



OUR NEIGHBOR CONNECTION NEWSLETTER

Taking Into Account the Unique Circumstance of Each Customer



*Perry Forst
President*

Everyone knows that banks are mandated by so many rules and regulations that it would seem almost impossible to be anything but boiler-plate with customers. In this environment, why would Citizens State Bank have a goal of making each customer feel unique? How can Citizens operate in this manner when banks are commonly known for cookie-cutter type decisions?

We believe it is our responsibility to approach each customer's banking needs in the context of their specific situation. Many of our competitors can't make local decisions. Your circumstances are supposed to somehow plug into our competitors' rigid corporate templates. At Citizens State Bank, you are working directly with the people who will create solutions specifically for you.

Other banks use policies that are crafted and enforced from afar as a justification for their "this is the way we do it" stance. At Citizens State Bank we don't use our policies as an excuse. We have a local focus and clear direction allowing us to offer options that work for both our customers and the bank. For

example, we have E-Statements available for those customers who choose to receive their monthly statement electronically via on-line banking. Unlike our competitors, we do not penalize you with a monthly service charge if a paper statement is a better fit for your lifestyle.

I cannot stress enough how important it is to do your banking at Citizens State Bank. Our bankers want to work for you. You get to know us and we get to know you. You receive better outcomes at Citizens because you have the benefit of local experts who are on the level and who present honest, square deals. I continue to be shocked by the news that is still spilling out about the standard business practices of our mega-bank competitors and the schemes used over many years to systematically rip-off customers. Because we believe honest and ethical treatment of customers is paramount, it amazes me that these banks, which have been caught red-handed, still have customers who are hanging around for their turn to be mistreated.

We are dedicated to creating customer service experiences that inspire our customers to recommend Citizens State Bank to their friends and neighbors. It is no accident that our customers truly feel valued and respected as a unique individual.

Proud Community Supporter



Citizens State Bank donated to the local Fire Department Toy Drive.

Citizens State Bank partners with West Carver Lions to sponsor the annual Harvest Moon event.



Citizens State Bank supported Minnesota Veterans by donating \$500 to the Minnesota Assistance Council for Veterans (MACV). The MACV assists veterans in finding jobs.



An Option to Consider

Happy New Year! I wish all of you tremendous blessings this year.

It happens fairly frequently that I get couples and individuals in my office for the first time within a year of them retiring. It is the prime example of us humans putting off things until we absolutely have to deal with them. I certainly understand this head down reasoning as for most people their retirement savings is tied up in their 401ks at work anyhow so why come talk to Matt until it is time to rollover once you've left work.



Matt Brakefield
Investment Representative

Don't get me wrong I am perfectly happy to work in this scenario but there are a list of reasons you may want to come in at least a little earlier than that.

First many 401k plans now allow people over 55 to roll assets out of their plans into an IRA with their adviser. There is no tax penalty here and no charge to do it. People are doing this due to the extremely high market and the expectation that a correction will come between now and when they retire. 401ks typically do not have very good options for hedging a portfolio in a rising interest rate environment combined with an overheated stock market. As an independent adviser I have several good options to help you navigate this crazy market and preserve the great gains you have accumulated over the last several years. Ultimately this makes my job easier once you do retire as we have more funds to draw your paycheck from.

Another good reason to come earlier is for me to help you figure out the best social security plan, I can help you get signed up and look at all of your options. This process should be started several years prior to retirement to ensure you have weighed all of your options thoroughly.

As always there is no charge to come see me to discuss these items as well as any other investment questions you may have. Call, email or view my website Icanhelpinvest.com today to set up a time for a meeting.



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Securities offered through Securities America, Inc., Member FINRA/SIPC. Advisory services offered through Securities America Advisors, Inc. Citizens State Bank Norwood Young America, Citizens Asset Strategies and Securities America are separate companies. Investments, insurance and investment advisory services are Not FDIC Insured-No Bank Guarantees-May Lose Value. Not a Deposit and Not insured by any Government Agency. When fixed or variable annuities are used to provide guaranteed income, all guarantees are backed by the claims-paying ability of the issuing insurance company.

For Your Protection

Below are two basics on How to Protect Your Personal Information and Your Money.

Fraudulent job offers: Criminals pose online or in classified advertisements as employers or recruiters offering enticing opportunities, such as working from home. But if you're required to pay money in advance to "help secure the job" or you must provide a great deal of personal financial information for a "background check," those are red flags of a potential fraud. Another variation on this scam involves fake offers of part-time jobs as "mystery shoppers," who are people paid to visit retail locations and then submit confidential reports about the experience. In an example of the fraudulent version, your job might be to receive a \$500 check, go "undercover" to your bank, deposit the check into your account there, and then report back about the service provided. But you also would be instructed to immediately wire your new "employer" \$500 out of your bank account to cover the check you just deposited. Days later, the bank will inform you that the check you deposited is counterfeit and you just lost \$500 to thieves. One warning sign of this type of scam is that the potential employer requires you to have a bank account.



"Phishing" emails: Scam artists send emails pretending to be from banks, popular merchants or other known entities, and they ask for personal information such as bank account numbers, Social Security numbers, dates of birth and other valuable details. The emails usually look legitimate because they include graphics copied from authentic websites and messages that appear valid. These sites are used to trick people into giving up valuable personal information that can be used to commit identity theft.

