviews and monitors all of our lending policies and procedures. This includes consumer, residential, SBA and commercial loan requests. Robust knowledge of lending and operational banking functions and associated federal laws and regulations, especially CRA, Fair lending, FCRA, Flood, HMDA, RESPA, TRID, Reg Z and UDAAP laws is required.

The auditor reviews all the loan documents for accuracy and compliance and provides advice and guidance to all our loan officers engaged in the loan process. The ideal candidate must have the ability to organize and prioritize daily tasks with minimal direction. Excellent communication, impeccable attention to detail and customer service skills are required. We are seeking someone who adheres to the highest ethical standards, possesses and exhibits an exceptional professional manner.

Location: First Citizens State Bank — Main Office, 207 W. Main St., Whitewater, WI 53190. Contact jfrey@firstcitizensww.com for employment details.

First Citizens State Bank is an equal employment opportunity employer. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, national origin, disability status and protected.

Loan Officer

Royal Bank is seeking an experienced loan officer who will work in our Adams branch location. The ideal candidate will have 3-5 years of experience in consumer, mortgage and business lending. Bachelor's degree with an emphasis in finance or accounting is required. Combination of education and experience would be considered. Candidate must

be eligible for registration with NMLS. Additionally, this person is responsible for soliciting, negotiating, underwriting and coordinating the closing of commercial and residential loans while ensuring the bank maintain a sound loan portfolio with respect to compliance with state and federal laws and regulations, and bank lending policies and procedures. Develop business checking and deposit relationships with customers, and promotes business for the bank by maintaining good customer relations and referring customers to appropriate staff for new services in accordance with the bank's objectives. They would also be required to be active in the community and promote Royal Bank in the area.

If interested, email resume and cover letter to sbnhart@royalbank-usa.com.

Post Open Intern Positions for Free

WBA member banks can post open internship positions in the *Bankers Marketplace*, free of charge. If you have questions, email bankersmarketplace@wisbank.com or visit www.wisbank.com/classifieds.

WISCONSIN BANKER

WBA Mission Statement

We promote a healthy environment for banks in Wisconsin through actively advocating, educating, and supporting our members.

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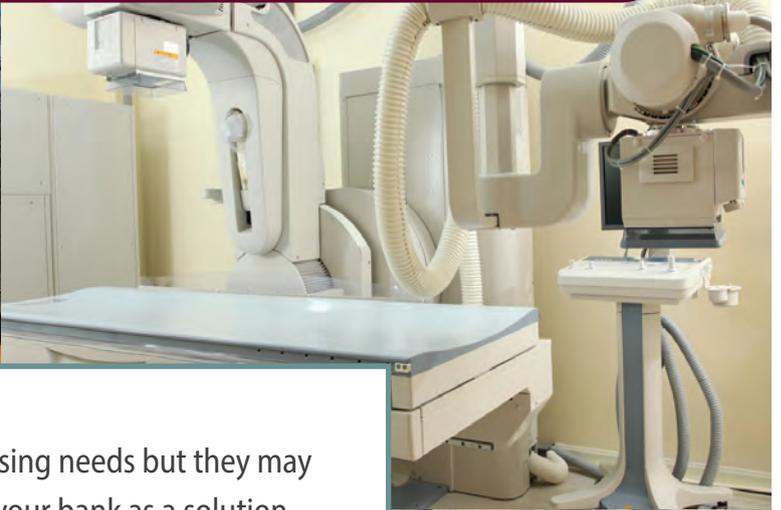
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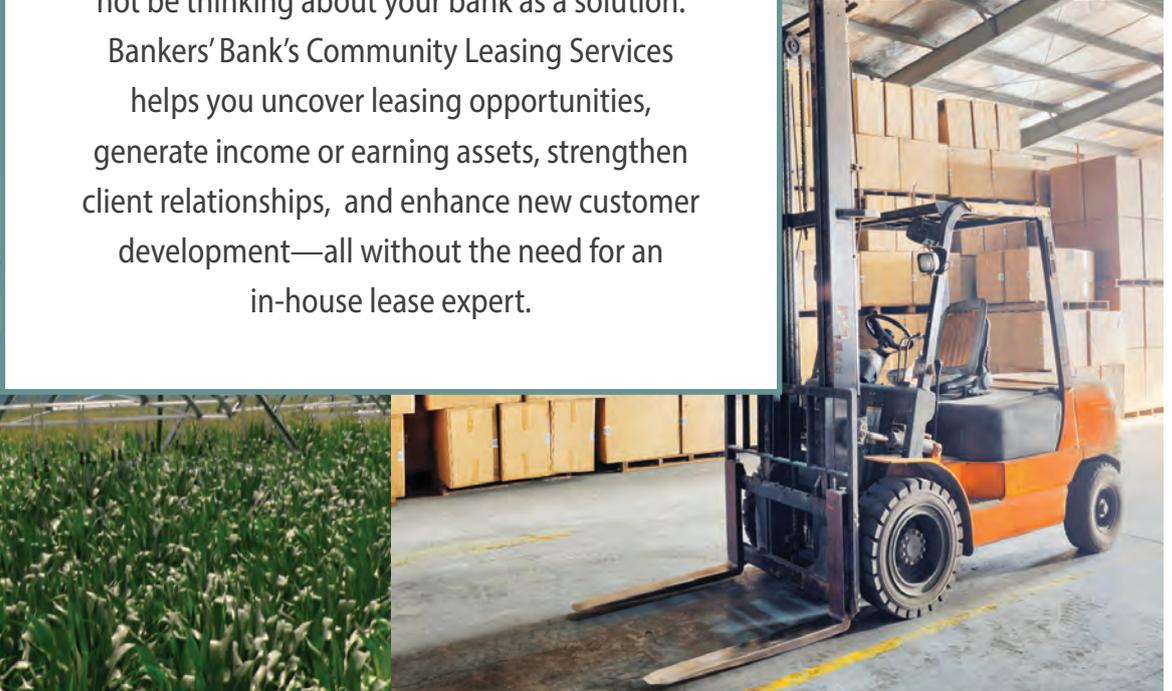
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