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# Commentator

NEWS FROM CITIZENS STATE BANK OF LOYAL



## Message From the President **Understanding Debt**

The past few years have been difficult for many people, not only in central Wisconsin, but throughout the United States and many regions of the world. As I write this, there is a historic battle brewing in our state's capital as an effort to control Wisconsin's burgeoning debt load has resulted in activism not seen in "Mad-Town" since the Vietnam War. Heavy debt loads are also being fiercely debated in our nation's capital and in capitals throughout the world, but at the present time, all eyes seem to be on Madison.

The decisions that our national, state and local leaders are trying to make are not dissimilar to those that many individuals, farmers and small businesses have had to make over the past few years. During the 1990's, it became increasingly popular to obtain wants with debt. Sometimes that financing took place based upon the hopes of future asset appreciation and not based upon the cash-flow that would be needed to pay back the debt. That trend continued through 2007 when decreasing property values in both commercial real estate and residential homes led to a global

banking crisis that greatly reduced the ability for consumers and small businesses to take on more debt.

In order to reduce debt levels, both individuals and businesses have had to give up some of what they had and learn to live within their means. That is the same problem that government units are now dealing with. Just as individuals and businesses had to experience some pain when reducing debt, so too will all of our governmental units as they reduce debt and attempt to control spending.

As a community bank, one of the primary functions of Citizens State Bank of Loyal is to reinvest the hard-earned savings of our depositors and the capital contributions of our shareholders. As an FDIC insured bank, these investments are required to be in high-quality bonds or loans. It is ironic that without debt, the bank would have nowhere to invest its deposits or capital and, in turn, would not have any income to pay interest and dividends. In other words, the "right kind" of debt is good not only for those needing the



*Travis Holt, President & CEO*

debt to finance their home, farm, business or any other of a long list of items, but also the bank's depositors and investors and for the economic development of our communities as a whole.

Citizens State Bank of Loyal has made a commitment to continue to invest in the local communities that we serve, while at the same time, paying competitive interest rates to our depositors and providing a fair return to our investors. Whether a loan is needed to purchase a new home, to finance a small business, buy another 40 acres or to purchase another 50 cows, Citizens State Bank of Loyal has the right type of loan and the right personnel to meet your needs. Come in and talk to one of our professional loan officers today.



*We Will Be*  
**CLOSED**

**Good Friday, April 22nd  
from 12:00 p.m. – 3:00 p.m.**

**Memorial Day  
Monday, May 30th**

# Knock Knock... Opportunity...

**Delegate for Growth.** Online business banking puts you in total control while giving you more freedom to focus on what's really important: moving your business forward.

With online banking, you'll optimize cash flow including fast and flexible cash management,



## *Key Club* Discover The Rewards!

At Citizens State Bank of Loyal, growing older has its privileges! Key Club is an exciting membership club designed for customers 50 and better. The Key Club offers a number of unique opportunities available to its members.

We offer two different levels to our Key Club program, Silver Club and Gold Club. The level depends upon the services you have with Citizens State Bank of Loyal. Members are eligible for benefits such as:

- ~ free checking account
- ~ debit card
- ~ safe deposit box discount (or it may be free)
- ~ free money orders
- ~ free checks (limited designs)

There's more to membership than just the financial benefits! The Key Club also offers great travel opportunities and social activities. Our travel program offers exciting day trips to local points of interest, where you'll enjoy meeting new people and seeing the sights. You'll also be invited to attend luncheons and informational seminars on a variety of topics.

Becoming a member of the Key Club is easy! If you are 50 or better and have qualifying services with Citizens State Bank of Loyal, you are eligible to join. For more information or to join the Key Club call 255-8526.

## *Upcoming Key Club Events*

May 12 <sup>th</sup> , 2011	<b>Spring Mystery Trip</b>
June 16 <sup>th</sup> , 2011	<b>Jersey Boys - Appleton, WI</b>
July 21 <sup>st</sup> , 2011	<b>Summer Picnic</b>
August 5 <sup>th</sup> & 6 <sup>th</sup> , 2011	<b>Flowers, Gardens &amp; More Madison, WI &amp; Surrounding Area</b>
September 22 <sup>nd</sup> - October 1 <sup>st</sup> , 2011	<b>Canada's Atlantic Coast</b>
October 2011	<b>Fall Mystery Trip</b>

## **Switching Isn't Easy, But We're Here To Help**

We're not going to lie to you. Moving an account – not to mention an entire banking relationship – from one financial institution to another is a chore. That's why many people tolerate bad service from their banks. Ordering new checks, re-routing direct deposits, updating electronic payment details – it's just too much work. But at some point, it's got to be done-sometimes for clear financial benefit, but also for simple peace of mind. When you reach this point, Citizens State Bank of Loyal can assist you through the transition.

We'll give you a checklist that will help smooth your move to Citizens State Bank of Loyal. We'll even give you forms that you can use to close existing accounts, change your payroll direct deposit, and update any automatic withdrawals to pull from your new account. And we'll be here to answer any questions you have along the way.

Today, more and more people are realizing that not all banks are the same. Local community banks such as Citizens State Bank of Loyal have a simple business model that our customers find refreshing – know your clients, care about them, and treat them fairly. If it sounds like we're speaking a foreign language, you probably have money in a large bank with very different values. Maybe it's time to move!

