PremierBank's Trust & Investment Management Department

A Few Truths About Retirement

Rod Ellenbecker, VP & Senior Trust Office

The end of October was 'National Save For Retirement Week", an educational campaign to raise awareness about the importance of long-term retirement planning. The program, created by bipartisan congressional action, encourages Americans to utilize retirement savings and investment plan strategies as well as reflecting on folks own personal financial situations and their potential for a secure retirement.

With that in mind, (and since we do this for our clients on a daily basis) here are a few surprising statistics and insights on where Americans stand today, as well as their expectations, fears and hopes about retiring.

How much money do you need to retire? There's no real rule of thumb….

There are varying estimates of how much money one needs to retire. One guideline suggests $1 million, while another recommends that you save 10 times your last annual salary. But there is no one-size-fits-all approach, and you must consider a variety of factors to determine what's best for you. For instance, your age at retirement and current income as well as expected Social Security payment and income available from retirement accounts. Remember, your personal spending habits weigh in heavily on this calculation as well.

Half of Americans Aren't Saving For Retirement

According to the Life Insurance and Marketing Research Association, 49% of Americans say they are not contributing to any sort of retirement plan. Those least likely to save for retirement: individuals between the ages of 18 and 34. Another issue in this problem is that employers are more than willing to offers retirement plans of various types but employees are not taking advantage of them. According to the Plan Sponsor Council of America 95% of employers offer but only 30% take advantage of a plan.

80 is the new 65?

Apparently 80 is the new 65 for many middle-class Americans when it comes to retirement. One-third of survey respondents plan to delay retirement till age 80 or older, according to a recent Wells Fargo study of 1000 adults. That's up from 25% who planned to retire at age 80 in last years survey. Some of the top factors preventing an early retirement are loss of income, insufficient savings and low returns.

Women Are Less Engaged In Retirement Planning

Women are more concerned about retirement risks than men are, according to the Life Insurance and Market Research Association, but they are less likely to do anything about it. Only one-third of women are actively involved in their family's retirement planning, compared with nearly half of men. Also, 32% of women say they do no planning at all.

As you can see there are significant issues out there as it relates to our ability as a society to understand and control our own destiny in retirement. We encourage our clients to discuss these issues with us well in advance retirement so they can have a realistic sense of where they stand as well as how we can help effect their plan. Please give us a call at 920-563-6616 to set up a meeting if we can help you in any way.

- ✓ Living Trust
- ✓ Investment Management
- ✓ Trust Under Will
- ✓ Custody Account
- ✓ Insurance Trust
- ✓ Individual Retirement Account
- ✓ Guardianships
- ✓ Estate Settlement/ Administration

Trust & Investment Department Staff

Rod Ellenbecker, Vice President & Senior Trust Officer
Jan Ruster, AVP/Trust Officer
Jim Schafer, Trust Officer
Debbie Riddell, Admin. Assistant
Shelley Schuerman, Admin. Assistant
Marj Dudzek, Operations
Sue Marks, Operations
Wendy Klug, Receptionist/Assistant

BANK AT HOME
Premier Bank
V.S.P.
Very Special People

PremierBank's V.S.P. Club boasts a membership of 850+! We would love to have you join us in this club for PremierBank customers age 55 and better!

Members Mark your Calendars for the V.S.P. Club "Valentine's Day Party!

February 12th

Watch your mail for more details!

Gift Certificates – Tis the Season for Gift Giving…and almost everyone's got at least one "what do I get for this person?" on their list! Well, if they are a member (or prospective member) of our V.S.P. Club, why not give them a gift certificate good towards a future V.S.P. Club Trip, Social or other special club event? V.S.P. Club Gift Certificates are available in any denomination and can be purchased at any of our four main locations in Fort Atkinson, Jefferson, Johnson Creek and Sullivan.

A+ Character in Action

School District of Jefferson Building Character… One Student at a Time.

Character Traits

The following traits will be emphasized throughout the school year:

December: Caring – Showing understanding of others by treating them with kindness, compassion, generosity, and a forgiving spirit.

January: Self-Discipline – Demonstrating hard work. Controlling your emotions, words, actions, impulses and desires. Giving your best in all situations.

February: Fairness – Practicing justice, equity, and equality. Cooperating with one another. Recognizing the uniqueness and value of each individual within our diverse society.

