

Your Very Own Capitol Day Adventure!

By Amber Seitz



Learn how you can make an individual impact by attending WBA Capitol Day on May 21.

Go to [p. 9](#) to begin your own WBA Capitol Day Adventure!

Beyond Cash and Credit Scores...

The Added Benefits of FINANCIAL LITERACY

By Amber Seitz

Banks are the pillars of their communities, supporting businesses and families as they grow and prosper. One common way is through financial education.

While most banks see financial literacy as critically important for their customers and communities, supporting the financial education of consumers also benefits the bank. Dedication to



financial literacy creates

better customers, supports the bank's mission and/or brand, and continues strong partnerships within the community. The key to reaping these additional benefits of financial literacy is for banks to view it as an opportunity to set themselves apart while making a difference, said **Jeff McCarthy**, vice president – marketing director at First Bank Financial Centre, Oconomowoc,

and vice chair of the 2018-2019 WBA Marketing Committee. "At the end of the day, community banking is about supporting our community businesses and families, and what better way than by addressing this knowledge gap?"

"Teach Them Early"

Financial education intersects with the banking industry because good bank customers—commercial and consumer alike—are also financially literate. "Providing educational seminars, participating in school programs, and promoting efforts of financial literacy organizations remains a *must* for all community banks, as the children

(continued on p. 22)

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Message from the Chair

Recruitment Season

By David P. Werner

As summer approaches and the spring semester draws to a close, now is the perfect time for banks to assess and recalibrate their recruitment strategy. The job market is filled with soon-to-be graduates looking for work. How can we, as banks, market ourselves to these talented young professionals as great places to work?

WBA's own classified ad service, the Bankers Marketplace, is one option. Featured online at www.wisbank.com/classifieds and in each issue of *Wisconsin Banker*, getting the word out about your openings is the first step to attracting new talent. Another way to put your job openings online is through Bank Talent HQ. Run by the Illinois Bankers Association, Bank Talent HQ is a national-scale job board and career development tool for the



Message from the Chair

David P. Werner

» Visit wisbank.com/classifieds to attract new talent and to get the word out about job openings in your bank.

banking industry. You can learn more about their offerings at www.wisbank.com/classifieds, too.

In addition to making sure your openings are available online, consider participating in high school and college career days. These events are excellent opportunities to not only introduce your bank as a quality employer in your community, but also to educate students about the many exciting careers that exist within banking. To further enhance these efforts, the WBA regularly visits college campuses around the state encouraging students

to consider internships and careers in the Wisconsin banking industry. The most recent stop was UW-Platteville, where over 60 students attended the event. Each campus event features area bankers who provide their unique insight for the students, driving the success of these visits.

Finally, one of the best ways to attract new talent—and also to keep the talent you already have at your bank—is to focus on development. After all, hiring the right person is just the first step. The best banks follow that up with ongoing training and talent

development throughout their staff's careers.

Spring is also a great time of year to consider onboarding interns at your institution. Internships are an effective way to educate students and get them interested in banking as a career well before they enter the workforce as adults. A well-structured summer internship can provide students with perspective on the wide variety of jobs in banking and the bank with commentary on their institution from the perspective of their youngest generation of customers. If you're interested in hiring interns, WBA's Bankers Marketplace allows space for free internship postings, so it won't cost you anything to spread the word about what you have available.

Werner is president and CEO of Park Bank, Milwaukee and the 2018-2019 WBA Chair.

Wisconsin Bankers Association

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DATES:

APRIL 22-26, 2019

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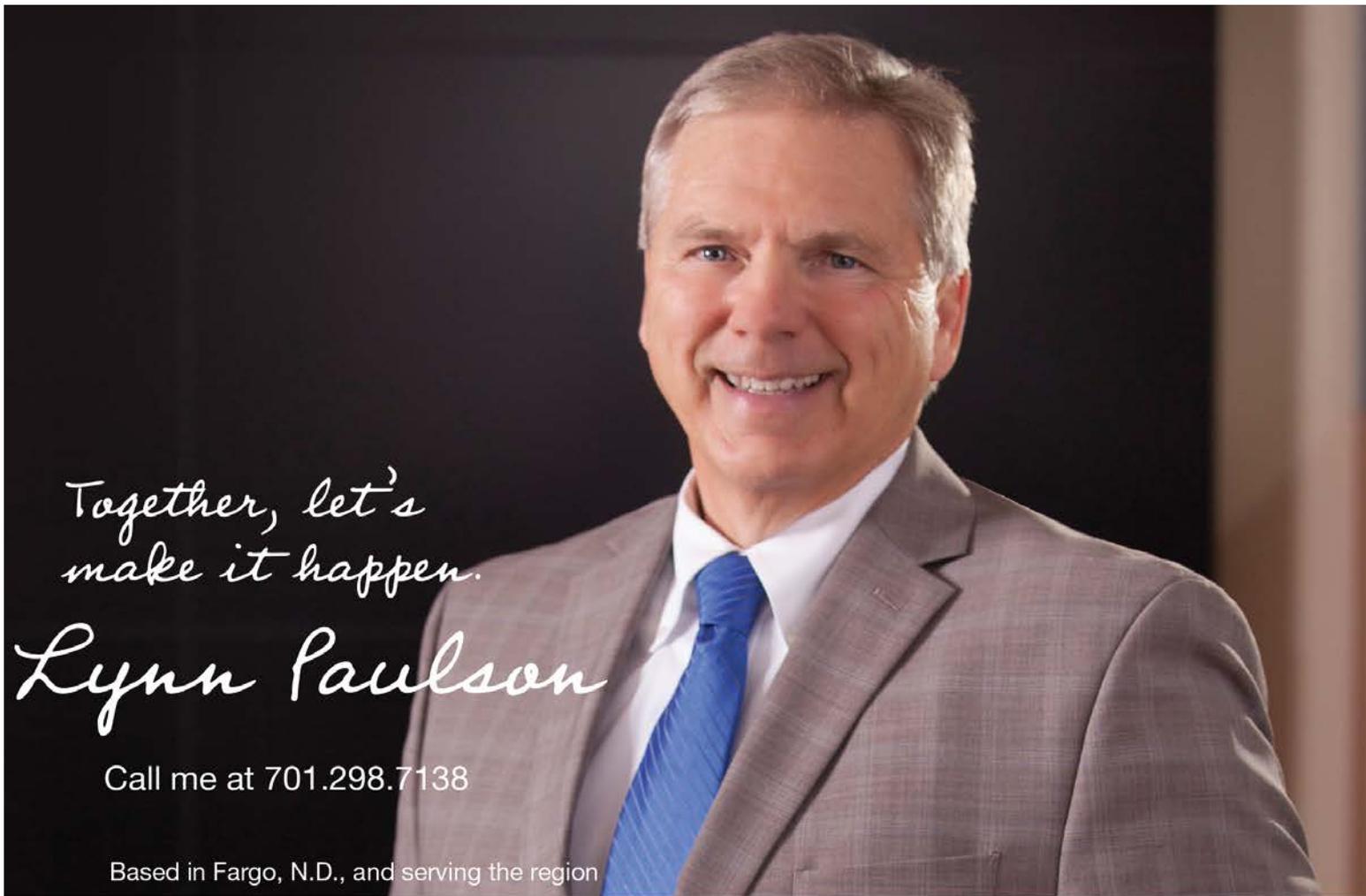
The WBA Power of Community campaign will bring together our member bankers to celebrate your commitment to the communities you serve.

Read more about the campaign's goals on [p.13](#) of this issue.

See how other banks are participating at:

www.wisbank.com/BanksPowerWI

Questions: Please contact WBA's Lori Kalscheuer at lkalscheuer@wisbank.com or at 608-441-1250.



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Paper or Plastic?

New Wisconsin bill would require retailers to accept cash payments

By Jon Turke

In a 1960s Chevron ad for their new credit card, animated character Hy Fynn says "... with my Chevron credit card, I don't even need money!" The concept of using a card for payment is found in literature as early as 1887 in **Edward Bellamy's** utopian novel *Looking Backward*. Bellamy used the term eleven times, though his concept is



Advocacy Update

Jon Turke

» Please contact WBA's **Jon Turke** at jturke@wisbank.com or 608-441-1215 if you have any questions.

80 percent of the world's transactions. In the United States, though, that number falls drastically to only one-third of transactions. There are

looking at banning cashless merchants as they believe these stores are discriminating against poor customers and seniors who aren't comfortable

from a physical location to accept cash as payment. A retailer who violates this requirement is subject to a civil forfeiture of \$200 to \$5,000.

There will likely be several exceptions to this bill should it become law. The New Jersey legislation included amendments that would exclude retailers inside airports and certain parking facilities from the cash requirement. Specifically, the amended

Watch for your Advocacy Toolkit in the mail!



more like a modern day debit card than credit card. It was not until 1958 that revolving credit financial systems were successfully established and Bank of America launched the *BankAmericard* – the first successful recognizably modern credit card.

While we seem to be transitioning increasingly to a cashless society, cash still accounts for more than

many reasons for this trend. On the retailer side, it costs money to have banks process coins and bills and utilize armored truck services, and cashless payments reduce the likelihood that retail stores will be robbed. On the other side, consumers like the convenience of using cards or even their phone to pay for their goods.

Recently, however, governments have been

with the technology.

Legislation was introduced on the municipal level in Philadelphia and Washington, D.C. Chicago tried to do the same in 2017 but failed. On the state level, Massachusetts has had a requirement to accept cash on the books since 1978, while New Jersey became the second state to pass a similar law earlier this year.

Now, Representative **Gary Tauchen** (R-Bonduel) has brought the idea to Wisconsin. In his memo seeking support from his legislative colleagues, Tauchen said, "as we have an aging population, people who are concerned with credit fraud, people who do not have credit or debit cards, and people with lower credit scores or simply lacking credit altogether (possibly hindering them from possessing a credit card, debit card, or checking account), I am introducing the 'Wisconsin Cash Option' to protect Wisconsin consumers."

The bill requires a retailer who sells goods or services

bill carves out municipally owned parking facilities, parking facilities that only accept mobile payments, and airports as long as a terminal has at least two food retailers that take cash. Unlike New Jerseyans, Wisconsinites can pump their own gas, so stations that have 24-hour pumps would also need to be exempted.

Additionally, Amazon has launched cashierless retail locations in Seattle that allow consumers with an "Amazon Go" app to grab items they need and leave without checking out. Technology in the store detects when products are removed from shelves and adds them to a virtual cart. Once you leave the store, the items are charged to your account.

Government is often slow to react to market and technological changes. In this case, it may be actively trying to blunt the steady advancement towards a cash-free society.

Turke is WBA director –government relations.

Upcoming Advocacy Events

WBA / ABA Washington Summit | April 1-3 | Washington, D.C.
www.aba.com/Training/Conferences/Pages/GRS.aspx

WBA / ICBA Capital Summit | April 28 – May 1 | Washington, D.C.
www.icba.org/events/icba-capital-summit

WBA Capitol Day | May 21 | Madison
www.wisbank.com/CapitolDay

Questions: Contact WBA's **Jon Turke** at jturke@wisbank.com or 608-441-1215.

