PremierBank's Trust & Investment Management Department

Rod Ellenbecker, VP & Senior Trust Officer

Simple Concepts for Investing

It has been another interesting 12 months in the market; Although we have made strides in our economy, the rest of the world seems to be struggling mightily to see any sort of economic growth. Investors have seen their portfolio values increase nicely, yet there is an air of caution because they remember being whip-sawed as much as 40% or more just a few years ago. Older workers that had that whip-saw experience have postponed their retirements and some investors gave up on that afore mentioned 40%+ and sold there stocks just in time to see them bounce back.

It all raises a question: What's the point of investing if a lifetime's worth of doing the right thing with your retirement savings can be undone by a few months' worth of economic turmoil? With low interest rates compounding the confusion isn't the mattress the safest place for money these days?

Well, quite the contrary. I read something the other day by John Bogle, the legendary investor who founded the Vanguard Group who said "the biggest risk is not investing". This Idea can be explained in a few basic concepts:

- Inflation is a saver's worst enemy
- Over the long-haul, stocks are the best and easiest way to build wealth
- The lousier the market, the better the time to buy

INFLATION: Inflation is a silent killer of buying power. Inflation is why a Hershey Bar that cost $.02 in 1908 will now set you back $1.25. It is also why over time our salaries increase as do our rents, gasoline and the cost of virtually everything else. Generally, inflation rates fluctuate annually between 1% and 4%. If you are getting .35% in a savings account and inflation is 1% you are actually loosing money. Remember, when you think about return on an investment you need to think about the return after inflation and taxes.

STOCK: Historically speaking from 1926 thru 2012, the stock market has averaged a 9.6% return. This is not without ups and downs along the way. But, I believe this illustrates the power of investing for the long-haul.

OPPORTUNITIES: That all sounds fine, but what about those folks who lost big chunks of their savings last fall, after the market fell 40%? Shouldn't we all steer clear until things improve?

Think about this; If you had jumped into the market on October 9th, 2002, the market low after the dot-com bust, you would have been up 33% in one year, 44% in two years and 92% in five years. Now, even if you held on after ten years and suffered through the 2008 downturn, you would still be ahead by 32%. Buying low and selling high is not as easy as it sounds. It was more than a little scary in 2008 when the Dow Jones Industrial Average was falling as much as 700 points in a day and the very foundations of the economy seemed to be crumbling. This is why it is important to diversify your investment portfolio among multiple investment types. This is also why good, practical advice from an investment professional is valuable in giving you perspective as it relates to your own investment goals and timelines.

We invite you to come talk to us about these issues, to see if we might be able to help with your long-term planning needs.

Trust & Investment Department Staff

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

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

VISA GIFT CARDS

What's better than a bean bag, more exciting than books, and safer to carry than cash?

It's the Visa Gift Card. The ideal gift for any college-bound grad. The gift card is also a great way to wish someone well on their wedding day or any other day!

Gift Cards area available at any main PremierBank location!

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 the following days:

Saturday, June 29th
(4th of July)

Saturday, August 31st
(Back to School)

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!

Wednesday, June 19th –

Diamond Jo Casino, Dubuque, IA….call to see if there is still room!

August tdb
"North Freedom Scenic Railway Tour!"

Fall Trip – to be announced

Holiday Trip – Wednesday, December 11th – Drury Lane Theater: "Hello Dolly"

PremierBank's Loan Department

Tips for Managing Your Finances When You Travel

Planning a vacation can be chaotic, so many people use a check list to make sure they have everything ready when it comes time to leave. Packing, unplugging appliances, getting a passport, letting school know the kids will be gone, etc. However, adding a few financial management items to your list can prevent a lot of frustration down the road. Don't forget to check these financial vacation tips off the to-do list before you leave!

Tell your bank you'll be travelling.

Make sure your financial institution knows that you'll be travelling and where you're going. In order to protect customers against fraud, most banks monitor your normal spending habits, including geographic location. If out-of-area purchases suddenly show up on your account, the bank may flag or block those transactions as potentially fraudulent. Also keep the 800 numbers for your credit cards on hand in case you need to report a lost or stolen card.

Double-check your accounts.

