



**State Bank**  
**Financial**

# CRA Workshop

October 18, 2011

# Background

- *132 years in business*
- *Asset Size: \$310,000,000*
- *Associates: 89 FTE*
- *6 Branch Locations*
  - *La Crosse, WI (2)*
  - *La Crescent, MN*
  - *Onalaska, WI*
  - *Sparta, WI*
  - *Marshfield, WI*
- *5 Niches*
  - *Agricultural Banking*
  - *Commercial Banking*
  - *Community Banking*
  - *Private Banking*
  - *Not for Profit Banking*



# Mission Statement

*To exceptionally serve the communities we touch and enable all State Bank Financial clients, associates, and shareholders to achieve their individual dreams.*



# Core Values

- *Integrity*

- *We think and act in a consistent and transparent manner*

- *Respect*

- *For all associates, clients, and communities*

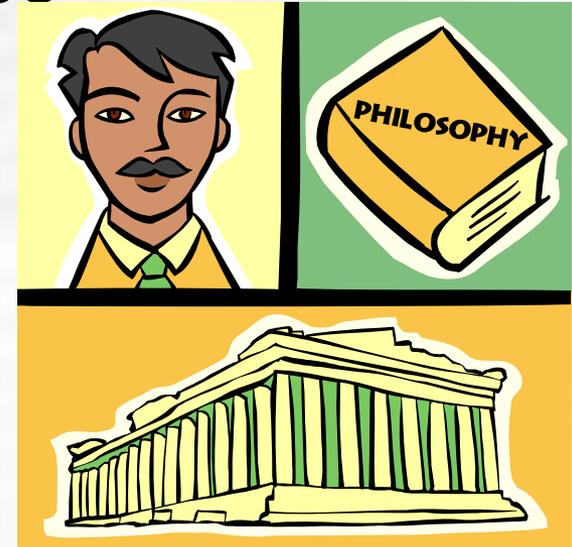
- *Excellence*

- *Do it....and do it right.*



# Core Philosophy

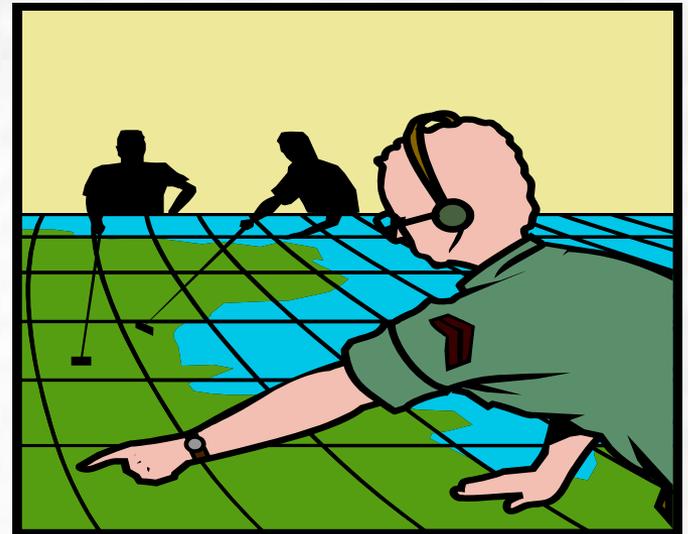
- *If you set your goal on profits, profits will be allusive; therefore set your goal on a higher plain*
- *If the community is successful so is the bank*
- *To serve the needs of the communities where we are located (including low to moderate income)*



# Strategic Plan

## *Key Strategies*

- *Approach current regulatory and economic environment as an opportunity*
- *Grow market share and profit within our defined market segments*
  - **5 Niches**
    - *Agricultural banking*
    - *Commercial banking*
    - *Community banking*
    - *Private banking*
    - ***Not for profit banking***



# Chris Weeks - CRA Officer



# Community Development

- *Low interest loans with Downtown Main Street, Inc.*
- *AHP Rural Rehabilitation Program*
- *Independent Living Resources*
- *Habitat for Humanity (multiple lot purchases)*
- *Couleecap (purchase and renovation of properties)*



# Associate Involvement

- *Habitat for Humanity (Board Member, Family Selections & Support Committee)*
- *Junior Achievement (Advisor)*
- *Marshfield Women's Alliance (Committee Member)*
- *Sparta Boys & Girls Club (Board Member)*
- *Marshfield Area Chamber of Commerce & Industry (Agri-Business Committee)*
- *Gundersen Lutheran Board (Treasurer)*
- *Gundersen Lutheran Finance Committee (Chairman)*
- *Gundersen Lutheran Medical Foundation (Finance & Investment Committee)*
- *La Crosse Loggers (Board Member)*
- *La Crosse Economic Development Fund (Member)*
- *WI Business Development Board*
- *Multiple Rotary Clubs (Members & Board Member)*
- *Economic Indicators Breakfast (Sponsor)*
- *La Crosse Promise Housing Redevelopment (Board of Director)*
- *Great Rivers United Way (Fund Distributions Steering Committee)*
- *Downtown Main Street, Inc. (Board of Director/Executive Committee Member)*
- *Dahl School of Business Advisory Committee for Non-Profit Management Certification Program (Board Member)*
- *Neighbors in Actions (Board Member)*
- *La Crosse Historical Society (Board Member)*
- *La Crescent Hokah School District (Member Technology Steering Committee)*
- *Quad Area Consortium/Coulee Cap (Member)*
- *Marshfield Mainstreet (Board Member)*
- *United Way*
- *Couleecap (Affordable Housing Program)*
- *Habitat for Humanity*