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POA and IRA or Trust Accounts

When can a POA act on an IRA or Trust Account?

Can a power of attorney act on an IRA or Trust Account?

Answer: Yes, but only if the power of attorney (POA) agreement permits it.

The extent of an agent's authority to act under a POA agreement will always depend on the language within the agreement.

Wisconsin's Uniform Power of Attorney for Finances and Property Act under Chapter 244 governs POA agreements in Wisconsin. Chapter 244 provides for general authority with respect to banks and other financial institutions. One general power granted under statute permits an agent certain actions on an account. Account is a defined term under Wis. Stat. 705.01(1). That definition is broad enough to include an IRA.

For a trust account, an additional consideration to make is that of granting



Compliance Q&A

Scott Birrenkott

authority. A trust is a separate legal entity from an individual, meaning it has its own interests and authorities distinct from that of an individual person. A power of attorney agreement creates authority between a principal (the person granting authority) and an agent (the person granted authority). A POA agreement giving authority to act on the finances of a natural person principal does not automatically mean the agent can act on accounts owned by a trust, even if the principal is a trustee of the trust. Because a trust account has its own authority and

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

ownership interests, the principal must grant an agent authority to act through their powers as trustee. Authority to do so is derived from the trust agreement.

If a financial institution is unsure about its interpretation of the scope of an agent's authority within a POA agreement, WBA recommends working with an attorney to receive a legal opinion.

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

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

Legal Hotline:

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

WBA member bankers can turn to this free resource by submitting their legal inquiry via email (wbalegal@wisbank.com) or by calling the legal hotline at 608-441-1200, and will receive a timely response to their technical and compliance-related questions.

WBA Comments on Proposed Amendments to Regulation CC

Summary of recent comment letter below

In a recent comment letter to FRB and CFPB, WBA voiced support for a recent proposal by the Agencies to use a calculation methodology for implementing a statutory requirement to adjust the dollar amounts in the EFA Act every five years.

In the proposal, the Agencies would release adjusted amounts in the first quarter of 2019 with an effective date of April 1, 2020, to provide appropriate time after issuance for implementation. Subsequent adjustments would be



Comment Letter:

- www.wisbank.com/media/564662/20190208_frb-cfpb-regulation-cc.pdf

made every five years, with implementation occurring a reasonable period of time thereafter to allow for necessary changes to be made

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

to an institution's systems, disclosures, etc.

WBA supports this proposal and expressed appreciation to the Agencies for acknowledging that frequent or abrupt changes to regulatory requirements cause challenges for institutions trying to stay in compliance.

The proposal from the Agencies also included a request for comment on a previously proposed amendment to Regulation CC from FRB which sought to reduce the period of time within which deposited funds may be held. WBA opposed this proposal when it was initially issued in 2011, and still opposes it today.

View WBA's comment letter here: www.wisbank.com/media/564662/20190208_frb-cfpb-regulation-cc.pdf

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

Slowing Down to Help Out

Serving your customers living with dementia

There are nearly 120,000 people in Wisconsin who are living with dementia, and that number is expected to double in the next twenty to thirty years. Of those living with dementia, 70 percent are people still living in the community. They still go shopping, meet with friends, and could walk into your bank. You may be asking yourself now, “do I know how to best assist a customer with dementia?”

“As a community bank it is important for us to be active and aware of our community members,” said **Lisa Higgins**, agricultural and commercial lender for Union Bank & Trust Company, Evansville. “We have a few staff that have family impacted by dementia and wanted to train staff to better assist those members of our community.”

Dementia is a general term to describe a set of symptoms affecting mental ability. Memory loss is the most well-known of the symptoms, but it can impact other faculties like language, thinking, personality, and behavior. Dementia in

Staff Change? Address Change? 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's Assistant Director – IT **Randy Molepske**, at 608-441-1212 or requests@wisbank.com.



and of itself is not a disease but a symptom of a variety of diseases, the most common of which is Alzheimer's.

People living with dementia still want to continue to be viable members of society. “We’ve been asked by people with dementia to do three things,” explained **Cori Marsh**, Dementia Care Specialist with the Rock County Aging and Disability Resource Center. “They would like help to [1] do the things they have always done, [2] with the people they have always done them with, and [3] in a safe way.”

This is where the Dementia Friendly Initiatives come in. In 2013 the State of Wisconsin initiated its Dementia Care Redesign Effort, which, among other things, aimed to expand community resources for people living with dementia. Now, several counties have added a Dementia Care Specialist to their Aging and Disability Resource Centers and are training businesses in their communities to be Dementia Friendly.

“Banks have been our biggest customers for Dementia-Friendly Training,” said **Joy Schmidt**, Dementia Care Specialist with the Dane County Aging and Disability Resource Center. “Banks are frequently the first to notice changes in a person... One of the first signs of dementia can be having trouble

managing finances or falling for scams, and those with dementia become more vulnerable to financial abuse.”

The training typically consists of an overview of what Alzheimer's and dementia are, ways to recognize the signs of dementia, and how to better communicate with those that may be living with dementia. “We were given things to look out for,” explained Higgins about the bank's Dementia-Friendly training. “They were things that we may have already noticed but didn't know the ‘why.’”

The acronym SLOWER is emphasized in Dementia-Friendly training. It stands for:

- Smile
- Listen
- One thing at a time
- Words clear
- Eye Contact
- Remaining Calm

These are the basic tenets for communicating with a customer with dementia. Schmidt also emphasized that bankers should not take things personally, or be embarrassed or uncomfortable when interacting with customers who may have dementia, and acknowledge that the customer is trying to communicate even if they are not totally understood.

There are a variety of challenges facing those with dementia in relation to banking, such as overdrafts due to scams, paying bills

multiple times, no longer being able to balance their checking account, as well as the actual act of being in a bank. Often times for those with dementia, short term memory is impacted so a customer may repeat questions and need more assistance. If the bank is busy, they may not be able to take the noise. “Talk with them in a quiet space and slow down when interacting,” explained Marsh. Other environmental factors like busy patterns on the floor and signage that is too small or unclear can cause challenges to customers with dementia.

Higgins, Marsh, and Schmidt all encouraged banks to reach out to their local Aging and Disability Resource Center* to see what dementia-friendly information and training is available. “Some counties help promote those that have gone through the training and will give them purple stickers to display that show they are a dementia-friendly business,” said Schmidt. “We have consumers calling asking for dementia-friendly businesses.” As noted earlier, many counties have a dedicated Dementia Care Specialist.**

Higgins says frontline staff have always been patient with customers, but since the training she notices a higher level of engaged interaction. It's not only customers with dementia who will appreciate this higher level of engagement, but their families and caregivers, too. And that is the hallmark of community banking in Wisconsin: serving and knowing your customers and community.

* www.dhs.wisconsin.gov/adrc/consumer/index.htm

** www.dhs.wisconsin.gov/adrc/dementia-care-specialist-program.htm

WBA Capitol Day

(continued from p. 1)

Chapter 1: Deciding to Attend



You first learn about the WBA Capitol Day event in an email from WBA President and CEO **Rose Oswald Poels**. You make note of the date, May 21, but don't register yet. You're still not sure if it will be worth it for you to take a whole day away from the office.

A few weeks later, you read about Capitol Day again in the *Wisconsin Banker* and learn just how much of an impact you as an individual will have. After all, you'll be meeting directly with the office of the lawmakers who represent you, your customers, and your

"This is how our elected representatives learn the little nuances of different areas of trade and commerce that they can't possibly be expected to already know. The impact is strongest when the collective voice of an entire industry expresses unified beliefs using real-life examples."

— Scott Romportl, assistant vice president – risk management, River Cities Bank, Wisconsin Rapids

community. You tell yourself you'll register that afternoon... but then a client comes in with an urgent request and you know you still have plenty of time before the event, so you put it off.

Then, just a few weeks before the big day, you receive another email from WBA reminding you that time is running out to register. You quickly forward it to a couple colleagues to see who else is planning to go, and then register yourself. It only takes you two minutes—the event is

free, so you don't need to enter payment information.

You block off the date on your calendar and figure out how you'll get to the Monona Terrace in Madison by 9 a.m. on Tuesday, May 21.

Whew. You're all set.

Chapter 2: Learning About the Issues

Getting to the Terrace isn't a bad drive, especially in the Spring. (January, on the other hand, can be a bit dicey.) Parking is convenient, and you find your way to the

Registration desk easily. It's surrounded by other bankers and WBA staff, bustling about with their coffee and getting ready for the day ahead. You help yourself to some of the coffee—hot and delicious—mingling with your peers for a few minutes before you're ushered into the conference room for the Issues Briefing.

Other WBA members and staff speakers run through the key agenda items for the legislative visits today. You follow along in the event app, jotting down a few notes about what you want to say during your meeting. You're a little nervous, if you're being honest with yourself. You've invited your legislators to your bank for a visit before, but that's on your home turf. The Capitol is unfamiliar territory.

To continue your Capitol Day adventure, turn to page 18...

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A PFAS Primer for the Lending Community

By Ned Witte

Over the years, certain environmental conditions, like asbestos, radon, underground storage tanks, and PCBs, have cast a pall over transactions as they came to be understood. The newest environmental condition that lenders need to learn about is “PFAS,” which is the acronym for Per- and Polyfluoroalkyl substances. This article provides an introduction to PFAS, important background on why lenders should focus on this new issue, and practical suggestions for lending best management strategies to address PFAS.

» What is PFAS and Why is It Considered Harmful?

The term PFAS refers to a group of chemicals that have been used in many industrial applications and consumer products such as stain-proof or waterproof carpeting (e.g. Stainmaster), clothing (e.g. Gore-tex), clothing/leather/upholstery treatment (e.g. ScotchGard), food paper wrappings, firefighting foams (commonly used at military bases, airports, fire stations and refineries), dental floss, and non-stick metal plating or cookware (e.g. Teflon). Some research has suggested



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probable links between exposure to PFASs and diagnosed high cholesterol, ulcerative colitis, thyroid disease, testicular and kidney cancers, and pregnancy-induced hypertension.

PFASs are resistant to degradation, which means they do not break down in the environment. PFASs are also resistant to heat, water, and oil. They are water-soluble and bioaccumulative, meaning the amount builds up over time in the blood and organs. PFASs have been found at low levels both in the environment and in blood samples of the general U.S. population. The primary exposure pathways for PFASs are through the ingestion of drinking water, fish-rich diets, and dust.

» PFAS Regulatory Developments and Significant Settlements

Regulatory standards are just evolving, but the United States Environmental Protection Agency (“EPA”)

has set a lifetime health advisory for the PFASs perfluorooctanoic acid (“PFOA”) and perfluorooctane sulfonate (“PFOS”) of 70 parts per trillion (ppt)—for context, seventy parts per trillion is like waiting 32,000 years for one minute.