Make sure you have enough funds set aside that you'll have emergency money during your vacation. Set up automatic or early payments for any bills that will be due while you're away. Don't miss any payment dates because you're gone.

Make sure you have a way to check in while you're away.

Services like online banking, text alerts and mobile banking can help you monitor your spending and your account balances even while you're on vacation. Especially since you'll likely be making withdrawals from unfamiliar ATMs and making purchases at new places, it's a good idea to carefully monitor your accounts while on vacation.

Carry a variety of payment options.

Take along several credit cards, a check book and a debit card to make sure that if one payment method fails, you'll still have access to your funds. Carry a small amount of cash for small purchases and souvenirs. Use multiple wallets so that if one is stolen or lost you can still access your accounts.

If you have to make currency exchanges, talk to your bank about the most cost-effective method for your situation.

Source: Wisconsin Bankers Association

LOAN DEPARTMENT STAFF

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Laura Bernard
Pam Wheeler
Cheryl Hanen

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Brian Armstrong

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Jeff Cloute

In Sullivan
262-593-2227
Mark Catton

EQUAL HOUSING LENDER

Meet Your Friends at PremierBank

TOM MERFELD
Vice President/ Loan Officer

Introducing Tom Merfeld, Vice President/Loan Officer

Introducing Tom Merfeld, Vice President & Loan Officer at our PremierBank Jefferson Main location. Tom started working at PremierBank this past April. He and his wife Andrea live in Watertown with their sons, Nick (Sophomore)and Mitch (8th grade).

Tom was born in Lancaster, WI and graduated from Bloomington High School. He earned his Bachelor's degree in Finance and Economics from UW-LaCrosse. He has over twenty years of banking experience holding positions of Assistant Vice President at Bank One, Assistant Vice President Commercial Loans with Farmers & Merchants State Bank in Waterloo, and most recently Assistant Vice President Commercial Loans/CRA Officer with ISB Community Bank in Watertown. Tom is active in many community projects including the Watertown United Way (Board Member & Past President), Watertown Rotary Club (President), Watertown Area YMCA (Board Member), Big Brothers/Big Sisters (former Board Member and current Mentor), & St. Bernard's Catholic Church (former Finance Committee Member).

"I am excited to be a part of the Premier Bank family. I look forward to getting more involved in the communities that we have branches as well as getting to know my co-workers. Thanks for making my transition easy."

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

Upcoming Events & Important Dates

JUNE

1 Jefferson County Dairy Breakfast; 6-11am, Fair Park, Jefferson
1-2 Badgerland Llama Show; Fair Park, Jefferson
4 Major WI Antique Auction Service; Fair Park, Jefferson
6 Jefferson's Concert in Rotary Park; "Premier Night" sponsored by PremierBank, "Shotgun Jane" 6:30-8:30pm
8 Community Shred Event, 9-Noon, PremierBank Sullivan
8-9 Wisconsin Livestock Spring Preview Show; Fair Park, Jefferson
8-28 Visionary Artists Show & Sale; Hoard Historical Museum, Fort Atkinson
13 Jefferson's Concert in Rotary Park; "Sterotype" 6:30-8:30pm
13-16 Fort Atkinson Generals Baseball Fest; Jones Park, Fort Atkinson
16 Happy Father's Day!
15 Fort Half Marathon; Fort Atkinson
15 History Workshop: Genealogy 101; Hoard Historical Museum, Fort Atkinson
16 Happy Father's Day!
17 Concert in the Park; 6:30pm, Barrie Park, Fort Atkinson
18 Fort Atkinson Cruise Night; 5:30-8:30, Jones Park, Fort Atkinson
19 V.S.P. Club Trip to Diamond Jo Casino, Dubuque, IA
20 Jefferson's Concert in Rotary Park; "Altered Five" 6:30-8:30pm
28 Jefferson's Concert in Rotary Park; "Road Crew" 6:30-8:30pm
29 PremierBank Junior Bankers Special Deposit Day!

