



OUR NEIGHBOR CONNECTION NEWSLETTER

Unfiltered Conversation Around the Fire



*Perry Forst
President*

On a recent Saturday I was enjoying the evening with family and friends around a backyard fire ring. As you can imagine, conversations moved randomly from topic to topic. At one point the conversation turned to banking with several people detailing with great disdain their customer service experiences with their banks.

Examples were passionately shared of how banks routinely miss the mark when it comes to providing what customers need and want. Of course, I found the whole exchange amusing. However, since I am not a customer of another bank, I was also able to gain real-life insight through the experiences of my family and friends. It turned out to be a fantastic opportunity to do a gut-check and think about whether Citizens State Bank could also be causing unwarranted frustration

for our customers.

Some of the people were not customers of Citizens and I was asked how we handle the various customer service situations being bantered about. Thankfully, our approach does not even come close to the many crazy policies these people were being subjected to at their banks. For example, one mother described how her bank had a maximum of three checks that could be cashed at a time in the drive-up. She had her four kids in the van and had four small checks she simply wanted to cash. In order to cash the fourth check, she had to either pull back around to the back of the long line in the drive-up or unload her four kids and come into the lobby. No exceptions. Another irritant that must be common is for the bank to require tellers to recite a scripted spiel to every customer every time. A decision-maker in a corporate office somewhere must have the belief that this is the best way for the bank to appear more personal and caring! Based on the feedback, this whole idea is very unpopular with customers and demonstrates how impersonal the bank actually is.

Citizens State Bank is driven to get it right when it comes to customer service and bank products that are of value. We are okay with being a bit different from other banks because that is exactly what makes our style of banking a great fit for our customers. We strategically ask: What do customers expect and need from us? How can we make that happen? Are we doing anything that is getting in the way of good experiences with our customers?

Citizens State Bank understands the value of local bankers that you can come in and talk with. Our dedicated employees have natural and meaningful conversations with customers. We offer products and great technology that provide customers with value, convenience and security. In-person banking combined with useful technology is our recipe for a great experience with Citizens.

Many friends of Citizens State Bank tell their family members, neighbors, and colleagues to stop in or call Citizens. We are always humbled by and thankful for these recommendations. I hope that we never lose our focus and give customers a reason to roast Citizens around a backyard fire ring!

PROUD COMMUNITY SUPPORTER



REGULATORY PROPOSAL ALERT

A recent proposal in Washington would require banks to report to the IRS on the inflows and outflows of personal and business accounts. Under the proposal, Citizens State Bank would be required by the government to report your deposit and loan account transaction information to the IRS. We care about you and your privacy, and want you to know about this potential change proposed by Washington policymakers. If you want to learn more about these issues, visit our website at CitizensStateBankNYA.com.

Person to person. Neighbor to neighbor. Yesterday, today and tomorrow.
www.CitizensStateBankNYA.com



Are You Ready for Change?



Matt Brakefield
Investment Representative

Are you aged 55 and up? If so this article is especially for you. Many things go into a happy and fulfilling retirement and only some of these are money related. Where will you live? What will you fill your time with? Will you work part-time? Will you end up being a caregiver for an older loved one or a babysitter for some much younger loved ones? Who will you hang out with? These are just a few of the things to consider prior to

deciding when to retire and they are as important to a fulfilling retirement as the ones in the next section of this article.

Prior to the pandemic I was doing free seminars on many retirement topics and then following up with services related to the topic. Social Security was the most attended and usually where I was able to help the most people. I currently run a program that helps people optimize their Social Security payout absolutely free.

Most recently I have started doing online free webinars on all topics on retirement. From the less financial things mentioned earlier to topics such as Social Security, Medicare, 401k allocations, the role of a financial advisor and others. These webinars last about 20 minutes and are very informative. If you are interested in the free report on optimizing your Social Security payout or attending any of these free webinars get in touch with me and let's get started.

Call or email to set up a time to discuss this and any other financial topics on your mind. 952-467-3276 mattbrakefield@cambridgesecure.com



Hwy. 212 & Faxon Rd. | P.O. Box 180 | Norwood Young America, MN 55368

Securities offered through Registered Representatives of Cambridge Investment Research, Inc., a broker-dealer, member FINRA/SIPC. Advisory services offered through Cambridge Investment Research, Inc., a Registered Investment Adviser. Citizens State Bank Norwood Young America, Citizens Asset Strategies and Cambridge are separate companies and are not affiliated.

Non-deposit investment products, insurance and investment advisory services are Not FDIC insured, not bank guaranteed, and may lose value. Not a Deposit and Not insured by any Government Agency.

Buying or building a home? Citizens State Bank can help!



Nancy Lehman
Financial Services
Mortgage Officer
NMLS #1999080

It is no secret the real estate market is hot right now. If you are considering buying or building a home, see Citizens Mortgage Officer Nancy Lehman to get prequalified today.

