



OUR NEIGHBOR CONNECTION NEWSLETTER

## Make sure you “have Citizens State Bank”



*Perry Forst  
President*

The majority of the people living around here say they “have a bank.” But at times, I wonder why some of the people accept being treated as a commodity by “their” bank.

The words bank or banking are often used without giving much thought to their meanings. Bank generally references just about any kind of financial institution. Some are huge national banks. Some are out-of-state conglomerates. Some, like us, are local community banks. The funny thing is, all the huge banks try to pass themselves off as being a local community bank.

While the local banking environment as a whole is impacted by a host of things such as regulatory changes and policy moves by the Federal Reserve, there are real differences between banks that have a presence locally.

Citizens State Bank opened for business over 104 years ago and it has been and will continue to serve as your local community bank. With a long legacy of innovation and stability, Citizens State Bank has a warm and inviting building along with convenient access to information and services via industry best technology. In addition, our customers routinely tell of their satisfaction because Citizens State Bank is focused on and committed to crafting solutions that best serve their needs.

If we were talking about banking at a community event, here’s probably what I’d say in a one-on-one conversation: Citizens has been able to serve its customers for generations because we listen

to our customers and we do things that work for our community; rather than consolidating services and laying off people to temporarily bump the bottom line like the mega banks do. We invest in great technology, have a nice facility, and employ people who care about our customers – their friends and neighbors. We aren’t some impersonal internet-only bank or an order-taking branch for a distant conglomerate that would cut off your business without a second thought.

Our competitors run commercials about relationships that turn out to be just one-sided transactions because they are simply selling their strings-attached accounts that require “qualifying bank activities” to avoid monthly service fees. Impersonal policies are dictated and dispatched from corporate headquarters that are thousands of miles away. We decided long ago that a simple and straight forward approach was better for customers. We chose not to offer teaser rates and accounts saddled with tons of red tape and high fees.

We know that relationships are built upon trust and connections between people. Throughout the years, customers of Citizens State Bank have helped to shape, guide, and describe the bank. We value the very kind and positive comments from our customers regarding their relationship with the bank.

Our customers have a bank they know is interested in them and that is focused on understanding their specific situation. Our customers maximize their relationship when they lean on us as a trusted resource for banking (and non-banking) opportunities or issues. Our decisions are made right here, locally, by the same people who have extended a hand to help our customers year after year.

I’m proud to say our customers really do “have a bank.”

## Proud Community Supporter



*Career & College Fair at Central HS*



*Pennies For Patients*

## Rollovers

Happy New Year everyone! I wish you all the very best in the year to come. May you have extraordinary health and blessings in 2019.

There were a lot of changes in 2018 that benefitted job seekers such as the tax cuts that have led to employers adding people and the continued growth in technology as well as different mergers of companies. These events may have led you to make a change in your employment. Whether it was in 2018 or previously many people have changed jobs and left their 401ks behind. It may be time for you to consider rolling over your old 401ks into an IRA. This may seem daunting for busy people but my office can do most of it for you.

When I help people do this we have to fill out a form disclosing the difference between leaving the money in the 401k and moving it into an IRA. Some benefits include- professional management of the funds, more investment choices, income and retirement planning. No matter your risk tolerance I can find something that will work as an investment choice. The help in planning is part of the service I offer my clients as a holistic adviser. The goals are pretty simple, make choices in the present to set the client up for the future. The first priority is for clients to have a proven tested strategy to be certain they will not run out of money to live on.

I'd be happy to talk with you at your convenience about your old 401ks, please call me at 952-467-3276 to set up a time!



*Matt Brakefield*  
Investment Representative



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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.

## Citizens State Bank Norwood Young America wants to be your lender!



*David Cloutier*

Citizens State Bank Norwood Young America understands that each business has unique needs and prides itself on the ability to meet them. For over 100 years we have been the right fit to meet the community's needs.

As banks get bigger, the decision chain grows. This means you wait longer for answers and decision-makers are further removed from the customers. That's not how it works at Citizens. Our team of

lenders work closely with each other and will work closely with you. Whether you're starting your first business, are a seasoned professional, or something in between; we'll listen to your needs and work with you to meet them.

We value your time. We have one location. Decisions are made here. We provide quick and straightforward answers. These are some of the reasons our current customers come back to their trusted partner. Give us to try today and experience what a home town bank is supposed to feel like.

### Ten Reasons to Have Your Checking Account With Citizens

1. Free checking account options for individuals and businesses;
2. No fee printed and mailed checking account statements;
3. EZ Advance Ready Reserve has no annual fee;
4. Debit card holders do not incur any ATM fees when accessing either the In Balance ATM Network or Shazam's Privileged Status ATM Network;
5. Shazam Bolt\$ Account Alert Service has no fees;
6. Online Banking is safe, convenient, and free to transfer funds between your Citizens Accounts with no fees;
7. Free Banking App with Mobile Deposit;
8. No Online Bill Payment fees;
9. No Quicken or QuickBook 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!



## Citizens' Introduces its One-Time Close Construction Loan



*Janette Wroge,  
Financial Services  
Mortgage Officer*

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 loan 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.



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.

## Employee Profile:



*David Cloutier*

**Name:** David Cloutier

**Position at Bank:**  
Financial Services Officer

**Years in Banking:** 19

**Favorite Board Game to Play:** Risk - I will rule the world!

**Favorite TV Shows:** All in the Family - That Archie really knows his stuff, and you can't beat the theme song.

**Hobbies:** Fixing stuff - If I fixed it, but it doesn't work, it's probably you.

**Best vacation you've taken:** Portaging around the Boundary Waters

**Favorite childhood memory:** Biking - When you're too young to drive biking is freedom.

**What is something people don't know about you:** I can't answer this question. If I did, people would know.

**Favorite quote:** I'm a man, but I can change, if I have to, I guess. - The man prayer

**The famous person people say you most look like:** Dwayne "The Rock" Johnson - I'm a dreamer. Don't kill my dream!

**If they were casting a movie about your life, what Hollywood actor/actress should play you:** I'm not sure, but I'm thinking, Dwayne "The Rock" Johnson! How cool would it be to have that guy making loans? Remember what I said about dreaming?

## News for Health Savings Accounts

2018 Tax Year Annual Contribution Limits

- Individual Maximum Contribution is \$3,450
- Family Maximum Contribution is \$6900

2019 Tax Year Annual Contribution

- Individual Maximum Contribution is \$3,500
- Family Maximum Contribution is \$7,000

Catch Up Contributions (55 years and older)

- Additional \$1,000

# Come On In!

We invite you to become a customer of Citizens State Bank in 2019.  
We are dedicated in creating and supporting positive customer service experiences.



Seated: Lynne Lundquist, David Cloutier, Beverly Boehne, Sharon Shimota, Debra Schrupp, Tim Moore, Janette Wroge

Standing: Left to Right: Rich Schiller, Rosie Krueger, Rhonda Powers, Lisa Breggemann, Michelle Strobel, Joyce Heckmann, Del Peterson, Roxanne Tracy, Jason Winter, Nancy Lehman, Lisa Donahue, Martha Pieschel, and Perry Forst



Member FDIC

## 952-467-3000



409 Faxon Road [www.CitizensStateBankNYA.com](http://www.CitizensStateBankNYA.com)

## Citizens State Bank donates to local Fire Departments & NYA West Carver Lions Toy Drive



*Rhonda Powers and Janette Wroge fill the toy drive box.*



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PRSR STD  
ECRWSS  
USPS POSTAGE  
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