JULY

1 Concert in the Park; 6:30pm, Barrie Park, Fort Atkinson
4 Happy 4th of July! Banks Closed
4 Annual Ice Cream Social; 1-3pm, Hoard Historical Museum, Fort Atkinson
10-14 Jefferson County Fair; Fair Park, Jefferson
11 Jefferson's Concert in Rotary Park; "Grey Matter Mechanics" 6:30-8:30pm
15 Concert in the Park; 6:30pm, Barrie Park, Fort Atkinson
16 Fort Atkinson Cruise Night; 5:30-8:30, Jones Park, Fort Atkinson
19-20 Tomorrow's Hope Annual Walk Fest; Fair Park, Jefferson
26-27 Carnival Days, Downtown Fort Atkinson

AUGUST

1 4TH Annual Johnson Creek Child Safety Fair; 5-7pm, Johnson Creek Community Center
6 Major WI Antique Auction Service; Fair Park, Jefferson
12 Concert in the Park; 6:30pm, Barrie Park, Fort Atkinson
16-17 Johnson Creek Rummage-O-Rama
17 Ready Kids for School; Fair Park, Jefferson
20 Fort Atkinson Cruise Night; 5:30-8:30, Jones Park, Fort Atkinson
24 Rhythm on the River; Downtown Fort Atkinson

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

2013 PremierBank Directors

David P. Bienfang
Chairman of the Board/Senior Loan Officer, PremierBank
Roy J. Budlong
President & CEO, PremierBank
Randall S. Knox
Vice President - Finance, W.D. Hoard, Co.
Robert V. Leslie
President, Fort Transportation Co.
William R. Wettstein
Consultant, Spacesaver Group
Philip H. Jones
President & CEO, Jones Dairy Farm
Robert W. Niebler
Pharmacist/Owner, The Drug Store
Sally L. O'Brien
President, Badger Press
Fred Negus, Jr.
President, Wisconsin Packaging, Co., Inc.

Member FDIC

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James S. Schafer
Trust Officer, PremierBank
James H. Weiss
Retired, Real Estate Development
Milo C. Jones
Chairman of the Board, Jones Dairy Farm
Donley V. Henning
Business Consultant, Badger Press, Inc.
Henry A. Fischer
Retired Bank Executive

1863 Celebrating 150 Years 2013

Summer 2013

BANK AT HOME
PremierBank Highlights

A QUARTERLY CUSTOMER NEWSLETTER PUBLISHED BY PREMIERBANK

PremierBank is a Proud Sponsor of . . . Tomorrow's HOPE & RELAY FOR LIFE American Cancer Society

President's Greetings ◆ ◆ ◆

In February, the PremierBank board of Directors gave me a wonderful opportunity to become the president of your bank. I fondly recall coming to the area 9 years ago to interview with Jim and Dave. We discussed the importance of community banking, teamwork, family atmosphere, being forward looking, maintaining a sound structure and many other issues. I saw employees with 20-35 years working for PremierBank. In this day and age, that is simply amazing and speaks volumes of commitment.

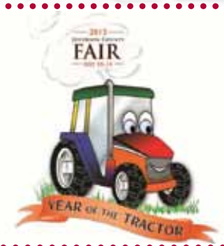
Our mission statement states "PremierBank is an independent community bank committed to meeting the financial needs of our customers and the communities we serve". Our success is dependent on your success. We will strive to give you the best deposit, loan and trust products that you expect from your community bank.

If you haven't taken advantage of the record low home mortgage rates, the market is giving you another opportunity. With the national average of 15 year rates at 2.58% and 30 year rates at 3.35%, you need to talk to one of our loan officers if you are paying a higher rate. Our secondary market loan program has been highly successful with PremierBank servicing over $120 million in long term fixed rate residential mortgages.

On the technology front, we introduced mobile banking earlier this year. There are currently 642 customers using this new product. If you have a smart phone or just a cell phone, you can take advantage of this technology to check on your balances, make transfers or pay your bills. Give us a call to get you signed up.

I look forward to serving you for many years to come. The past success of PremierBank is our goal for the future.

Roy Budlong



Good for 2 for 1 adult admission
July 10th or 11th only.

Admission only does not include carnival rides. Not valid with any other offer. No cash value

Coupon may not be duplicated.
Expires July 11, 2013

1863 Celebrating 150 Years 2013
BANK AT HOME PremierBank