EPA only just unveiled its “PFAS Action Plan” on Feb. 14, 2019. The PFAS Action Plan includes objectives such as identifying a federal groundwater standard for PFAS, known as a maximum contaminant level, or MCL, and listing PFAS as a regulated “hazardous substance.”

In Wisconsin, the WDNR is working to develop enforceable groundwater standards for PFASs. However, it is likely that it will take more than two years to develop such standards. In the interim, in a direct response to the growing impact of PFASs, WDNR implemented a significant policy change in how it administers the Voluntary Party

Liability Exemption, or VPLE program (Wis. Stats. §292.15). In late October 2018, WDNR shifted to a position that, unlike prior practice, it will no longer issue a “Certificate of Completion,” or COC, whereby WDNR would release the VPLE responsible party and assume responsibility for all hazardous substances that existed on the VPLE subject property. Instead, the COC will be effective only for the hazardous substances that were investigated and, as necessary, addressed. For most sites that are in the VPLE process, and for all pre-2019 VPLE sites, this means that PFASs will not be within the scope of the VPLE COC.

There have been several noteworthy cases regarding PFAS in the last several years:

» 3M Company agreed in February 2018 to pay the State of Minnesota \$850 million in regarding to groundwater contamination from PFAS in the 3M product ScotchGard.

» DuPont agreed to pay \$670 million in 2017 to settle 3,000 personal injury claims from exposure to PFAS in its Teflon product.

» A DuPont Subsidiary, Chemours, agreed in late

(continued on p. 11)

Calling All HR Bankers!

Up Your Game at the WBA Human Resources Conference

The 2019 WBA Human Resources Conference will be held Thursday, May 9 in Stevens Point and feature four expert speakers to guide attendees through several key topics and ever-changing regulations related to human resources in the banking industry.

During the first session of the day, conference attendees will hear the annual employment law update from



» *Planned by WI banking HR professionals...
designed for WI banking HR professionals*

Jennifer Mirus, attorney with Boardman and Clark, LLP law firm. Mirus’s presentation, *Keeping Current*

with *Employment Law*, will update attendees on changes in employment law that all HR professionals need to know.

Before lunch, attendees will have the opportunity to participate in the always-popular speed networking session. Gather new ideas, debate questions, and high-light important issues with your peers during this high-energy session.

Visit www.wisbank.com/events/human-resources-conference to learn more and register online. Watch for additional speakers and sessions to be announced soon!

Invest in Your Women Leaders

WBA Women in Banking Conference is right around the corner!

The 13th annual WBA Women in Banking Conference is just around the corner! WBA encourages you to send your top-performing women to join us for the conference on Tuesday, April 23 at Glacier Canyon Lodge & Convention Center in the Wisconsin Dells as an investment in their futures with your bank. Attendees will benefit from over four hours of presentations, network with more than 140 women banker peers, and participate in speed networking to share ideas.

NEW 2019 Pre-Conference Networking Opportunities!

On Monday evening from 6 to 8 p.m. we will be hosting “Belles in the Dells,” a pre-conference reception sponsored by Bell Bank. We will hop aboard a trolley bus, take a short, narrated tour of the Dells, and then head to a local restaurant for a reception.

For our early risers, join us at 6:30 a.m. the morning of the conference for a session of optional morning yoga, led by **Rebecca Giroux** from F&M Bank, Tomah. Everyone of any level is welcome, from novices to experienced yogis. Check-in for the conference will begin at 8:15 a.m. and a continental breakfast will be provided.

Three expert speakers will address important topics for women leaders throughout the day. **Sarah Noll Wilson**, a certified executive coach, will kick off the conference with a presentation on how to overcome barriers that limit a woman’s success – highlighting showing up as powerful champions for other women. Now, more than ever, women need to intentionally build each other up instead of tearing each other down.



This session will leave you with real, relevant insights for professional and personal growth and the inspiration to call forth greatness from others.

After a coffee break and a panel discussion on trends every banker should know, we will be joined by **Kristin Sundin Brandt**, a certified financial marketing professional, who will speak on work-life balance in what she describes as “work-life fit.” Is life really about balancing it all, or fitting in what means the most to us in our everyday lives? Either way, without blending your personal and professional lives, you can never have true “balance.” During this session, Kristin will share her own successes, failures, and lessons learned to demonstrate how you can achieve a better, more balanced and “fit” life.

In the afternoon, attendees will enjoy a lunch buffet followed by a speed-networking session to help you get to know other conference attendees and discuss current issues and trends in banking. Finally, we will move on to our final speaker, **Natalie Bartholomew**, author of “the Girl Banker” blog. This final session will discuss “owning it” and being a woman in banking. Natalie is herself an experienced career banker in a variety of areas including lending, deposit operations, culture building, and marketing. She was recognized as the 2015 Young Woman of the Year. The conference will adjourn after this session with prize drawings.

Reserve your seat at this amazing conference today! Visit www.wisbank.com/Women to learn more and register online.

PFAS Primer

(continued from p. 10)

2018 to pay \$13 million in penalties to reduce air emissions of PFAS related products from a non-stick compound called GenX.

In Wisconsin, the WDNR is tracking PFAS at approximately 10 sites around the state, including in Marinette, where firefighting foams have been tested and managed, in Manitowoc, where nonstick cookware was manufactured, as well as at numerous former military bases and airfields where firefighting foams have been utilized.

» PFAS Best Practices for Lenders

Because PFAS is an entirely new consideration for environmental due diligence

and loan underwriting, and there are presently no federal or state standards, there is great uncertainty for lenders—and their borrowers—as they address the possibility of PFAS in lending transactions. Lenders need to update certain environmental best management practices.

Lenders should be closely attuned to properties where: (1) fire-training/suppression was conducted or a firefighting facility was on or near the property; (2) there was an industrial fire or major accident near the property; (3) a manufacturer was/is located on or near the property or treated a product to make it water or oil resistant (or used products such as ScotchGard or similar materials in large volumes); (4) the property is located

near a landfill, airport, or military base; (5) fill or composting material containing PFAS was used at the site; and (6) there is known PFAS contamination onsite and located near municipal or private drinking water sources or surface water.

Lenders should require enhanced due diligence practices as part of their loan underwriting and should ensure that their environmental consultants, or their borrower’s environmental consultants, are familiar with PFAS and PFAS risk-prone activities and properties. Lenders who have used the Wisconsin VPPE program as the gold standard must also adapt to the new and practical limitations WDNR has imposed on this program. Lenders should communicate

with the WDNR frequently and early to be certain to address PFAS. Finally, lenders should be supported by PFAS-experienced consultants and legal counsel to cost-effectively address this new challenge.

» Conclusion

Because PFASs are persistent, pervasive, come from a narrow but widely used manufacturing base, may have been included in a multitude of products, and are subject to evolving state sampling and cleanup standards, all parties to a financing project where PFAS-related activities may be present need to proceed with diligent attention to address the risks PFASs create.

Witte is an attorney with Godfrey & Kahn, s.c., a WBA Bronze Associate Member.

Get Ready for Teach Children to Save Day!

Nationwide financial education campaign is April 12

Looking for a good way for your bank staff to participate in the WBA Power of Community Week? Look no further! National Teach Children to Save Day was established over two decades ago to spotlight the importance of teaching our nation's youth about saving money. This event, which occurs every April, often involves bankers making presentations to students in grades K-12 about



> Miss out on ordering this year? You can download a PDF of the kit materials from WBA's website at www.wisbank.com/ReadingRaisesInterestKits.

budgeting, saving, recognizing needs versus wants, and other fundamentally important financial concepts. The Wisconsin Bankers Foundation (WBF) encourages all WBA

member banks to participate in some way, and provides the Reading Raises Interest Kits to help facilitate the campaign.

Bankers around the country participate in this campaign as a way to use their unique set of skills to help address the lack of financial know-how in our state and nation—a serious problem that threatens the economic stability of our country and our communities. When bankers play a part in helping consumers of all ages develop the knowledge, tools, and capability they need in

order to make better informed decisions throughout their financial lives, they not only create more capable customers (and future customers), they also demonstrate the banking industry's commitment to our communities. It's an opportunity to reach out to your communities and give young people the tools and inspiration for a successful financial future.

Many of the volunteer bankers who dedicate their time and energy to improving the financial capability of their communities utilize a Reading Raises Interest Kit to facilitate their presentations. To prepare for this year's campaign, bankers from around the state have ordered over 360 Reading Raises Interest Kits from the Wisconsin Bankers Foundation, with the Foundation sponsoring the purchase and distribution of an additional 2,100 activity books for participating banks to hand out in their communities! The kits, distributed in late March, contain everything bankers need to conduct a classroom presentation at a local school or community center.

However, your participation in Teach Children to Save Day doesn't need to involve a presentation. You don't even need to hold your event on April 12; the entire month of April is Financial Literacy Month in Wisconsin! The Teach Children to Save campaign encourages bankers to get involved in many ways, so any savings-related lesson, presentation, or event qualifies as part of the campaign. Examples include bank visits and events with other organizations that discuss saving and distributing savings-related materials, as well as in-school bank lessons that augment deposit collections.

Visit www.wisbank.com/community/financial-education for more information.



Hackers have the latest in IT knowledge. Shouldn't your bank?

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Working with an IT provider who understands banking regulations is critical. We have a dedicated security team with the expertise to train your staff, protect your customer data, and provide a full spectrum of protection. All without the overhead you'll pay for an in-house security team.

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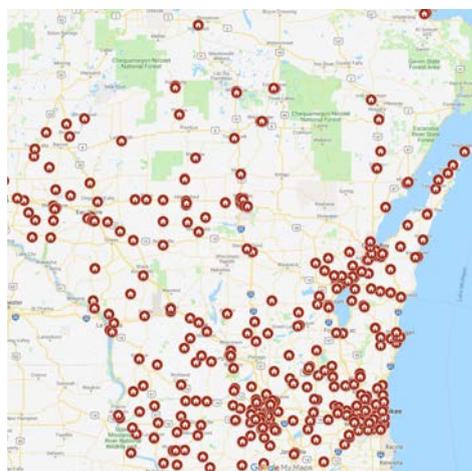
La Crosse • Eau Claire • Wausau • Rochester • Waterloo/Cedar Falls • Minneapolis

Power of Community Week is April 22-26. Are You Ready?

How is your bank participating in serving the community?

During the week of April 22-26, 2019, the Wisconsin Bankers Association Power of Community campaign will bring together our member banks and associate member companies to celebrate your commitment to the communities you serve. During the campaign, we encourage all participants to engage in one or more community service activities.

We know your organization is involved in community service projects year-round; this week-long campaign will



> During the past 2018 Power of Community Week...

- 74 banks reported their activities
- 420 activity locations
- 1,738 Power of Community t-shirts worn
- 2,714 volunteer hours reported (estimated)
- 2,194 bankers participated (estimated)

bring together the efforts of the Wisconsin banking industry to

show our collective impact and involvement in the state.

