



OUR NEIGHBOR CONNECTION NEWSLETTER

Straight Forward Banking



*Perry Forst
President*

My philosophy is banking should be straight forward, predictable and rewarding for our customers. My educated guess is most banks operate with a different approach.

I see other banks design and push accounts with complex and confusing “qualifying bank activities” required every month to avoid high fees. The accounts are designed with fine print and strings attached in an attempt to legitimize service charges that will reduce your account balance every month. That

philosophy gained popularity 10 to 15 years ago, but we resisted.

Free or no monthly service charge account offerings are just that at Citizens State Bank. At many other banks, you are required to jump through hoops each month in order to get the monthly service charge waived that will otherwise automatically hit your account.

While we encourage electronic monthly account statements for those customers that prefer them, if you want a paper statement from us we will simply print yours each month for free. You will not find this to be the case at most other banks because your personal preference comes at a cost.

Citizens State Bank’s checking account offerings are designed to be clean and simple with specific features that provide value and convenience for our customers. We do not believe in burdensome qualifying activities and the resulting monthly “gotcha” fees.

In addition to simple and straight-forward accounts, we continue to offer top-notch technology.

After thorough research and analysis, Citizens State Bank is moving to a new computer processing system and provider early in the fourth quarter of 2018. This undertaking will allow us to enhance product offerings and to deploy the most robust information security safeguards available.

While we receive many positive comments about our website,

we took this opportunity to make some changes. Customers will still encounter the look and feel that is reflective of Citizens State Bank. The navigation and functionality will be consistent whether you are visiting the website with a desktop computer, notebook computer, tablet or cell phone.

Online Banking customers will be able to utilize additional functionality and features. Customers will have easier access to turn their debit card on and off (Transaction Control) and manage various fraud alerts with a single log-in which is my personal favorite. Online Banking customers will have the convenience of depositing a check into their checking account by taking a picture with their cell phone (Mobile Deposit). Online Banking Bill Payment users will have additional options including Person-to-Person Payments.

We have products, features and technology that stack up favorably against any bank. What I believe sets Citizens State Bank apart is the treatment our customers experience every day. Our decisions are made right here, locally, by the same people who are here helping customers year after year. While we understand technology is important for some customers or situations, we also realize customers want the ability to discuss matters with real people in the bank. You aren’t passed along to somebody in another city, state or country when you bank with us.

We know many of our banking competitors are left to enforce impersonal corporate policies that were probably crafted thousands of miles away by corporate banker types who haven’t had face-to-face dealings with actual customers for years. It is no surprise that checking accounts are often designed with fine print requiring “qualifying bank activities” to avoid monthly service fees. I’m sure they think if they can make an extra \$6.95 a month off each checking account, the bottom line will look better. We chose another path that doesn’t involve all the strings and fine print.

At the end of the day, we chose the philosophy that fosters customer service experiences that inspire our customers to recommend Citizens State Bank to their friends and neighbors. No gimmicks or games. It is no accident that our customers feel valued and respected.

The Year of the Roth?

With the fall season well underway at this point it's time for us all to root the Vikes on to the Super bowl and do some pre-planning for the year end. It is a great time to meet with both your tax and financial advisors.

One thing we both need to know to best help you is your projected income for the year. This will let us know if you should take some profits or losses in your portfolio as well as to project potential income needs for those who are retired. Anytime these things change having some advance notice really helps me to adjust the portfolio more efficiently.

A big factor to consider this year in particular is whether to ROTH or not. Many of you are aware of the substantial tax cuts we have this year. Many of you are also aware that these lower tax rates are not likely to be here long. The point here is that each of us should take full advantage while we can. In retirement saving it may be a good year for a person to save after tax in a Roth IRA instead of deferring the tax in a Traditional IRA. Most employer plans also give you the choice to do pre or after tax as well. For others a Roth conversion may be suitable.

Why? Think of it this way- you are going to have to pay taxes on the money at some point so would you rather pay now with this temporary reduction or would you rather pay later when the rates are likely to go back up? Each person's situation is different so carefully examine this idea based on where you are at and discuss it with both your tax and financial advisors. I'd be happy to talk with you at your convenience, please call me at 952-467-3276 to set up a time!