If you have any questions or feel you may have been exposed to the above situations, please call us at 952-467-3000.

Our bank staff is available to you Monday-Friday 8am – 4 pm and Saturday 8am – Noon.

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Us vs. Them Equals Us For You

The title may look like an algebra equation but instead it is a reference to how we treat every customer that calls or walks in the door at Citizens State Bank.

When you shop for a mortgage loan, we know that you want to get the most competitive rate and closing costs. You may have many questions about the home buying process. You are also looking for great service. All of these are reasons to see me at Citizens State Bank for your mortgage needs. We are available when you need us. We don't have to check with Corporate Headquarters to get approval. We have the same competitive rates as the brokers, but are here to meet with you in person.



*Janette Wroge,
Financial Services
Mortgage Officer*

A good mortgage banker is someone who will ask you many questions. Any issues that may be a problem down the road are addressed early on so as not to cause a problem a week before closing. We handle the process from application to wiring the funds at closing. Mortgage brokers aren't the ones doing that.

Why would you go with a Broker that doesn't know you? We build off of existing banking relationships, but also like to meet new customers and build that long lasting banking relationship with them. Call me for your first OR next Purchase of a Home! Citizens State Bank NYA is US working for YOU!

Ten Reasons to Have Your Checking Account With Citizens

1. Free checking account options for individuals and businesses;
2. No printed and mailed check statement fee;
3. EZ Advance Ready Reserve has no annual fee;
4. EZ Check Cardholders do not incur any ATM fees when accessing either the In Balance ATM Network or Shazam's Privileged Status ATM Network;
5. Shazam Bolt\$ Alert Service has no fees;
6. EZ Net Internet Banking is safe, convenient, and free to transfer funds between your Citizens Accounts with no fees;
7. No Banking App and Mobile Online Banking fees;
8. No Online Bill Payment fees;
9. No Quicken or QuickBooks download fees;
10. Quality Customer Service with a Friendly Smile ...has no fee!

Exceeding your service expectations are the standards we set at Citizens State Bank. It is our way of bringing you the best in banking. Compare and see the Citizens difference!

Meet the Tellers

When it comes to taking care of your banking business, our tellers are known for providing personal, quality customer service. They get to know their customers and are proud to offer the best in "person to person" financial relationships.



Left to right: Sharon Shimota, Joyce Heckmann, Lisa Donahue, Rosie Krueger, Lisa Breeggemann, Marilee Widmer, Gladys Pedersen

intuit. **Quicken** QuickBooks®

Start your year off right. Keep track of your finances and tax information. This is a FREE service for our customers, unlike other banks that may charge up to \$24.95 per month.

Citizens State Bank Norwood Young America pays the cost required to offer Direct Connect which allows you to download checking account information into Quicken® and QuickBooks®. Our FREE service is the easiest way to organize your personal and business finances.

- **No manual data entry** - Once you're set up, you can download all your transaction right into Quicken® and QuickBooks® - instead of typing them in one at a time.
- **Automatically reconcile data** - Direct Connect data includes complete transaction and balance information to make categorization and account reconciliation easy.
- **No duplicate transactions** - Direct Connect incorporates a special transaction-matching algorithm that prevents the download of duplicate transactions.
- **Easier to use** - Direct Connect files may be automatically opened from within Quicken® and QuickBooks® which eliminates the need for you to search for files that have been downloaded.

Quicken is a registered trademark of Intuit Inc.

News for Health Savings Accounts

2017 Tax Year Annual Contribution Limits

- Individual Maximum Contribution is \$3,400
- Family Maximum Contribution is \$6,750

2018 Tax Year Annual Contribution Limits

- Individual Maximum Contribution is \$3,450
- Family Maximum Contribution is \$6,900

Catch-Up Contribution (55 yrs or older)

- Additional \$1,000

Come On In

We invite you to become a customer of Citizens State Bank in 2018. We are dedicated in creating and supporting positive customer service experiences.



*Seated left to right: Beverly Boehne, Tim Moore, Kathy Kauffmann, David Cloutier, Lynne Lundquist, Pat Schmidt, Janette Wroge
Standing: Joyce Heckmann, Rich Schiller, Sharon Shimota, Lisa Donahue, Rosie Krueger, Rhonda Powers, Nancy Lehman, Michelle Strobel, Roxanne Tracy, Del Peterson, Lisa Breeggemann, Jason Winter, Gladys Pedersen, Perry Forst, Marilee Widmer*



Member FDIC

952-467-3000



409 Faxon Road www.CitizensStateBankNYA.com

Building Relationships for Long Term Success



“At Simple Grace Promotions, Inc., (SGP), I work with my clients to help them develop creative promotions for their business. Creative promotions can include anything from customized awards to virtually anything you can put your name or logo on.

When I needed to expand business financing options to allow Simple Grace to enter into larger contracts with manufacturers, the banking institution I had been with for over 25 years was not amenable.

Perry helped me with growing my business inventory and working capital. Citizens’ allowed SGP an opportunity that a larger institution that had my business (and a great personal history as well) would not.

It is great working with people who share the same philosophy as SGP: they care, want to see you be successful, and will be with you long-term.”

~ Shelley Jagow
Simple Grace Promotions



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PRSR STD
ECRWSS
USLS POSTAGE
PAID
EDDM Retail

LOCAL POSTAL CUSTOMER