We invite all members to participate in this effort to highlight how much Wisconsin's banking industry supports the communities in our state. Visit www.wisbank.com/BanksPowerWI for an interactive map of the state showing what Wisconsin banks are doing to celebrate Power of Community week! Don't see your institution on the map? Fill out the form on www.wisbank.com/BanksPowerWI to let us know what you'll be doing!

Several Companies Become WBA Associate Members

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

Crowe LLP

www.crowe.com

Oak Brook Terrace, Ill.

Contact: **Sara Krople**

Tel: 630-574-1608

Sara.krople@crowe.com

Crowe is a public accounting, consulting, and technology firm with offices around the world. Crowe uses its deep industry expertise to provide audit services to public and private entities. The firm and its subsidiaries also help clients make smart decisions that lead to lasting value with its tax, advisory, risk and performance services. Their banking industry focused team of more than 800 professionals has more than 50 years of experience, works with financial institutions of all sizes and serves more than 1,800 financial services organizations.

DebtX

www.debtX.com

Boston

Contact: **Hendon Pingeon**

Tel: 617-531-3403

hpingeon@debtX.com

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

DebtX's core mission is to empower banks with an ability to actively manage their portfolios by rating, valuing, buying, and selling loans. Headquartered in Boston with offices located throughout the United States, Europe, and South America, DebtX is a pioneer and innovator in the commercial and residential loan sale industries. Upon inception in 2000, DebtX developed and deployed the first online loan sale platform. This groundbreaking platform enabled small and large banks to access buyers for stressed loans. DebtX helps banks sell all sorts of loans – from very distressed loans to performing loans in portfolios with concentration issues. Banks are learning that the market for loan sales is very strong and liquid. DebtX has worked with many Wisconsin banks to review and sell loans.

Integrity Loan Review, LLC

www.integrityloanreview.com

Green Bay, Wis.

Contact: **Kevin Graff**

kevin@integrityloanreview.com

Integrity Loan Review, LLC brings over 10 years of dedicated loan review, loan portfolio due diligence, credit policy, and credit administration consulting supported by almost 30 years of commercial lending experience to provide insights and recommendations to assist banks with their loan portfolio management. Integrity was created in October 2018 based on Kevin's desire to remain committed to the community based financial institution industry. Their focus is working with banks to help them identify and quantify risk related items in the loan portfolio. Risk ratings are a critical part of their service, however they are much more than that, as their years of experience and current interactions with customers and regulators can provide you best practices and emerging trends.

United Healthcare of WI

www.uhc.com

Milwaukee

Contact: **Angela Loberg**

Tel: 414-443-4720

Angela_L_loberg@uhc.com

At UnitedHealthcare, we serve millions of people from their earliest years through their working lives and into retirement. What unites us is our mission to help people live healthier lives and make the health system work better for everyone. These are extraordinary times in health care. The opportunities to help people live healthier have never been greater. Advanced data and technologies, breakthrough treatments and consumer choice are redefining what can be achieved. We are working to create a system that is connected, aligned and more affordable for all involved. One that delivers high quality care, responsive to the needs of each person and the communities in which they live. We are also partnering with care providers, collaborating in new ways to improve patient care. At UnitedHealthcare, we are working to play our part in creating a more sustainable health care system: one that works better for everyone.

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

Bulletin Board

News about people working in Wisconsin's financial institutions

Promotions and New Hires

Black River Falls

Black River Country Bank is excited to announce that several key individuals have new roles within the bank: **Dana Olson** (pictured) will be stepping into a new role in bank administration; **Kim Torres** (pictured) will be moving into her new position as a loan officer; and **Sheila Kutchera** (pictured) will take on the role of personal banker at BRCB.



Olson



Torres



Kutchera



Smith



Buol



Noye



Alvarez



Ursetti



Huntington



Ellis

Green Bay

Jason Buol (pictured) has joined Associated Bank as senior vice president, team leader and senior portfolio manager, private client and institutional services. **Lisa Noye** (pictured) was promoted to the role of assistant branch manager at the Reedsburg branch.

Hartland

Westbury Bancorp, Inc. recently announced that **Stacy Alvarez** (pictured) has joined the company as vice president – commercial relationship manager, serving business customers and families across the company's footprint.

Madison

First Business Trust & Investments, a division of First Business Bank, has announced that **Anthony Ursetti** (pictured) was hired as wealth advisor.

Sam Huntington (pictured) joins State Bank of Cross Plains as vice president – treasury management director.

McFarland

McFarland State Bank is pleased to announce the addition of **Carol Ellis** (pictured) to the bank as controller.

Merrill

mBank is pleased to announce that **Clyde Nelson** (pictured) will be joining the mBank team in Merrill as senior vice president, business development officer.

(continued on p. 15)

The Bank of New Glarus Takes the Polar Plunge, Donates to Special Olympics



Employees of The Bank of New Glarus and Sugar River Bank Branches recently braved the cold weather and took the Polar Plunge in nothing but shorts, t-shirts, and tutus, jumping into a cut-out section of a frozen part of Lake Monona. In addition to taking the plunge, The Bank of New Glarus collected donations from employees, friends, and family to support Special Olympics Wisconsin, an organization dedicated to providing year-round sports opportunities to more than 10,000 athletes, of any age and skill level, across the state of Wisconsin. After combining the number of donations solicited by the bank with the amount donated by the bank itself, they were able to donate a total amount of \$2,325.00 to Special Olympics Wisconsin.

Erick Gorecki
262-369-7007

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.

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 **Amber Seitz** at 608-441-1237 or aseitz@wisbank.com.

Bulletin Board

News about people working in Wisconsin's financial institutions

Promotions and New Hires

(continued from p. 14)

New London

First State Bank has named **Randy W. Zietlow** (pictured) as senior vice president and chief financial officer.



Nelson



Zietlow



Koenig



Hernandez



Mierzwinski



Reiners



Augustine



Nill



Heier



Rockwell



Brecka



Brennan



Stowell



Hoppmann



Ames

Oregon

Oregon Community Bank is excited to promote **Casey Koenig** (pictured) to bank vice president business banking and commercial lending.

Waukesha

Waukesha State Bank is proud to announce the promotions of **Mondi Hernandez** (pictured), **Angela Mierzwinski** (pictured), and **Katie Reiners** (pictured) to assistant vice president – bank manager.

Wausau

Peoples State Bank promoted **Dan Augustine** (pictured) to vice president, and hired **Bryan Nill** (pictured) as assistant vice president/ mortgage lender for its Milwaukee lending office.

PSB Holdings, Inc., the holding company for Peoples State Bank, announced that **Pat Heier** (pictured) has been appointed as vice president of PSB Holdings, Inc., by the board of directors.

Wisconsin Dells

Bank of Wisconsin Dells has announced the staff promotions of **Scott Rockwell** (pictured) to executive vice president;

Keara Brecka (pictured) to assistant vice president/consumer and residential mortgage loan officer; **Sean Brennan** (pictured) to vice president/ commercial loan officer/ security officer; **Tracy Stowell** (pictured) to assistant vice president/BSA/compliance officer; **Theresa Hoppmann** (pictured) to assistant vice president/ personal banker; **Kathy Mackesey** to assistant vice

president/personal banker; and **Tammy Maki** to senior vice president/chief operations officer.

Announcement Superior

National Bank of Commerce has donated \$5,000 to Miller-Dwan's new Superior Mental Health Services Initiative. As a bank that recently implemented an internal health and wellness program, NCB wants to see these mental health services available in the Superior area. The Miller-Dwan Foundation's mission is to improve the health of the people of the region through the creation of impactful community solutions that overcome barriers.

Retirement Richland Center

Dorsey Ames (pictured), executive vice president and cashier of Richland County Bank, retired from his position on Jan. 31. Ames joined the bank in 1978. His successful career spans 40 years with the Richland County Bank.

FBFC Donates Painting to Charity



First Bank Financial Centre recently donated a professional painting done by **Joe Everson**, Anthem Artist, to the 9th Annual Grand Slam Charity Jam fundraising event. The Grand Slam Charity Jam, presented by Kapco, on March 16 in Milwaukee, featured a cocktail party, silent and live auctions, dinner from Ferrante's, an after-party, and a concert. The funds raised at this event benefitted Camp Hometown Heroes. Pictured (left to right): **Jenna Burnette**, FBFC senior marketing representative, and **Jeff McCarthy**, FBFC marketing director.

Cleveland State Bank Charity Squads



"Commitment to Communities" is one of the seven values that Cleveland State Bank management encourages staff to live by. Employees could never have imagined the inspirational year that would follow the assignment of designated charity squads. CSB Charity Squads consisted of six to eight employees along with a director. Each squad thoughtfully selected a charity they would commit their time and energy to for the coming year. Management encouraged, and supported, the use of work hours, as well as after hours, to volunteer. In 2018, CSB Charity Squads volunteered over 600 hours. It was no doubt an inspirational year for the bank as a whole and for all individual staff members.

Wisconsin Bankers Association

Calendar of Events

April – May

Visit www.wisbank.com/education to find out more about these programs, register or browse a full list of WBA Education events. Please direct questions to the WBA Education Department at 608-441-1252 or wbaeducation@wisbank.com.

Advocacy

WBA/ABA Washington Summit
April 1-3 | Washington, D.C.

WBA/ICBA Capital Summit
Apr. 28-May 1 | Washington, D.C.
(See ad on p. 4 to register.)

Capitol Day
May 21 | Madison
(See pgs. 1, 4, 9, 18-19, and 24.)

Conferences

Agricultural Bankers Conference
April 10-11 | Wisconsin Dells

Women in Banking Conference
April 23 | Wisconsin Dells
(See article on p. 11.)

Trust Conference
May 3 | Wisconsin Dells

Human Resources Conference
May 9 | Stevens Point
(See article on p. 10.)

Bank Directors Summit
May 29 | Stevens Point
May 30 | Eau Claire

FIPCO Events

FIPCO 2019 tour de
Compliance Concierge™
May 1 | Rice Lake
May 2 | La Crosse
May 6 | Madison
May 7 | Madison
May 9 | Green Bay
May 15 | Des Moines, Iowa
(See article on p. 17)

FIPCO Software &
Compliance Forum: Deposit
May 14 | Wisconsin Dells
(See article on p. 17)
(Visit www.fipco.com.)

> Register online for WBA events at www.wisbank.com/education.
> Register online for FIPCO events at www.fipco.com/events.

Power of Community

WBA Power of Community
Week | Wisconsin (statewide)
April 22-26 | 2019
(See ad on p. 2, article on p. 13.)
(Visit www.wisbank.com/BanksPowerWI online or
Twitter – #BanksPowerWI.)

Schools/Boot Camps

School of Bank Management
May 5-10 | Madison

Compliance
Management School
May 14-16 | Wisconsin Dells
(See WBA Featured Events.)

Lending Boot Camp
May 14-16 | Wisconsin Dells
(See WBA Featured Events.)