Matt Brakefield
Investment Representative



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Jason Winter Completes Graduate School of Banking Program



Jason Winter, Vice President / Senior Lender at Citizens State Bank Norwood Young America, graduated from the Graduate School of Banking program at the University of Wisconsin – Madison.

“Jason made a significant commitment of both time and resources to successfully complete the advanced bank management program over the 25-month period,” according to Perry Forst, President of Citizens State Bank.

Winter was on campus in Madison for three two-week resident sessions that included lectures, classes, case studies, bank simulations and exams.

In addition, nine extensive intersession hands-on projects were completed to reinforce and apply the knowledge acquired in the resident sessions.

The rigorous leadership-focused curriculum completed by Winter at the Graduate School of Banking was recognized by one of the nation's premier business schools. Therefore he received a Certificate of Executive Leadership from the Wisconsin School of Business in addition to his GSB diploma.

“Citizens State Bank recognizes the importance and value of developing leaders. Jason has demonstrated the strength of character, vision and knowledge required to guide the bank as a leader of the organization,” Forst said.

Winter joined Citizens State Bank on June 23, 2008 as a Loan Originator / Processor. In August of 2009 he took on the responsibilities of a Financial Services Officer. Winter accepted a promotion to the position of Vice President – Senior Lender effective October 1, 2015. His responsibilities include managing the loan department and the lending staff. He was elected to the Board of Directors on October 21, 2015.

Jason Winter and his wife Marissa reside in Delano with their three sons: Tyler, Brady, and Peyton.

Citizens Wants to be Your Lender!



Jason Winter
Senior Lender

There's a lot at stake when it comes to choosing the right bank for your business. No matter what size your business is today, you're eventually going to need more than just a business checking account. When that need arises, the relationship you have with your bank matters.

Citizens State Bank is able to provide all the same business tools and commercial loan programs as the mega banks, but we can also provide much more. You're never just an account number or a credit score at Citizens State Bank. As indicated by the countless testimonials we

receive, the businesses we serve value the relationship they've established with our team of commercial lenders. Our customers appreciate the opportunity to discuss their needs with a person involved in the lending decision. Our decisions are made right here in the bank by our team of local lenders, not at some corporate headquarters in another city or state.

Thank you to all the businesses that have partnered with us over the years. For those of you looking for a new bank, we welcome the opportunity to show you how we believe business banking should be done.



Employee Profile:



Lisa Breeggemann

Name: Lisa Breeggemann

Position at Bank:
Teller-Bookkeeper

Years in Banking: 8

Favorite TV Shows: The Good Doctor and Big Bang Theory

Hobbies: Watching my children play soccer, reading, and gardening

Favorite Quote: "Life is like a box of chocolates, you never

know what you're going to get" ~ Forrest Gump

The famous person people say you most look like:
Helen Mirren

If they were casting a movie about your life, what Hollywood actor/actress should play you: Sandra Bullock

June 29, 2018 Dairy Day Winners

Jim Fehr

Corey Thaemert

Greta Schneider

Sharon Beneke

Colleen Pieper

Renee Garfunkel



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The Most Professional and Courteous People Around

"We have been customers of Citizens State Bank for quite some time now. We use their services for both our personal and business banking needs. We can't say enough good things about our entire experience with Citizens State Bank.

We've had occasion to recommend their services to others in need of a hometown bank. With such personal attention we do not hesitate to recommend Perry and his entire staff of professionals. From the tellers to the president, Citizens State Bank employees are the most professional and courteous people around."

~ Laura and Jeff Pike



We want to be your bank. Let us show you the Citizens Difference!



Member FDIC

952-467-3000



409 Faxon Road www.CitizensStateBankNYA.com

We Have the Tools to Help You!

When you're building or rehabbing a home, traditional construction loans require a loan for the construction phase, then once the home is complete, you're required to take out another loan for the end financing. Our new One-Time Close product eliminates all the hassle associated with applying for, qualifying, and closing your mortgage a second time. The closing costs for that second closing are gone too! Are you worried about interest rates rising during the construction phase? With our loan, you can lock in your fixed rate before construction even starts. If interest rates drop during the construction period, we'll give you the ability to move to the lower rate! Contact Janette today for more details.



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