# Who's there? For your business.

multiple disbursements, payment options and balance reporting. Convenient, 24/7 accessibility provides ultimate flexibility. And state-of-the-art online security protects company privacy.

Online business banking will also help your business save money. That means more money

that can be used to help you grow your business.

**Answer the call to grow your business.** Call 715-255-8526 or 1-800-599-8399 to find out more about how to switch to online banking today!



## Citizens State Bank of Loyal Employee Recognition

*The following employees will be celebrating their anniversary with CSB in the upcoming months of February, March and April.*

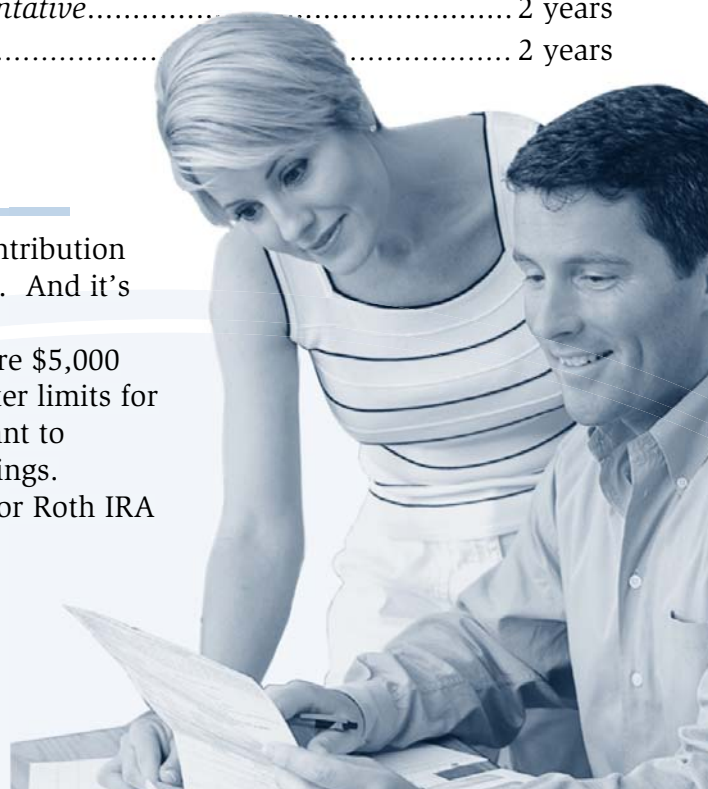
Gary Weirauch – <i>Chairman of the Board</i> .....	23 years
Carol Finck – <i>Data Processor</i> .....	19 years
Greg Glisczinski – <i>Vice President, Agricultural Loan Officer</i> .....	16 years
Judy Shain – <i>Customer Service Specialist</i> .....	14 years
Darlene Zschernitz – <i>Vice President, Branch Manager, Loan Officer</i> .....	11 years
Darla Sikora – <i>Executive Vice President, Chief Credit Officer, Agricultural Loan Officer</i> .....	9 years
Kelly Opelt – <i>Part-Time Customer Service Representative</i> .....	6 years
Mary Dux – <i>Customer Service Specialist</i> .....	4 years
Tim Huth – <i>Vice President, Commercial Loan Officer</i> .....	2 years
Sharon Wilsmann – <i>Retail Deposit Specialist, Investment Representative</i> .....	2 years
Cindy Gehrt – <i>Customer Service Representative</i> .....	2 years

## IRA Update

You have until April 18, 2011, to make your annual 2010 contribution to your Traditional or Roth Individual Retirement Account (IRA). And it's never too early to implement an IRA savings plan for 2011.

The IRA contribution limits for the 2010 and 2011 tax year are \$5,000 for people under 50 and \$6,000 for those 50 and older. The greater limits for investors aged 50 or more are due to a "catch up" provision meant to benefit those who have fewer years to build their retirement savings.

Talk to your tax advisor to determine whether a Traditional or Roth IRA makes sense for you. A Citizens State Bank of Loyal customer service specialist would be happy to open either type of IRA account for you.



# *I make it easy to...* Rollover Your 401(k) & Make IRA Contributions



Your future is too important to risk making the wrong decision. I can help – every step of the way.

*Call today for more information or to schedule an appointment.*

**Sharon Wilsmann**  
Investment Representative

 **LPL Financial**

Citizens Financial Services located at Citizens State Bank of Loyal  
2 Boon Blvd. Neillsville, WI 54456 | 715.743.7494 Office | 715.937.5324 Cell

Sharon Wilsmann is a registered representative with, and securities and insurance products offered through LPL Financial and its affiliates, members FINRA/SIPC. Located at Citizens State Bank of Loyal DBA Citizens Financial Services: not registered broker/dealer(s) nor affiliate(s) of LPL Financial.

Not FDIC Insured | Not Bank Guaranteed | May Lose Value | Not Insured by Any Federal Government Agency | Not A Bank Deposit



Long-term success depends on sound tax decisions. Let our tax specialists at Citizens Accounting assist in reaching your financial goals with our year-round tax planning and preparation services.

### **We offer a wide variety of services**

- Tax Planning • Tax Preparation • Payroll Services • Bookkeeping Services

### **For Individuals and Businesses**

*Timely financial information and professional advice tailored to your needs will help you along the path to financial security.*

Office hours in four convenient locations: Neillsville • Loyal • Spencer • Thorp

**Call Us Today To Set Up An Appointment 715.743.4641 or 715.255.8338**



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