Seminars/Workshops

Community Bankers for
Compliance: Session 2
April 23 | Stevens Point
April 24 | Madison
(See WBA Featured Events.)

IT Risk Management Seminar
May 16 | Wisconsin Dells

HSA Workshop
May 23 | Wisconsin Dells

Webinars (online training)

Safe Deposit Liability
Webinar | April 25

Wisconsin Consumer
and Marital Property Acts
Webinar | May 7
(Register online for webinars at
www.wisbank.com/education.)

WBA Featured Events

Compliance Events and Lending Boot Camp

Community Bankers for Compliance: Session 2

April 23 | Stevens Point

April 24 | Madison

Join other WBA CBC members for a deep dive into our second quarter topic: **RESPA – Regulation X/The Role of a Compliance Council**. During this one-day session, attendees will discuss the requirements of Reg X: RESPA. While there have been no major changes in the regulation, the application of the servicing portion of the regulation has been altered with the concept of Successor in Interest. The day will end with the concepts and requirements of escrow, as we know that all banks do not offer that service to their customers. This will allow non-escrow banks to head home early without missing important sections of the presentation. Visit www.wisbank.com/events/community-bankers-for-compliance-session-2-stevens-point for more information and to register online.

Compliance Management School

May 14-16 | Wisconsin Dells

This three-day school is designed to provide bankers with the necessary tools to develop, implement, and manage a compliance program. It is geared toward bankers who have been asked to expand their role in compliance management and enhance the bank's compliance program. The curriculum covers the role of the compliance officer and the stakeholders, compliance program components, what regulators require, resources and research skills, policy and procedures, risk assessments, outsourcing management, examination management, and more! In addition, students will be involved in a case study intended to draw all the elements of the curriculum together. Each group will present their case study on the final day to receive their diploma. Learn more and register today at www.wisbank.com/events/compliance-management-school.

Lending Boot Camp

May 14-16 | Wisconsin Dells

With a focus on consumer and mortgage lending, the WBA Lending Boot Camp was developed to help bankers build the foundation and skills necessary to become successful consumer and/or mortgage lenders. Attendees will learn the process of basic lending and then put it into practice through various exercises and case studies. In addition, the boot camp will cover the analysis process involved in consumer and real estate lending, various types of consumer and mortgage loans and their documentation requirements, lending rules and regulations, and how to determine customer needs through the interviewing process. The enrollment limit is 40 bankers, so visit www.wisbank.com/events/lending-boot-camp to reserve your spot!

There is also a registration option available for bankers who do not need to cover mortgage lending.

Please direct all questions about upcoming WBA education programs to WBA's **Miranda Helt** at 608-441-1270 or mhelt@wisbank.com.

WBA's social media efforts focus on communication, advocacy:

> Like Us



Wisconsin Bankers
Association –
www.facebook.com/wisbank

> Follow Us



@wisbank –
www.twitter.com/wisbank

> Join Us



Wisconsin Bankers
www.linkedin.com/company/wisconsin-bankers-association

> Watch Us



Wisconsin Bankers
www.youtube.com/WisconsinBankers

Don't Miss This Incredible Networking and Professional Development Opportunity

Join us for the next FIPCO Forum

Ongoing regulation changes... technology moving faster than the speed of light... increasing competition...

FIPCO understands these challenges and knows how important it is to stay ahead of the curve. In the ever-evolving financial industry, anything you can do to increase your productivity, profitability, and compliance while improving customer satisfaction is paramount. With this in mind, you're invited to join the FIPCO team and your peers on May 14 for the **2019 FIPCO Software & Compliance Forum: Deposit.**

If you're an innovative and forward-thinking *Compliance Concierge*™ Deposit software user—or aspire to be one—this is the event for you! Offering insight, information, and interaction, this year's conference is tailored with the topics that matter the most to you, *today*.

The FIPCO professional staff and related industry experts will share best practices for optimizing workflow and provide insight and actionable ideas related to changes in regulation and the financial industry as a whole—information you simply can't get anywhere else. In addition, many of our esteemed integration partners will also be on hand to illustrate how their solutions, some of



Software & Compliance Forum May 14
Wisconsin Dells
DEPOSIT

» Visit www.fipco.com, call 800-722-3498 or email fipcosales@fipco.com.

which you likely already use, integrate directly into *Compliance Concierge*™ Deposit.

“You asked, and we listened,” said FIPCO Business Analyst – Deposit **Nancy Hamele**. “We’ve been busy incorporating your requests, and we’re excited to show you the new features and functionality during the upcoming forum.” The information-packed agenda includes sessions focusing on:

- » FIPCO’s eSignature powered by DocuSign electronic signature capabilities
- » Deposit and User Reports
- » Blank Form functionality
- » Online check-order, and QualiFile ID Verification/OFAC Watch interface integration
- » Reg. E and Bank Holidays improvements
- » Improved CD Renewal Provisions
- » Client Address Enhancement
- » Improved Electronic Transfer Process
- » Copy Agents and Beneficiaries Feature

In addition, you’ll get immediate takeaways for:

- » New screens for electronic

transfers and certain IRAs

- » CD and IRA CD renewal functions

- » Parameters
- » New Account Opening and Account Maintenance
- » Hot Topics/Legal Q&A

Visit www.fipco.com/fipco_training_events/deposit-forum for complete details and to register online. Hotel reservations may be made directly by calling the Glacier Canyon Lodge at the Wilderness at 800-867-9453.

Welcome New Clients!

FIPCO is pleased to welcome the following organizations who have joined the growing community of *Compliance Concierge*™ clients:

- Bank of Alma
- Farmers State Bank, Hillsboro
- Intercity State Bank, Schofield
- State Bank of Schaller, Iowa
- The First National Bank of Bangor

Hurry! The special room rate for FIPCO’s Compliance Forum is only available through April 13.

For more information about FIPCO forms, software, or other products, visit www.fipco.com, call 800-722-3498 or email fipcosales@fipco.com.

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Join us for the **tour de** COMPLIANCE CONCIERGE

2019 tour: May 1 – Rice Lake; May 2 – La Crosse; May 6 or 7 – Madison; May 9 – Green Bay; and May 15 – Des Moines, Iowa. Visit www.fipco.com to learn more and to register online!

Cash Whiplash

Changing interest rates can create volatile cash flow

By Jim Reber

Before 2018 gets too much further into our rearview mirrors, it may be worthwhile to review what investment portfolio lessons we can derive for future reference. The popular notion among community bankers is that, for all the positives that the industry enjoyed last year (record earnings, continued loan growth, and solid credit metrics), the bond portfolio was a lagging performer. I believe most of that impression was the result of fixed-income investments being, for the most part, underwater.

It may therefore surprise you to learn that, in 2018:

» Tax-equivalent yields improved nicely to 2.78 percent, an increase of 32 basis points (0.32 percent);



» Average lives actually decreased from 4.4 years to 4.3 years; and

» Net unrealized losses did increase, but only by about 1 percent of face value.

That third bullet point may sound like fake news, alternative facts, or just old-fashioned spin, but the average net unrealized loss as of Dec. 31 was still only about 1.5 percent. The average bank's bond portfolio was further underwater than that for most of the year and was down around 3.0 percent as late as November.

Late Rally

The relative stability in bond prices for 2018 was all the more impressive when one considers that the Fed raised interest rates four times and ran off nearly \$400 billion from its still-prodigious balance sheet. Of course, some of the support for bond prices in the last quarter of the year was fallout from the stock market's correction, and a spate of indicators that signaled some weakness in certain segments of the economy. This includes modest, if not disappointing, inflation.

And rates did fall by significant amounts. In the 90 days from Dec. 1, 2018, to Mar. 1, 2019, maturities from two to 10 years all decreased by about 25 basis points in a rare example of a parallel shift

in the yield curve. What that means for the community bank portfolio manager is that some investments may have moved in-the-money to be called or refinanced.

Called Upon

With overnight rates below 2.5 percent, and yields on government agency bonds not much more than that, it doesn't take an ambitiously high stated coupon rate to get called. For example, in Feb. 2019, 201 different agency issues totaling \$9.5 billion were called. The following issues are cases in point:

Most community bank managers have their portfolios' expected redemption dates graphically displayed in a bar chart, by quarter or year.

(continued on p. 19)

WBA Capitol Day

(continued from p. 9)



You learn more about the Access to Better Credit (ABC) budget provision WBA is supporting. It would incentivize credit to farmers by excluding from income tax net profits received by a lender for qualifying loans, which would

"Your ability to make a meaningful connection with your legislators through real-life stories about your customers and the impact legislation—both good and bad—has on them is something they will remember."

— Mark Meloy, president/CEO, First Business Bank, Madison

have the added benefit of creating tax parity with credit unions for this kind of commercial lending. You also learn about the WBA Omnibus Bill, which contains several pro-banking provisions that will benefit the industry overall.

Just when you start to feel a bit overwhelmed by all the information, you're reminded that the key is to focus on how these measures will impact your bank and your customers. That's the information your legislators need to hear.

The briefing concludes, and everyone stands up in the front of the conference room for a group photo before heading off to lunch.

Chapter 3: Lunch and Networking

You settle in at a table of other bankers for some conversation and lunch before the next speaker. You've

been looking forward to this networking opportunity for a while. It's always great to hear from other bankers what they're

"Capitol Day is a great opportunity for the development of younger bankers to learn firsthand about the challenges to our industry and to have the opportunity to represent your bank in a meaningful way."

— Mark Meloy

doing and what challenges they're facing... and to get some new ideas on how to deal with challenges of your own.

You're especially encouraged to see several young bankers in attendance. You know this is a tremendous opportunity to help grow and develop the next generation of banking leaders.

After the speaker finishes

but before everyone gets up from lunch to walk up to the Capitol, you take the chance to mingle with a few other tables, reconnecting and exchanging business cards with a few bankers who you look to for advice. This is an opportunity for your own growth that you don't want to miss!

"Despite the competition within the industry, Wisconsin bankers tend to root for one another and support each other's individual career growth and development. It can be extremely advantageous to get to know as many industry peers as possible, and Capitol Day serves as an ideal opportunity for expanding those relationships."

— Scott Romportl

To continue your Capitol Day adventure, turn to page 19...

ICBA: Cash Whiplash

(continued from p. 18)

Broker-dealers or interest rate consultants commonly provide this information upon request. As most bonds owned by community banks have some type of call option embedded in them, the cash flow graph with rate shock scenarios resembles an inverted bell curve, with increased cash flow from falling rates in the near term, and increased cash flow from rising rates in the distant future.

Step With a Ladder

This column will now enter the recommendation stage. As alluded to earlier, the curve is very flat out to about the seven-year stage. At some point, we will see a steepening of the curve, and usually a steepening occurs when the Fed is cutting rates. Bond wonks refer to this

condition as a “bull steepener.”

A suggestion is to get a grip on how much of your portfolio would be at risk of being called away, if and when rates fall. Most full-service brokers can produce for you a simple cash flow table, which calculates how much cash your portfolio will throw off each month, in a wide range of rate scenarios. This report should be complimentary and can be updated frequently, including weekly.

