PremierBank's Trust & Investment Management Department Rod Ellenbecker, VP & Senior Trust Officer

The 5 Ways to Sabotage Your Retirement

Much of the retirement advice that we all have heard can be at very least misleading and often times confusing. Following retirement advice that does not have information to back it up can hurt the process of creating a retirement savings. Here a couple of things that we see people doing quite often before and during retirement that is driven by a lack of credible information or at very least fear....

Withdrawing more money early in your retirement and reducing spending later: It is easy to overspend early on hobbies, and other activities you didn't have time for while working. But if you withdraw too much of your savings you will be forced to reduce your spending later. Remember, inflation will continue to rob you of buying power every year you are retired as well. The stock market could rally for multiple years to give you a boost to your income opportunity but if you don't catch a break you will then be forced to reduce you standard of living in the later years.

Plan to work full time longer. Some financial advisors tell their clients they can spend more money while they work if they plan to delay their retirement beyond traditional retirement age. Delaying your retirement can certainly improve your retirement finances. But unless you are your own boss, the decision isn't always yours. What if you get laid off and can't find work that compensates you at your current salary? You don't always get to choose your retirement date. Planning to work indefinitely could lead to disastrous results if you are forced to retire earlier than expected.

Save under the mattress. People always talk about pulling all their savings out of the stock market when the economy is struggling and investing is volatile. But being ultra-conservative is never going to get you where you need to be. Using a diversified portfolio of stocks and bonds or mutual funds made up of those assets has proven to be the best long-term solution to the issue of retirement investing, period.

Be a stock super star. Some people try to invest their entire retirement account balance in individual stocks. Some choose exotic investments that they don't fully understand. This may be exciting or make you feel like a sophisticated investor but most people don't need the stress or risk. There are perfectly good

investment alternatives that do not require you to be a full time stock picker. Think of it this way; even if you beat the market by doing the necessary research on a consistent basis, can't you just own the right mutual funds and spend time making more money to invest elsewhere?

Set it and forget it. Most financial advisors try to get their clients to choose a retirement plan strategy that they will follow for quite some time. But what happens when things change in your life. These changes must be communicated to your advisor so that the possibility of a strategy change can be discussed. Having a plan that isn't kept up to date is almost as bad as having none at all. It has the possibility, of taking you in the totally wrong direction.

At the PremierBank Trust Department, we work with our clients to address the issues that affect retirement savings and work to create a plan that is in the best interest of the client's total needs. Stop by and see us for an assessment of your current retirement outlook.

Trust & Investment Department Staff

Rod Ellenbecker, Vice President & Senior Trust Officer Jan Ruster, AVP/Trust Officer Jim Schafer, Trust Officer Shelley Schuerman, Admin. Assistant Sue Marks, Operations Kaylin Hetts, Operations Mary Brant, Receptionist

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

VISA GIFT CARDS

VISA®

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!





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

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 28th (4th of July)

Saturday, Augest 30th (Back to School)

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



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, July 16th -



Mystique Greyhound Park & Casino, Dubuque, IA

August- Date to be determined

"Exploring Historic Cedarburg"...details to follow

Members Mark Your Calendars!

December 10th – "Christmas on Broadway.

A Holiday Music Revue!" Pheasant Run Resort,

St. Charles, IL

PremierBank's Loan Department

5 Ways to Ruin a Perfect Credit Score

You've never taken on more debt than you can afford, and you always pay your bills on time -- so your credit must be great, right?

Not necessarily. Credit scores don't consider debt-to-income ratios and they take into account many factors beyond just timely payments (although those are extremely important).

Pure and simple, having a good score today is critical for financial success. It gets you access to lenders' best rates and terms, which can save you thousands of dollars each year. An extremely poor score can make it impossible to get a loan to buy a house or a car in the first place.

The financial habits you've developed over time or the decisions you're making could have a negative impact on your credit score without your even realizing it. Here are five habits to avoid:

mortgage.

4. You coCo-sign

1. You run up a large balance on your credit cards (even if you pay it off every month)

After timely payments, the most important factor on your credit report is your credit utilization ratio – the percentage of available credit that you're using on your credit cards, both individually and in sum.

Aim to keep that ratio below 20 percent to 30 percent. The higher the ratio, the worse it is for your credit score, regardless of whether you're up to date on payments.

If you charge everything on one card -- for convenience or to rack up rewards points -- and then pay off everything when you get your bill, you may still be doing damage to your credit score. Most credit card companies report the balance due at the close of each billing cycle. So if you owe \$900 on a card with a \$1,000 limit, your utilization ratio on that card is 90 percent, even if you pay the balance in full the day you receive your bill.

To keep your score as high as possible, go online and pay your card before the closing date, rather than wait for the bill to come in the mail. Or, if you think your utilization on one card is creeping up too high, switch to cash or another card mid-month.

2. You close or open several credit card accounts at once

Some consumers mistakenly think that closing down credit cards they rarely (or never) use will boost their score, but the opposite occurs.

Closing down accounts will decrease your total amount of available credit, which will automatically push up your credit utilization ratio. In general, there's no reason to shut down old credit cards unless they carry a high annual fee.

On the other hand, opening additional cards is one way to decrease your overall credit utilization ratio. Remember that every time you apply for a card, the issuer puts in what's called a "hard inquiry" to the agencies for your score. One other tip: Don't open any new accounts at all within three months of applying for a mortgage.

