PremierBank's Trust & Investment Management Department

Four Advantages of a Living Trust

Rod Ellenbecker, VP & Senior Trust Office

For years in the world of estate planning, large complicated wills have lost their popularity to the use of Living Trusts. Here are the four main reasons that people consider using Living Trusts as a tool:

Continuity. Estate planning is not some exotic, isolated task. It is a natural extension of other aspects of personal financial planning. Trustworthy investment supervision, for example, is both a present and a future need. You want it today, and someday so will the beneficiaries of your estate.

The primary estate planning advantage of a living trust is the way you can set up a sound investment program that out-lives you. Without the interruption for probate, your living trust can continue as a source of income and support for your spouse, your children or other beneficiaries.

Flexibility. Paired with a simple pour-over will, a living trust offers extraordinary planning flexibility. Like a will, the terms of the living trust agreement can be revised and updated as needed. One example is to accommodate the arrival of new children or grandchildren.

Similarly, the creator of a living trust can adjust the services of the trustee as needs or circumstances change. Some of our clients rely on us for full personal financial management; everything from portfolio management to bill-paying. We take great pride in tailoring our services to each trust client's specific needs.

Privacy. When shares of a family business are transferred by will, anyone can look at the probated will and find out who received how much. By contrast, the terms of a living trust agreement do not become a matter of the public record at the death of the creator of the trust. As a result, many men and women use living trusts in their estate planning to keep their estate arrangements private.

Simplicity. Modern estates usually consist of more than stocks, bonds, savings, real estate and business interests. There are valuable collectables, pets, memorabilia and other special assets. Living trusts have proven to be immensely useful as a way to unify and simplify the estate management of modern estates. Life insurance proceeds, for example can be made payable directly to the trust to be managed along with other assets for the successor beneficiaries designated by the creator of the trust.

Estate planning is a highly personal matter. No two peoples' goals and circumstances are exactly alike. Therefore, living trusts as well as trusts in general are not for everyone. What can be said is that everyone should explore the advantages. If you have not done so yet, contact your attorney to discuss the options. If you would like to discuss your overall situation before you get specific with legal counsel, we meet with clients often to look at your specific needs in an effort to be prepared for your meeting with an attorney. We look forward to seeing you soon or give us a call at 920-563-6616.

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
Kaylin Hetts, Receptionist/Assistant

BANK AT HOME PremierBank 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 13th

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 8
(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

In Fort Atkinson
920-563-6616
Dave Bienfang
Roy Budlong
Russ Turk
Steve Schafer
Matt Lee
Brian Armstrong

In Jefferson
920-674-4500
Susie Polk
Jim van Lieshout
Tom Merfeld

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

In Sullivan
262-593-2227
Mark Catton

EQUAL HOUSING LENDER

PremierBank's Loan Department

Holiday Budgeting Tips

'Tis the season for holiday shopping. Presents, family meals and decorations all put a strain on your wallet. Creating a holiday budget and sticking to it can help keep you on track. Here are some budgeting tips for the busiest shopping season of the year.

Don't just budget; track your spending, too!

While setting a budget is a good first step, it won't help you save money in the long run if you don't track your spending to see if you stuck with the original budget. List your spending categories, such as gifts (be sure to list them), decorations, holiday cards, gift wrapping supplies, etc. Set practical spending goals for each of these categories, and then be sure to track how much you actually spend.

Get the inside track for sales

You can get access to special deals and sales by following retailers on social media. Whether you use Facebook, Twitter or simply subscribe to an email newsletter, many retailers will thank you for your loyalty with discounts and coupons that are not offered to the general public.

Avoid impulse buys

Holiday sales can be especially tempting (Black Friday and Cyber Monday for example), but the fantastic deals on these days can also lead to impulse buys. If an item isn't on the list of planned purchases from your budget, wait at least 24 hours. After you've slept on it, if you still want the unplanned item, see if you can work it into the budget without straining your other financial obligations.

Save your budget for next year

After the holidays, don't throw away this year's holiday budget. Save it and use it as a model for next year's shopping. Make notes of where you deviated from the original budget, so that next year's is more accurate. You can also use the gift lists from year to year. If you know well in advance what items you want to buy, you can shop for them during the season when they're cheapest, rather than during the holidays.

President Roy Budlong, and Chairman of the Board Dave Bienfang enjoy 150th Anniversary cake!