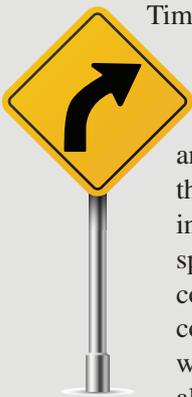
Secondly, and this hasn't been talked about very much this decade, the portfolio structure known as a “ladder” performs pretty well when the yield curve steepens. Portfolio managers that have built out the alternative construct known as the “barbell” have been rewarded over the past five years. Ladders produce superior total returns with bonds that have some degree of “lockout” (a.k.a. call protection). Agency bonds are staples of this strategy.

Don't let an unexpected interest rate swing whip your investments' cash flows around. Stay attuned to your call risk and consider building a solid ladder as a foundation of your bond portfolio.

Reber is president and CEO of ICBA Securities and can be reached at 800-422-6442 or jreber@icbasecurities.com. ICBA Services Network is a WBA Gold Associate Member.

WBA Capitol Day

(continued from p. 18)



Time to head up to the Capitol. You gather your things and head out the doors into the cool spring air. You continue your conversation with a peer along the way.

You both comment on how striking the view is. Looking ahead, you see a long line of hundreds of bankers making their way up the sidewalk to the state's Capitol. Even several blocks away, you can see groups of them opening the large, heavy wooden doors and stepping inside.

To continue your Capitol Day adventure, turn to [page 24](#)...



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The Savings Continue with WBA's AHP!

New 18-month rate-lock available for WBA members

To help address a common challenge among Wisconsin's banks—rising health care coverage costs—the WBA created an Association Health Plan (AHP). Available exclusively to WBA member banks to offer to their employees, the AHP is offered through WBA Employee Benefits Corporation (EBC), a wholly owned WBA subsidiary which has been a trusted service provider for the industry for over 35 years. To deliver its AHP, WBA partnered with a provider with one of the largest networks of doctors and care facilities in Wisconsin: UnitedHealthcare (UHC).

Now, WBA EBC is excited to announce a new benefit of the AHP. Any bank which joins the WBA AHP on or after July 1, 2019 will not need to renew



Wisconsin Bankers Association
Employee Benefits Corporation, Inc.

» Visit www.wisbank.com/AHP or contact **Daryll Lund** at dlund@wisbank.com or 608-441-1203 or **Brian Siegenthaler** at bsiegenthaler@wisbank.com or 608-441-1211.

their contract until **Jan. 1, 2021**. That's a solid, 18-month guarantee brought to you by your WBA membership and UnitedHealthcare. And that's in addition to all the other benefits that come with WBA's AHP:

» Opportunities for plan cost savings through WBA's "strength in numbers"

» More plan options, allowing flexibility to balance costs

» A national network of quality health care providers

» Convenient resources including wellness programs and digital tools

Many of the banks that have already signed on to the WBA AHP experienced significant savings compared to their previous health insurance coverage, in addition to more coverage options to help meet the needs of their employees.

Did you know that your fully insured health insurance contract is a month-to-month contract, with rates guaranteed for a minimum of 12 months? Because your contract is a month-to-month contract, you can switch carriers at any time.

Thinking about leaving mid-year but worried about how your deductible and out of

pocket accumulations with your current carrier are handled?

UnitedHealthcare provides credit for insurance expenses incurred on a calendar year basis for calendar year plan designs with another carrier. Simply request a deductible and out of pocket accumulation report from your current carrier or submit your most recent EOB's and UnitedHealthcare will carry over in network incurred deductible and out of pocket expenses.

Want to find out how the WBA AHP could benefit your institution? Please contact **Daryll Lund** (dlund@wisbank.com, 608-441-1203) or **Brian Siegenthaler** (bsiegenthaler@wisbank.com, 608-441-1211). Or, for more information, visit www.wisbank.com/AHP.



There's an easy way to make sure your health insurance rates go unchanged through January 1, 2021.

When your bank joins our Association Health Plan (AHP) through the Wisconsin Bankers Association on or after July 1, 2019, **you won't need to renew your contract until January 1, 2021**. That's a solid guarantee brought to you by your Wisconsin Bankers Association membership and UnitedHealthcare.

AHP highlights include:

- Opportunity for cost savings.
- Flexible plan options.
- National network.
- Convenient resources including wellness programs and digital tools.



Contact **Brian Siegenthaler**, Wisconsin Bankers Association — Employee Benefits Corporation at 608-441-1211 or bsiegenthaler@wisbank.com to learn more.

Wisconsin Bankers Association
EMPLOYEE BENEFITS CORPORATION, INC.

UnitedHealthcare®

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Strategic Connections

How Social is Your C-Suite?

By Laura Wiegert

While many bank employees are active on social media, do you know how social your bank's c-suite is? Don't be surprised if the number of execs actively using social media at your organization is low. Many senior leaders are *not* very social media savvy, and those who are only do it minimally.

Is it really that important? The short answer is YES. In a world where people expect to be able to communicate directly with politicians and celebrities, bank executives have an opportunity to tap into the power of social media. Successful leaders use social media to give their bank a human face and reap benefits for their banks:

- Build trust
- Enhance reputation
- Support brand and mission
- Attract top talent



Strategic Connections

Laura Wiegert

- Be a thought leader
- Increase sales

Now is the time to help your executive team embrace the social space!

» Where to Start

Creating a "social executive program" is a great way to develop a social c-suite. Working with your marketing department, you can take a strategic approach to helping your top leaders establish an influential and trustworthy social presence.

Start with CEO buy-in. For executives to be active and engaged on social, they first need to believe what they

are doing is worthy of their time and will benefit their organization. Even better if the CEO agrees to champion this effort and take the lead; three out of four consumers say a CEO's presence on social makes a brand more trustworthy (Source: BRANDfog), and companies with CEOs active on social media are perceived 23 percent more positively than those with inactive CEOs (Source: Hootsuite).

Once you have buy-in, you are ready to create a strategy around how your executives should use social. A successful program has the following components:

» GOALS: What do you want your social executive program to accomplish? Do you want to be perceived as thought leaders? Amplify corporate content? Put a human face on the organization? Drive recruitment and engage existing employees? It's

important to define what you want to do so you can take a strategic approach to helping executives establish an influential and trustworthy social media presence.

» TACTICS: This is the meat of your plan—the what, when, and how. Answer questions such as:

» **What platforms should you focus on?** LinkedIn is the obvious first choice for bank executives. It's a major channel for thought leadership and allows you to reach an audience that goes far beyond a personal network. Twitter allows you to communicate with a broader audience in a less formal way. Facebook and Instagram allow you to be authentic and create genuine connections by sharing personal and family moments. Choose the one(s) that best align with your goals.

(continued on p. 23)

2020 Photography Contest Is Open!

For the thirteenth year in a row, WBA is developing a customized calendar, "Scenes of Wisconsin." This excellent promotional tool is created using photographs of the Badger State submitted by Wisconsin bankers, their family members, friends, and customers. The calendar is a high-quality, low-cost marketing tool, as it is customizable with imprints of your bank's logo, office locations, website, etc. It is also *exclusively* offered to WBA member banks, making it a unique piece.

Now that the "Scenes of Wisconsin" calendar is in development, it also means the annual photography contest has begun! Winning photographs from this popular contest will



» To find out more about the photo contest or to order the 2020 Scenes of Wisconsin calendar, visit www.wisbank.com/calendars.

be featured in the calendar, providing recognition for the photographers and the bank they are affiliated with, as

well as producing a beautiful calendar for consumers throughout Wisconsin to enjoy. A panel of judges will score

all submitted photos, and the top ranking photos will appear in the 2020 Scenes of Wisconsin calendar.

So, if you are an amateur photographer and would like the opportunity to show off your creativity and the beauty of Wisconsin to bankers and their customers throughout the state, this is your chance! Send in your photographs that you think represent the history and beauty of this great state—whether your subject is a historical location, county fair, carnival, parade, local farm, fall colors, winter snowfall, spring flowers, or summer fun!

To find out more about the photo contest or to order your 2020 Scenes of Wisconsin Calendar, please visit www.wisbank.com/calendars.

Financial Literacy

(continued from p. 1)

we influence will someday be our depositors and borrowers – our future customers,” explained **Cathy Couey**, chief retail officer at Security Financial Bank, Eau Claire, and a member of the Wisconsin Bankers Foundation Board of Directors. Starting early with financial education is an effective way to grow future customers for the bank, said **Frank Habib**, interim executive director

don’t want to look dumb. There’s a large knowledge gap, but people are intimidated. People feel like they should know and they’re a little embarrassed that they don’t, so we try to create an atmosphere where people can ask questions.”

The difference between understanding personal finance and never learning those skills can be dramatic. “It’s very important to teach these life skills,” said Habib. “Your choices will have a long-term impact on your life, and

niche or geographic location, but it’s one that many banks share. “I personally feel it is a banker’s responsibility to aid consumers in making the best financial decisions,” said Couey. “Offering and/or participating in financial literacy proves your dedication in helping your customer reach their financial goals.”

“We feel it’s incumbent on us to expose people to these topics and issues so they can be set up for success in the long term,” McCarthy

of all the curriculum Junior Achievement presents to a class, the students probably only retain about a quarter of it. “The other 75 percent of what they remember is the volunteer talking about their own experience,” he said. “Bankers have a tremendous ability to go into a classroom and tell stories that augment the curriculum and really bring it to life.” Another reputational/brand benefit of demonstrating a banker’s job and banking to students early: a recent national

“Invariably, the more those students learn, the better graduates and employees they’ll become because of that early investment. Teach them early. They’ll become a well-informed and good customer.”

– Frank Habib
interim executive director
EconomicsWisconsin

Beyond Cash and Credit Scores...

The Added Benefits of



unfortunately, the costs of not understanding this are exorbitant sometimes.” But financial literacy isn’t all stick, no carrot. **Michael Frohna**, president of Junior Achievement of Wisconsin, which has been inspiring and preparing young people for success in a global economy for 78 years in Wisconsin (and for 100 years in the U.S.), summarized the ultimate goal of financial education: “Financial literacy allows people to pursue a life that’s unique and meaningful to them,” he said.

“Make Lives Better”

That quest for betterment is what ties financial education to a bank’s mission or brand. For most financial institutions, at least part of their mission or vision is to help their customers and their community. That goal can be nuanced and look different depending on the institution’s

agreed. First Bank Financial Centre (FBFC) sees financial literacy as part of the bank’s strategy to live out its mission, rather than another marketing channel or way to prospect for potential customers. “It’s not really about ROI,” McCarthy clarified. “It’s more about investment in our mission, which is ‘Make Lives Better.’ It’s an investment in the people in our communities as a way to make lives better. It’s a proof point to support our overall mission and support our brand.”