Look for other character traits in future PremierBank Highlights!

BANK AT HOME
PremierBank
Junior Bankers Club

Kids 12 years old and younger – join this club, learn about the importance of saving, and have some fun doing it!

Plus enjoy special treats and prizes when you help us celebrate at PremierBank!

Special "Deposit Days"

You will get DOUBLE stickers for your "Money Tree" savers card when you make a deposit on:

Saturday, February 9
(Happy Valentine's Day!)

There's still time to get your "Money Tree" savers cards turned in for the special annual prize drawing – a $50 Toys R' Us Gift Card!

Open a Christmas Club Account Today….and be ready for NEXT Year!

We want you want to enjoy the holiday season, and not worry about money. With our Christmas Club Account, you save all year, leaving your holiday season to be enjoyed. Set aside the amount of choice each month, and we'll issue your check in October – just in time for holiday shopping!

LOAN DEPARTMENT STAFF

Deb Hale, Supervisor
Chris Heinz
Laura Bernard
Pam Wheeler
Cheryl Hanen
David Russell

In Fort Atkinson
920-563-6616
Jeff Adsit
Dave Bienfang
Roy Budlong
Bob Huber
Steve Schafer
Matt Lee

In Jefferson
920-674-4500
Susie Polk
Jim van Lieshout
Brian Armstrong

In Johnson Creek
920-699-6900
Theresa Copp
Jeff Cloute

In Sullivan
262-593-2227
Mark Catton

EQUAL HOUSING LENDER

PremierBank's Loan Department

Do You Know Your Credit Score? How to Dispute Errors

Do you know your current credit score? When was the last time you checked your credit report? Your credit score affects many aspects of your life, including making large purchases, obtaining loans, renting an apartment and even applying for a job! Here are a few important facts to keep in mind when monitoring your credit score.

First and foremost, make sure you check your credit report three times per year (one for each of the three major credit reporting agencies: Experian, TransUnion and Equifax). You can do so for free by visiting www.annualcreditreport.com. This is especially important to do a few months prior to major purchases like a house or vehicle.

Second, use this check of your credit report to protect your identity. Unauthorized accounts, loans or purchases will damage your credit and let you know someone has stolen your identity. This is also important because your credit report has information on current and previous addresses, your social security number, and the number of times you have applied for credit. All of this information is valuable to identity thieves and needs to be checked regularly.

So what do you do if your credit report is inaccurate? You can dispute errors on anything from inaccurate late payments to accounts that aren't yours. You can also dispute falsely reported bankruptcy, or a bankruptcy that has stayed on your report for longer than the ten-year limit.

You can make the dispute online, by mail or over the phone. To dispute via the internet or phone, you must have ordered a copy of your credit report within the past month and you will need to provide the credit report number.

Once you have the necessary information assembled, contact the credit bureau associated with the inaccurate report (Experian, TransUnion or Equifax). The bureau will then have 30 days to investigate and respond to your credit report dispute.

Upcoming Events & Important Dates

DECEMBER

1 Santa visits PremierBank in Jefferson! 9:30 – 11am
1 Merchants Holiday Open House, Fort Atkinson
1 5th Annual Fort Atkinson Winter Farmers & Art Market
1 17th Annual Parade of Lights in Jefferson, 5:30pm
5 V.S.P. Club Trip to "Miracle on 34th Street" Rock Island, IL
8 Santa visits PremierBank in Johnson Creek! 9:30 – 11am
8 Annual Hoard Museum Holiday Open House, 1-4pm, Fort Atkinson
8 Chris Mariani Orchestra; Council for the Performing Arts; 7pm
15 Santa visits PremierBank in Fort Atkinson! 9:30 – 11am
25 MERRY CHRISTMAS!

JANUARY

1 HAPPY NEW YEAR!!
14 Danielle Peck; Council for the Performing Arts, 7pm

FEBRUARY

1 Gold 'n Blues; Council for the Performing Arts; 7pm
9 Junior Bankers "Special Deposit Day" celebrating St. Valentine's Day at all locations!
12 V.S.P. Club Valentine Party

Source: Partial list from Jefferson County Tourism & Fort Atkinson Chamber of Commerce.

PremierBank is a Proud Sponsor of . . .