Upcoming Events & Important Dates

DECEMBER

7 Santa visits PremierBank in Jefferson! 9:30 – 11am
7 Merchants Holiday Open House, Fort Atkinson
7 6th Annual Fort Atkinson Winter Farmers & Art Market
7 17th Annual Parade of Lights in Jefferson, 5:30pm
11 V.S.P. Club Trip to "Hello Dolly" Oakbrook Terrace, IL
14 Santa visits PremierBank in Johnson Creek! 9:30 – 11am
14 Annual Hoard Museum Holiday Open House, 1-4pm, Fort Atkinson
17 Christmas Neighbors, Jefferson County Fair Park, 8am
21 Santa visits PremierBank in Fort Atkinson! 9:30 – 11am
25 MERRY CHRISTMAS!

JANUARY

1 HAPPY NEW YEAR!!
18 "Avner the Eccentric"; Council for the Performing Arts; 7pm

FEBRUARY

8 Junior Bankers "Special Deposit Day" celebrating St. Valentine's Day at all locations!
13 V.S.P. Club Valentine Party

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

Meet Your Friends at PremierBank

RUSS TURK

Executive Vice President/ Senior Lending Officer, Fort Atkinson

Introducing Russ Turk, Executive Vice President/ Senior Lending Officer at our PremierBank Main location in Fort Atkinson. Russ started working at PremierBank at the end of September 2013. He and his wife Linda have lived in Mayville, WI for over 15 years but will be soon be relocating to the Fort Atkinson area.

Russ grew up on a small farm in Blair, which is a small farming community in west central Wisconsin. He received his finance degree and accounting minor from the University of Wisconsin – Eau Claire, is a graduate of the Graduate School of Banking at the University of Wisconsin-Madison and is a graduate of the Wisconsin Bankers Association Leadership Program. Russ has over twenty-five years of experience within the financial services industry, with his most recent experience being with TSB Bank where he held the position of President and COO for nearly 7 years. Russ has been very active in the Mayville community and has held the positions of Chamber President, Mayville Rotary Club President and Treasurer and currently holds the position of President of the Mayville Athletic Booster Club.

Russ and his wife Linda have two children, Aaron, who is a senior at Drake University in Des Moines, IA and Chelsey who is a freshman at Baldwin Wallace University in Berea, OH. Russ enjoys golf, biking, hunting and watching sporting events. Russ considers it an honor to be a part of a strong, stable and active financial institution and is very excited to be a part of the PremierBank Team.

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

2013 PremierBank Directors

David P. Bienfang
Chairman of the Board/ Loan Officer, PremierBank
Roy J. Budlong
President & CEO, PremierBank
Russ Turk
Executive Vice President/Senior Lending Officer, 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.

HONORARY DIRECTORS

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
Henry A. Fischer
Retired Bank Executive

Member FDIC

Winter 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

1863 Celebrating 150 Years 2013

President's Greetings

Someone told me the older you get the faster time flies by. I am starting to agree. It seems I just tore off the 2012 calendar not that long ago. 2013 was an eventful year for PremierBank.

150 year Anniversary: We spent a lot of this year on this milestone celebration. Memorabilia from over the years was on display: First National Bank and Koshkonong Bank issued currency, coin banks, articles of past year celebrations and many more items. I would like to thank all of those who spent so much time in putting this together and making this celebration very memorable.

This may seem like a broken record, but we are very proud of receiving for the 13th year the Financial Literacy Award from the Wisconsin Bankers Association. Our staff made a commitment of spending time in area schools by making presentations on how to handle personal finances. We thank the area school districts for working with us to achieve this much needed education.

Technology continues to advance at a rapid pace. Imagine the technology used 150 years ago when they first opened the bank, an ink well and quill pen. Today we talk about megabytes, kilobytes, gigabytes and more bytes yet to come. We have smart phones, mobile banking, internet banking, ACH for automatic deposit and automatic loan payments, etc. I am somewhat technology challenged as I still remember 8 track tape players and have a flip phone (some people call a dumb phone). Thankfully we have the staff and resources to keep the bank current on the newest products and advances to deliver you the products you need.

The landscape of banking is continually changing. When I came to Fort Atkinson 9 years ago, we had half as many policies as we have today. In the coming year, banks are being made to change some products that our customers have been accustomed to for 15-20 years. We will do our best to explain what is taking place. Please remember, we are only the messenger regarding these changes.

Finally, I would like to thank you and our team at PremierBank for making my first year as your President a success. It is our focus to deliver the financial products and services that you need to meet your financial goals. We have a great staff to make this possible.

I would like to wish you and your families a very Merry Christmas and a great 2014.

Roy Budlong

Season's Greetings

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!