In addition to the financial benefits of being educated about money, banks can also enhance their brands or missions by inspiring and mentoring young people through their financial literacy outreach. Frohna explained that

study revealed that 20 percent of Junior Achievement students chose a career path based on their career field of their class mentor. “It pays to volunteer, because you can change perceptions of what bankers do,” said Frohna.

Building Vibrant Communities

As the financial cornerstone of their communities, banks also fill key partner roles with many local organizations, including the chamber of commerce, schools, and other entities. “Ultimately, I think organizations like ours and entities like banks really have the vibrancy of our communities at the heart of what we do,” said Frohna.

of EconomicsWisconsin, a not-for-profit which has been delivering quality teacher training in economics and financial literacy in a free market and free enterprise environment for the past 55 years. “Invariably, the more those students learn, the better graduates and employees they’ll become because of that early investment,” he explained. “Teach them early. They’ll become a well-informed and good customer.”

Unfortunately, today many consumers don’t receive the early education in money management that they need in order to thrive and avoid financial pitfalls. “A lot of people don’t know what they don’t know about their finances,” said McCarthy. “And even when they know they don’t know everything, people are afraid to ask questions because they

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Financial Literacy

(continued from p. 22)

“Finding more ways we can partner and reach people who don’t have all the tools they need to thrive will benefit everyone in the long-run by creating communities who are financially literate and responsible.”

Partnering with an organization dedicated to financial education can be an effective, efficient way for banks to act out their mission to benefit customers and the community. “We align ourselves with best-in-class organizations

and tools,” McCarthy explained (FBFC is a Ruby level partner with Junior Achievement). “We participate in reality stores at our local high schools, and our online component is powered by EverFi, which is a nationally recognized leader in financial education.”

One of the primary reasons banks gain efficiencies through these partnerships is because no new contacts or infrastructure need to be built in order to deliver financial education in the bank’s market. “What’s important is banks don’t

need to create anything,” Habib explained. “There are enough solution-oriented agencies to do that.” He recommended lending facilities, such as meeting rooms, and hosting or sponsoring events through those agencies as a better use of the bank’s resources than creating new materials. Serving on the boards of these organizations is also a valuable way for bank executives, in particular, to give back.

Whichever strategy Wisconsin banks utilize for their financial education efforts, the Wisconsin Bankers

Association and the Wisconsin Bankers Foundation have both dedicated resources to help bankers provide the education needed in their communities, Couey explained. “They promote Money Smart Week and Teach Children to Save Day by providing Reading Raises Interest Kits to communities within Wisconsin, and provide the online resource MyMazuma.com,” she said. “All of this aids bankers in providing resources to help educate consumers on financial development.”

Seitz is WBA operations manager and senior writer.

Financial Education Resources from the WBA and the Wisconsin Bankers Foundation:

Reading Raises Interest Kits | Classroom presentation materials for elementary-age students | www.wisbank.com/ReadingRaisesInterestKits



Power of Community Week | State-wide campaign to highlight how banks give back to their communities | www.wisbank.com/BanksPowerWI



MyMazuma | Online financial education resource catalogue; the “Yelp” of financial literacy | <http://mymazuma.com>



Strategic Connections

(continued from p. 21)

» What should you post?

As an executive, you may want to position yourself as part of a broader team, praising employee accomplishments and even engaging with individual employees. Thought leadership posts are just as important to help position you and your bank as industry experts. Also use social media to start and engage in conversations about community and causes that are important to you. Again, align your posts with your goals and your channels.

» **How often?** Publishing frequency matters when you are trying to establish a presence on social media. In general, strive to post quality

content consistently and commit to publishing regularly over the long term.

If you are just starting out in the social space, start small and build up your frequency. There are actually many schools of thought on what the best posting frequency is, but a company called CoSchedule recently combined 10 different studies done about this and offers the following best practices:

- » **Facebook:** 1 post per day
- » **Twitter:** 15 tweets per day
- » **LinkedIn:** 1 post per day
- » **Instagram:** 1-2 posts per day

» **What training is needed?** Do an audit of which (if any) executives currently use social media, and to what degree. Assess each individual’s level of comfort

and familiarity with social media to ensure your program addresses their different needs, and you can provide the appropriate training.

» What is the process?

To effectively put your social executive plan into action, define a process for creating, approving, and posting content. Be sure to work with compliance to ensure everyone follows bank policies and best practices in social media.

» **METRICS:** How do you know if your leadership team is meeting the defined goals? It can be as simple as looking at engagement – how many likes, comments, and shares are your posts getting? You may want to consider investing in social

listening tools for more advanced analytics.

Building a social c-suite takes time, but ultimately each executive will find his/her voice and start connecting with other employees, customers, shareholders, and partners. And the more participative your senior leaders are in social media, the more engaged the organization will become. Once the organization is engaged, levels of trust, competence, intellect, and productivity will swell. That can only be a good thing when it comes to customer satisfaction and profitability.

Wiegert is senior vice president marketing at Investors Community Bank, Manitowoc, and a member of the 2018-2019 WBA Marketing Committee.

WBA Capitol Day

(continued from p. 19)

Chapter 4: Meeting with Legislators



Once inside the Capitol, you take just a moment to enjoy the beautiful art and architecture inside. One of these years, you really need to take **Mike Semmann** up on that offer for a

behind-the-scenes tour...

You check the app to verify the time and location of your meetings for the afternoon, as well as the bankers who will be joining you. Your first meeting is in room 413 South

and you have no idea how to get there, so your first stop is the Rotunda in the center of the building. You know WBA staff will be stationed there throughout the afternoon to give directions.

You make it to your legislator's office, and the two other bankers who will be joining you are waiting outside. You open the door and let yourselves in—that was a tip from WBA staff, too. Only newbies knock on the office doors in the Capitol.

A staffer greets you and confirms your appointment. She invites you to take a seat and goes into the back to let the Representative know you're here. Soon, you're face to face with the lawmaker responsible for representing your interests

in state government. You take a breath, and then jump into the conversation.

"Face-to-face meetings are an important part of messaging to legislators. Remember, these are smart people, but that doesn't mean they are all well-versed in banking regulations and the impact and costs thereof. Our ability to articulate the challenges rules and regulations have on us and our customers is key."

— Mark Meloy

One down, one to go. Your first meeting went very well, you think. The other bankers from your district have other appointments later in the afternoon, so they each head back to their bank. That means you're on your own for your final legislative meeting today.

You find the room more easily this time and let yourself in a few minutes before your scheduled appointment. The staffer greets you and invites you into the back office. He lets you know that your

representative is "in district" today and so isn't available to meet. WBA staff told you that meeting with legislative staff is just as impactful—it's their job to communicate your needs and concerns to the legislator.

The staffer is very knowledgeable and asks good follow-up questions, taking careful notes throughout your conversation. You leave confident that you made your points well and that your legislator will hear what you had to say. You swing by the Rotunda on your way out to say goodbye to a few peers, and then start your drive back to the bank.

You know, without a doubt, you made a positive impact on Wisconsin's banking industry today.

Will WBA achieve its goal of 100% participation in representing the industry? Will every Wisconsin lawmaker hear from at least one banker constituent on May 21?

You decide! To register for your Capitol Day adventure, visit www.wisbank.com/CapDay.

Seitz is WBA operations manager and senior writer.

"Learning to navigate the Capitol building takes some practice, as each door seems to lead to another hallway with 10 more doors... Fortunately, WBA staff members are posted up in the Rotunda area to help with this. If you're like me and feel overly prideful (to a fault) about never asking for navigation directions, this is definitely one of those rare exceptions."

— Scott Romportl

★ Advice From the Other Side of the Desk ★

Two Wisconsin lawmakers offer tips to constituents about how to have effective face-to-face meetings.



Senator Roger Roth
Senate District 19 | R-Appleton

★ "Be open and honest about the issue you want to discuss, and make sure you tell me why it is important to you! Realize that we may not always agree, but that I am always willing to listen and see how we can work together."

★ "Constituent contact is critical to know what individuals in my district are thinking on a topic. Often these conversations raise viewpoints or policy concerns that my colleagues and I do not hear in the halls of the Capitol. This allows us to alter legislation that would lead to unintended consequences or present new policy solutions for the challenges facing our community."

★ "Interacting with different constituents is my favorite part of serving as a State Senator! Everyone has a different life experience and those views help me form a holistic view of the challenges facing Wisconsin. Hearing the individual stories of those in my district inspires me to ensure that government is helping, not hindering them."



Representative Cindi Duchow
Assembly District 99 | R-Town of Delafield

★ "While emotions and being passionate about issues are important, it is effective to be clear and concise with your concerns and requests because I make decisions based on facts."

★ "The most important part of my job as an elected official is representing the constituents of the 99th Assembly District. I depend on and need their input to be effective as a legislator. Constituent input has an incredibly huge impact on the decisions I make."

★ "One of the best parts of my job as a legislator is having one-on-one meetings with constituents from my district. These discussions help me in understanding and representing their interests at the state house. Also, I like to learn how constituents feel about state issues and what is going on in their lives. Building relationships with my constituents is very important to me."

Who is Sammy Rabbit and How is He Helping Your Bank?

By Mike Semmann

National Teach Children to Save Day is April 12, 2019, and to celebrate, the Wisconsin Bankers Foundation (WBF) created Reading Raises Interest Kits for all WBA members to assist in the classroom. The Wisconsin Bankers Foundation (WBF) provides these free, easy-to-use kits each year for WBA member banks to use in conjunction with Teach Children to Save Day.

This year's kit features the book *Sammy's Big Dream* by **Sam Renick**. In the story, Sammy Rabbit has a big dream: to ride the world's first outer space roller coaster! Read along as he works to earn and save enough money to do it.

Each kit includes a lesson plan appropriate for students in Grades 2-5 (age 7+) and focuses on the concepts of earning and saving money in order to reach a goal. The kit also features a separate



Association Update

Michael J. Semmann

> [Read more about Teach Children to Save Day and Reading Raises Interest on p. 12 of this issue.](#)

activity and coloring book to leave behind in the classroom. Students can share, each coloring different pages, or your bank can sponsor the purchase of additional copies for the classroom.

> Introducing Sammy Rabbit

Sammy is a "head, heart, and hug" solution to financial literacy and great life habits! When it comes to personal finance there is no question: critical thinking and math matter. But so do attitudes and feelings.

And that is one of many unique edges Sammy provides kids and families—he connects with them on many levels.

Sammy is a friend everyone loves. He is warm, smart, and trustworthy. He believes the right habits make a difference, including money habits. He makes it easy for anyone to talk to and teach kids about money with his head, heart, and hug approach to education. That is his *magic* and one of his *superpowers*. It's what makes him an effective solution to a difficult challenge.

Sammy has five Dream Big Initiatives, each with its own specific mission. His current focus is on his Dream Big Read and Resource Initiative. The mission is to have one million children between the ages of 5 and 8 read, color, and own Sammy's Big Dream book set by the end of 2020. Check out Sammy's two step strategy to impact at

<https://sammyrabbit.com/two-step-strategy>. Let's accomplish the mission!