Tomorrow's HOPE & Relay for Life – American Cancer Society

HOMETOWN SERVICE IS JUST A CLICK AWAY!
www.bankwithpremier.com

Meet Your Friends at PremierBank

KATHY MARSCH

Customer Service Representative, Jefferson

Introducing Kathy Marsch, Customer Service Representative.

Kathy started working for PremierBank (then Jefferson County Bank) in 1986, as a Teller and back up vault attendant. She soon moved into the position of Customer Service Representative and has remained in the position ever since!

"PremierBank is a family-orientated financial institution and I feel privileged to be able to work here for so many years. Working in customer service here has allowed me to meet many special customers and co-workers throughout the years."

Kathy lives in the Jefferson area with her husband Mike. She has three children; Lesley, Lisa and Nick. Her daughter Lesley lives in Fort Atkinson with her husband Jamie and two children, Mikayla (9yrs) and Jayden (4yrs). Her daughter Lisa lives in Oahu, Hawaii with her husband Christopher. Her son Nick lives in the Jefferson area. She also has a step-daughter Theresa who lives in Lexington, KY with her husband Peter and two sons, Joey (11yrs) and Brady (7yrs). She also needs to include two Chihuahua dogs (Hawaii) and a Golden Retriever (Jefferson) that she considers her "grand-dogs" and a fun part of her family!

In her spare time Kathy loves spending time with her very active grandchildren. Her grand-daughter is on the Fort Atkinson Swim Team so she attends as many of her swim meets as possible. When at home, she likes reading good books and watching Wisconsin Badger sports and the Green Bay Packers!

Look for this special section each quarter in Highlights, and become more familiar with your friends at PremierBank!

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Randall S. Knox
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Sally L. O'Brien
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Winter 2012

BANK AT HOME • PremierBank Highlights

A QUARTERLY CUSTOMER NEWSLETTER PUBLISHED BY PREMIERBANK

President's Greetings . . .

Writing my article for the winter edition of the newsletter is a vivid indication that another year has all but passed…. and, they seem to be going by faster! While not as complete or as fast as we'd hoped, 2012 can be described as a year of progress. Certainly, all that needs to be fixed in the economy hasn't been fixed, but considerable progress has been made.

This past year was another busy, eventful one for your bank. While time and space won't allow for the mention of all events, I will mention the highlights. E-Statements was one of the focus points this past year. This product allows you to get your checking account statement faster (no need to wait for the mail), safer (avoids the risk of having your financial information stolen), and more conveniently (you can view your statement and cancelled checks on-line.) The number of you that have taken advantage of this product more than doubled this past year….and, ***it is free!***

The VSP Club, social club for those "55 and better" experienced another good year of increased membership (over 885) and households (over 653) and took 5 trips that received very positive reviews by participants. Membership is free….if you are interested in learning more about the club, feel free to contact any member of our staff.

Technology continues to be an increasingly important part of our lives and the delivery of financial products and services. We are sensitive to this and completed an upgrade of your bank's website to make it more user friendly. We also upgraded the bank's entire computer system to insure we have state of the art capabilities that will allow us to offer quality customer service. Currently, we are putting the finishing touches on our newest product: Mobile Banking. We will begin internal testing within the next couple of weeks, and hope to have it available for you before the end of the year.

It pleases me to share with you the fact that we received the personal economics award from the Wisconsin Bankers Association again this past year—for the 12th consecutive year. No other area financial institution can make that claim. The award is achieved by members of our staff making classroom presentations to schools in our market area on the subject of managing one's personal finances. We take pride in partnering with the school systems in educating our leaders of tomorrow.

One of the most important indicators of a bank's financial strength is its capital structure, as it is an indication of the bank's ability to withstand turbulent economic times. Bauer Financial, Inc. is one of the best known entities that is in the business of analyzing and rating financial institutions. Recently, they announced that your bank had achieved another 5-Star Rating (the highest) and the "prestigious Sustained Superior Status" award that is earned by less than 10% of the nation's financial institutions.

On behalf of our Board of Directors, Officers, and Staff, I want to thank you for being a member of the PremierBank family and for helping us to grow and prosper. Best Wishes for a Merry Christmas and a Healthy, Prosperous 2013.

Thanks for listening…
Dave Bienfang

From your

Hometown Independent Bank – serving all your financial needs

We take pride in being your hometown independent bank… reminding everyone that by banking, shopping and doing business locally, our entire community is strengthened.

We wish you a very happy, healthy & prosperous new year!