# Chili Cook-Off



# Chili Cook-Off

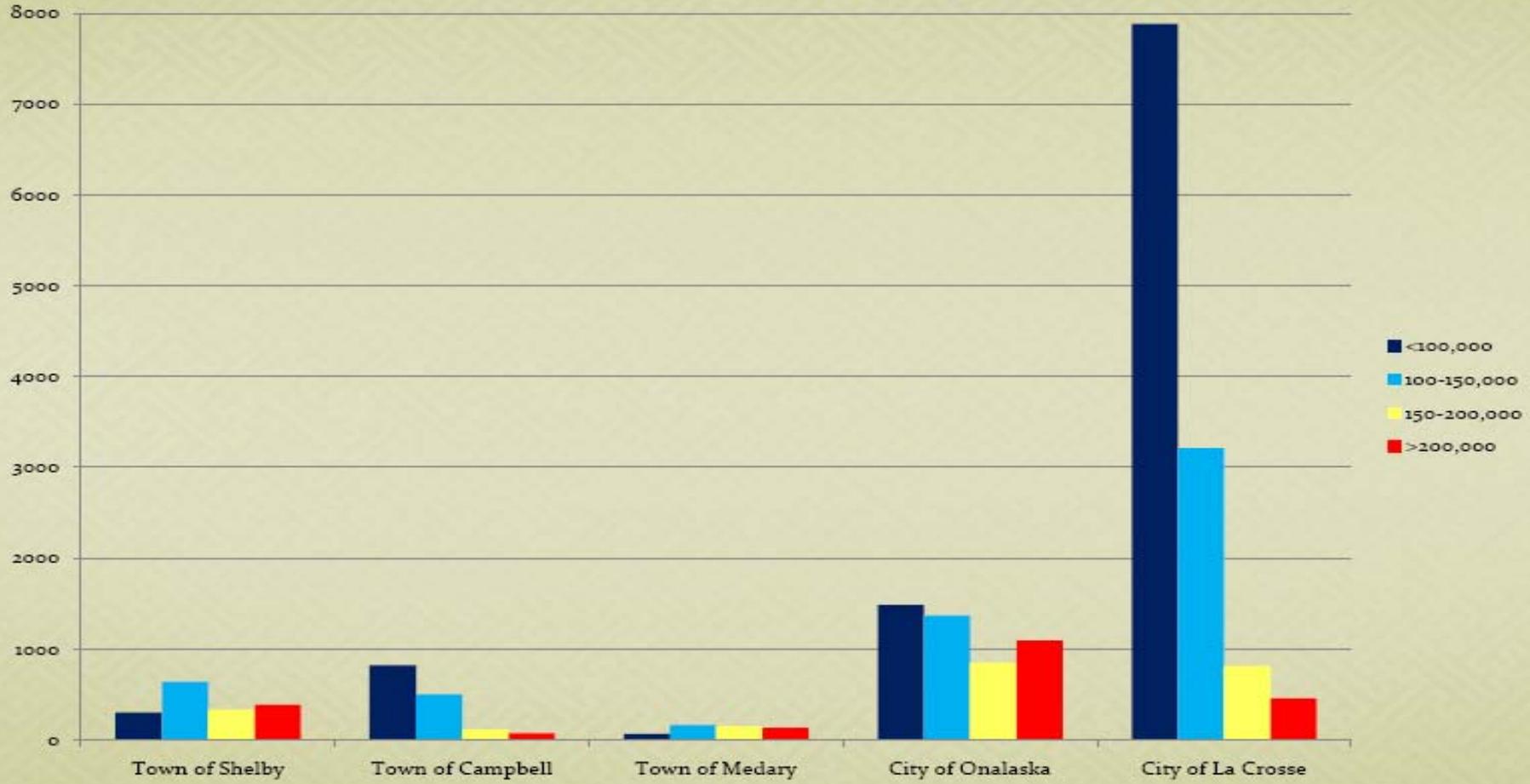


# Understand Your Markets

- Economic Indicators' breakfast
  - [http://www.statebankfinancial.com/about\\_us/economicindicators.php](http://www.statebankfinancial.com/about_us/economicindicators.php)
- BancIntelligence software



## 2009 Residential Housing Values (Improvements) La Crosse School District



# 2009 Housing Improvement Values Summary

	Total Improvement Value			
	<100,000	100-150,000	150-200,000	>200,000
Town of Shelby	18%	39%	20%	23%
Town of Campbell	54%	33%	8%	5%
Town of Medary	13%	32%	29%	26%
City of Onalaska	31%	29%	18%	23%
City of La Crosse	64%	26%	7%	4%

# Written Agreement

*Entered: September 13, 2010*

*Exited: September 26, 2011*



- *During this time on the Agreement, we achieved an “outstanding” in CRA*
- *The Agreement was considered a “non-event”*
  - *We partnered with the community*
    - *Credit risk*
    - *Reputation risk*
    - *Compliance risk*
- *We never lost our focus*
- *We stayed committed to the communities we serve*
- *No foreclosures*

# Summation

- *Core philosophy*
- *Strategic Plan*
- *Leadership in Community*
  - *Involvement is by many associates; not just a few*
- *Understanding the Markets we are in*
- *Commitment to the communities we serve*

# Thank you!

# Questions?