> A Challenge for the Banking Industry

Talking to and teaching kids about money and habits isn't easy, especially at an early age—the point of greatest impact in the learning cycle. Parents struggle with it. Teachers don't feel qualified to do it. Many financial service professionals have conflicted interests or struggle engaging kids.

Teach Children to Save Day and the Reading Raises Interest Kits are sponsored by the Wisconsin Bankers Foundation. Contact WBA's **Amber Seitz** at aseitz@wisbank.com for more information.

Semmann is WBA executive vice president – chief operations officer and executive director of the Wisconsin Bankers Foundation.

Banconomics Helps WI Bankers Comply with Regulator Request

Banconomics helped WBA member banks follow through on a request from federal and state regulators this past January with strong results. On Jan. 11, six federal financial institution regulators encouraged financial institutions to work with consumers affected by the federal government shutdown by issuing a joint statement to the nation's banking industry.

In the statement, the regulators indicated that "while the effects of the federal government shutdown on individuals should be temporary, affected borrowers may face a temporary hardship in making payments on debts such as mortgages, student loans, car loans, business loans, or credit cards. As they have in prior shutdowns, the agencies encourage financial institutions

to consider prudent efforts to modify terms on existing loans or extend new credit to help affected borrowers. Prudent workout arrangements that are consistent with safe-and-sound lending practices are generally in the long-term best interest of the financial institution, the borrower, and the economy. Such efforts should not be subject to examiner criticism."

The Joint Release was issued by the CFPB, CSBS, FDIC, FRB, NCUA, and the OCC.

As a result of a WBA survey asking for member involvement, 46 Wisconsin banks with hundreds of branches created information and points of contact for affected customers which, in turn, was posted on the Banconomics website. Ultimately, the information

generated media around the state and the nation. According to the site's analytics, nearly 1,000 unique individuals visited the list of resources and map of where to find branches. In addition, the social media post had a total reach of over 36,000 people, including 1,354 interactions and 565 shares for an engagement rate of 3.73 percent—an excellent performance. For context, the all-industry average engagement rate for Facebook posts in 2018 was 0.16 percent.*

Banconomics.com is excited to announce a new layout and feature changes coming in April! Banconomics.com is a website that provides investors, opinion-leaders, bankers, elected officials, and media outlets with essential financial information and

reports to support public and private decision-making. The Banconomics website fills the need for Wisconsin banking indicators presented in an easy-to-access, yet comprehensive, format for community bankers, public officials, reporters, and industry leaders.

The financial data and research found on the Banconomics website is fueled by the quarterly release of FDIC banking reports including metrics on profitability, asset quality, and liquidity. Banconomics visitors also find additional, timely information contributed by economic and business experts.

For more information, please contact **Mike Semmann** at msemmann@wisbank.com.

* www.rivaliq.com/blog/2018-social-media-industry-benchmark-report

Spotlight on Community Advocates

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



Rose Oswald Poels

Q&A

The following is a brief interview between WBA President and CEO **Rose Oswald Poels** and Bay Bank (Green Bay) President **Jeff Bowman**.



Jeff Bowman

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

Jeff: It was 1980. I was 17 years old and a senior in high school. My local neighborhood bank on the south side of Milwaukee had a job opening for a part-time teller in the vault. A friend of mine a few years older than me was working at the bank and he recommended me for the job. They hired me and

I worked there every day during high school. I counted money and ran the coin machines. I enjoyed and thrived under the formal structure and being accountable for every penny in the vault. I worked for the same bank as a lobby teller and then in operations every day during college. Upon graduation I got a position as a credit analyst in the commercial loan department. I stayed with that bank for 17 years, and 10 of those years were in the commercial loan department. Those experiences and training are the foundation for many of the things I do today.

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

Seeing the results of our work. One example is a new housing project we funded on an Indian reservation in northern Wisconsin. We provided the construction financing to build 18 new houses and a 24-unit apartment building. The project required the bank to learn how to navigate through the Low Income Housing Tax Credit (LIHTC) program. We also had to learn how to sponsor and administer AHP grants through the FHBLC. The fact that a tribally owned bank brought all these resources together for a tribal community was very special. The end result is we helped meet the housing needs of an under-served community by creating more housing units. No other bank was willing to assist them. We saw and understood their vision and we stepped up to fund these projects because it was the right thing to do.

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

Community bankers are the good guys. We are dedicated to our communities. We provide access to financing on all levels whether it be for housing, consumer lending, or commercial loans. We help communities prosper.

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

Recruiting and training the next generation of bankers. We need to make these investments now so that we have a strong transition to the next group of leaders. I also see the need to make sure the younger bankers coming into the industry develop the sense of being both financially and socially responsible, especially in community banking. Community bankers are right in the thick of things in their communities, and we are in the position to best affect change with financial services and financial literacy opportunities. It can't always be about just making profits.

What are some of the most rewarding aspects of your work as a banker?

Being the CEO of a small bank, you wear many hats. I get to work with many of the bank's customers, big and small. I enjoy seeing the success of our customers. When a customer borrows money from the bank to purchase their first nice car is pretty cool. And when we make a mortgage loan to a family so they can purchase their first home, it really makes you feel good. But I really enjoy working with the business customers. In my career I've helped many small businesses purchase their first building, or expand their building, or purchase a major piece of equipment so that they can grow their business. I know that the financing we provide allows them to realize their dreams, creating jobs and personal wealth. This is what we do as bankers, and it is very rewarding.

I also enjoy working in the Native American community. I've been able to apply my work experiences in banking by assisting Community Development Financial Institutions (CDFIs), either by volunteering as a board member for them or by providing a CDFI with access to capital so that they can effect change in their targeted communities. CDFIs are typically non-profit loan funds that target people and communities that do not have access to traditional forms of capital by providing them with affordable financial services. These organizations make a difference because they touch communities that a bank typically struggles to reach.

Oswald Poels is WBA president and 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!

Bankers Marketplace

HELP WANTED

Credit Analyst

Community Bank of Cameron is seeking a Credit Analyst for their Grantsburg, Wis. location. Summary: Analyzes credit data to estimate degree of risk involved in extending credit or lending money to firms or individuals by performing the following duties. Essential Duties and Responsibilities include the following (other duties may be assigned): Contacts banks, trade and credit associations, salespeople, and others to obtain credit information; Meets with customers if necessary to develop credit and risk profile; Studies economic trends in firm's industry or branch of industry to predict probable success of new customer; Visits establishments to determine methods of operation with accepted practices in industry; Travel between branches as needed; Evaluates results of investigations, prepares reports of findings, and suggests credit limitations to management; Maintains database of customer credit histories; Prepare loan presentations for credit approval; Underwrite loan requests; Prepare Annual Credit and Appraisal Reviews; Coordinate and monitor annual collection of financial documentation; Assist with updating internal forms used for credit presentations; Underwrite loan presentations. Benefits: Competitive compensation; health insurance; 401k; profit sharing. Education: bachelor's (preferred). Application deadline: April 12. Please submit application to **Jamie Morales** at jjm@communitybankwi.com. EOE.

Assistant Vice President – Treasury Management

Waunakee Community Bank is seeking to fill the position of Assistant Vice President

– Treasury Management. Waunakee Community Bank has exceeded our targeted growth expectations since opening our doors in December of 2016, and as a result of that growth we are adding to our team of colleagues in order to better serve our clients. All candidates eager to be part of a dynamic, team-oriented culture that offers the potential for internal career progression would be welcomed for consideration. The Treasury Management Representative would be responsible for: Providing exceptional client service to all new and existing clients of Waunakee Community Bank; Maintaining and enhancing an existing client portfolio; Prospecting, development, and relationship management of new deposit/cash management clients; Strategic positioning within community business organizations; Participation in the strategic development of marketing campaigns; Ability and willingness to learn technical proficiencies pertaining to treasury management services; Cross departmental collaboration on client growth and retention initiatives. Additional future opportunities include: Professional development in the finance industry thru training and other educational programs; Potential for career advancement within the organization. Candidate preferred qualifications include: a bachelor degree in a business-related field, sales experience with excellent calling etiquette skills, strong business development skills demonstrated by proven history of production, strong organizational skills and attention to detail, and the ability to exercise independent judgment. Waunakee Community Bank has been voted Madison Magazine's "Best Places to Work" two years in a row and is part of Oregon Community Bank, a 5 Star Rated financial institution that embraces a modern and progressive forward

leaning approach to relationship banking. Candidates should contact **Steven Erickson:** serickson@waunakeecommunitybank.com.

Vice President –

Business Banking/Commercial Lender Waunakee Community Bank is seeking to fill the position of Vice President – Business Banking/Commercial Lender. Waunakee Community Bank has exceeded our targeted growth expectations since opening our doors in December of 2016, and as a result of that growth we are adding to our team of colleagues in order to better serve our clients. All candidates eager to be part of a dynamic, team-oriented culture that offers the potential for internal career progression would be welcomed for consideration. The Treasury Management Representative would be responsible for: Maintaining and enhancing an existing client portfolio including: management of loan renewals, updating financial documentation, strengthening relationships, and ensuring accurate risk ratings; Prospecting, development and management of new commercial loan and deposit relationships; Development of strong relationships among centers of influence; Strategic positioning within community business organizations. Additional future opportunities include: Participation in Strategic Planning of the Business Banking division; Opportunity for advancement to a senior leadership position. Candidate preferred qualifications include: a bachelor degree in a business related field, 5 or more years of commercial lending experience, sales experience with excellent calling etiquette skills, strong business development skills demonstrated by proven history of loan production and loan portfolio growth, strong organizational skills and attention to detail, and the

ability to exercise independent judgment. This position will also require thorough understanding of loan policy, structuring, underwriting and documentation requirements, as well as demonstrated risk assessment abilities. Waunakee Community Bank has been voted Madison Magazine's "Best Places to Work" two years in a row and is part of Oregon Community Bank, a 5 Star Rated financial institution that embraces a modern and progressive forward leaning approach to relationship banking. Candidates should contact **Steven Erickson:** serickson@waunakeecommunitybank.com.

Treasury Management Support Specialist

Location: **Oregon Community Bank-HQ**. Reports to: Senior Vice President – Business Banking (Elyse Smithback). Hours: 8 a.m. - 5 p.m. with periodic Saturday hours. Job Description: Support treasury management officers with opening, servicing and responding to client requests related to deposit accounts; Coordinate the implementation of the following services: ACH origination, business remote deposit, business online banking and business credit cards; Review account relationships on a monthly basis for compliance with ACH, RDC, etc.; Troubleshoot client requests in a timely matter; Assisting the team with researching, planning and the implementation of new products and services that fit the bank's strategic plan; Collaborating with the Treasury management officers on all department initiatives; All other duties as requested by the president and CEO, or senior vice president – business banking. Experience in the banking industry is required. Full benefit package. Salary commensurate with experience. Please send resume to **Elyse Smithback** at esmithback@oregoncommunitybank.com or call 608-835-6105.

WISCONSIN BANKER

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