Interest rates are still very low, but it may be important to be able to move quickly when you find the home or cabin you want.

Current homeowners may also want to look at refinancing. Homeowners could lower their current interest rate, shorten their loan term, or free up some cash by

reducing their monthly payment.

At Citizens State Bank, Nancy will discuss financing options available for building, purchasing and refinancing. Our rates and closing costs are competitive and come with great service and not a bunch of hidden fees and fine print.

Stop in, call (952-467-7510) or email Nancy (nancyl@csbnya.com).

Citizens has a great mobile banking app!



With our mobile app, you can access your accounts from anywhere at any time on your smart phone or tablet. You can make mobile deposits, turn your debit card on or off, set account alerts, pay bills, see images of your checks and deposit tickets, make transfers, check balances, view account history and more! Our app is convenient, secure, and free! The app is available in the Google Play Store and the Apple App Store. The name of the app is CSBNYA.

Starting a New Chapter



Sharon Shimota

During the past 34 years, Sharon Shimota has greeted customers at her teller window (first window as you entered the lobby) or Friday nights at the drive up.

Sharon started her banking career on September 8, 1987 as a part time teller and retired on September 8, 2021 as a part time teller. Little did she know she would be employed for so many years becoming part of the CSB family. She has enjoyed working with a great group of people and feels fortunate to have been able to work in her hometown at Citizens State Bank.

Sharon plans to spend more time with her two granddaughters, doing family genealogy, and looking forward to going on day hikes in the Minnesota State Parks.

The bank valued her professionalism and great customer service she exhibited in her day-to-day activities with customers as well as her co-workers. We were very proud to have Sharon be part of the CSB family.

Employee Spotlight



Lynne Lundquist

Name: Lynne Lundquist

Position at Bank: Vice President/Administrative Officer

Years in Banking: 47 Years

Favorite Board Game to Play: Sequence

Favorite TV Shows: Big Sky and Yellowstone

Recent vacations you've taken: My youngest daughter Kourtney and I took a 25 hour road trip this summer. We drove from Minnesota to Florida stopping at small communities where we visited with area people and took in the sights. In Alabama we stopped at a vintage "full service" gas station, you stay in your vehicle as the gas station attendant checks your vehicle fluids, fills your tank with gas, checks your tire pressure, and gives you a bottle of water for your drive. Earlier, my oldest daughter, Karly, my grandchildren, Bristol & Jackson, and I took a trip to Disney (which was great!) and several road trips to explore caves, panning for gold, geocaching, and State Park hikes where we even found an old cemetery.

Favorite childhood memory: When I was a young girl – about 7 years old – I would "work" in my parents' saloon (Mohrbacher's Bar) and dust the liquor bottles, refill the candy and cigarette shelves, wash beer glasses, and play poker with the patrons for "nickel beer".

Favorite quote: "Life is too short to wake up with regrets. So love the people who treat you right. Forget about the ones who don't. Believe everything happens for a reason."

Lynne and her husband, Brian, live in Jordan, MN with Tuppi, their Yorkie Poo. They have 3 adult children, 5 grandchildren, and 1 great grandchild.

Ag Lending Specialist

The Ag lenders at Citizens State Bank understand the issues involved in a farming operation. Our individualized service and local decision-making allows us the flexibility to work with our farmers as their needs change. As Farmer Mac lenders, we offer rates and terms on ag real estate loans that compete with any ag lender in the market. The Farmer Mac program allows us to lend to all farm types, has no minimum loan size, and features fixed-rate mortgages with terms up to 30 years.

Rates are at historic lows.

Contact Bruce or Jason today to inquire about our ag loan products.

Citizens gives hometown experience

I had met Perry a while back as he had our company do some seeding at his home. At that time we had a great discussion about the businesses that we were involved in. A few years later we found ourselves looking for some advice and potentially wanting to change banks, so I reached out to Perry. He, Jason and their staff were warm, welcoming and very helpful. We have worked with them for a few years now and have had nothing but a great experience. We have also recommended them to other businesses that we work with. It is very nice to work with a bank that gives the "hometown" experience instead of the "corporate" experience.

Mike Wellens
Wellens Agronomics



952-467-3000

409 Faxon Road, Norwood Young America
www.CitizensStateBankNYA.com

Member FDIC

NMLS #629780



Citizens provides amazing service!

"Where to begin with the service from Citizens ... Nancy was absolutely amazing in helping us refinance our home. She was knowledgeable, reliable, and answered all of our questions with ease. She didn't hesitate to call when she found the best rate and we locked in right then and there! I would highly recommend Nancy and her team if you're looking to buy a home or refinance."

Katie Franck



Hwy 212 & Faxon Rd.
P.O. Box 789
Norwood Young America, MN 55368

PRSRT STD
ECRWSS
USPS POSTAGE
PAID
EDDM Retail

LOCAL POSTAL CUSTOMER

Member
FDIC

NMLS #629780