4. You co-sign a loan for a friend or family member

Co-signing a loan or a credit card for someone else is one of the most dangerous things you can do in terms of your credit score. Why? The status of that loan will appear on your credit report. If your co-signee makes a habit of paying late or carrying a high balance, that can negatively impact your score, and there's no requirement for the bank to inform you about it.

If your co-signee defaults entirely, you are legally responsible for paying off the loan. Generally, if someone needs a co-signer, he or she is not a good credit risk."

5. You don't check your credit reports on a regular basis

You're entitled to get each of your credit reports for free once a year. Experts suggest pulling one every few months through annualcreditreport.com. "Your credit report will immediately show your credit history, including what you're doing right, what you're doing wrong, and what areas you need to focus on," says Rod Griffin, director of public education with Experian.

Checking your report will not only give you insight into which areas of your credit you may need to improve – it will also ensure that any newly introduced errors get quickly corrected. A report last year by the Federal Trade Commission found that one in four credit reports contained an error that might affect the subject's credit score.

All of the lenders at PremierBank are willing to assist you with your financial needs. Give us a call today.

LOAN DEPARTMENT STAFF

Deb Hale, Supervisor Chris Heinz Laura Bernard Jamie Indra Cheryl Hanen

In Fort Atkinsor 920-563-6616 Dave Bienfang Roy Budlong Russ Turk Steve Schafer

Matt Lee Brian Armstrong In Jefferson 920-674-4500

Jim van Lieshout

Susie Polk

Tom Merfeld

In Johnson Creek 920-699-6900 Theresa Copp

Jeff Cloute
In Sullivan
262-593-2227
Mark Catton





WEBER

Customer Service/ Bookkeeping

MEET YOUR FRIENDS AT PREMIERBANK

Introducing Patricia (Patty) Weber, Customer Service Representative and Bookkeeping Support at our PremierBank Main location in Fort Atkinson. Patty has worked for PremierBank for 15 years starting as a proof operator/bookkeeper. She then worked as a Teller at our Johnson Creek location for a few years before coming back to Fort Atkinson for her current position. Patty says, "The best part of my job is helping our customers!"

Patty grew up in Glenview, Illinois (yes, she is a Bears & Cubs fan!), the 5th of 6 siblings. She has one daughter,Vicky, a graduate of Ripon College and currently pursuing her Masters at CSU.

Patty enjoys reading, watching old movies, open-wheel racing and "playing with her friends young and old!" And of course hanging out with her one-eyed cat Sailor!

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

UPCOMING EVENTS & IMPORTANT DATES

IUNE

Farmers Markets held each Thursday night in Jefferson and each Saturday morning in Fort Atkinson!

- Antique Auction, Fair Park, Jefferson
- Jefferson Concerts in Rotary Park; "Premier Night" sponsored by PremierBank, "VIVO" 7:00-9:00pm
- Jefferson Kiwanis "Take a Kid Fishing Day" Fair Park, Jefferson
- Paint Horse Show, Fair Park, Jefferson
- Spring Preview Show, Fair Park, Jefferson
- Jefferson Concerts in Rotary Park; "Nate Morales & Old Style Scratch" 7:00-9:00pm
- 13-15 SWBA Horse Show, Fair Park, Jefferson
- Fort Atkinson Relay for Life, Barrie Park
- Happy Father's Day!
- Fort Atkinson Cruise Night; 5:30-8:30, Jones Park, Fort Atkinson
- Summer Charity Concert Series; Barrie Park, Fort Atkinson, 6:00-
- 19-22 Fort Atkinson Generals Baseball Fest; Jones Park, Fort Atkinson
- Jefferson Concerts in Rotary Park; "Altered Five" 7:00-9:00pm
- Fort Half Marathon; Jones Park, Fort Atkinson
- Jefferson Concerts in Rotary Park; "Leahy's Luck Irish Band w/ Rhythm and Shoes Irish Dancers" 7:00-9:00pm
- PremierBank Junior Bankers Special Deposit Day!

JULY

- Jefferson Concerts in Rotary Park; "Palmyra Eagle Community Band"
- Happy 4th of July! Banks Closed
- Annual Ice Cream Social; 1-3pm, Hoard Historical Museum, Fort
- Pinto Horse Show; Fair Park, Jefferson

9-13 Iefferson County Fair: Fair Park, Iefferson

- Fort Atkinson Cruise Night; 5:30-8:30, Jones Park, Fort Atkinson
- Iefferson Concerts in Rotary Park: "Southbound" 7:00-9:00pm
- 18-19 Tomorrow's Hope Annual Walk Fest: Fair Park, Jefferson
- 19-20 Buckskin Horse Show; Fair Park, Jefferson
- Jefferson Concerts in Rotary Park; "Gemuetlichkeit Night, featuring Steve Meisner" 7:00-9:00pm
- 25-26 Carnival Days, Downtown Fort Atkinson
- 26-27 Paint Horse Show; Fair Park, Jefferson
- Summer Charity Concert Series; Barrie Park, Fort Atkinson, 6:00-9:00pm
- Jefferson Concerts in Rotary Park; "Stereotype" 7:00-9:00pm

AUGUST

- Arabian Horse Show; Fair Park, Jefferson
- Jefferson Concerts in the Rotary Park; "Bike Night, featuring Shotgun Jane'
- Palomino Horse Show; Fair Park, Jefferson
- 14-17 Quarter Horse Show; Fair Park, Jefferson
- Jefferson Concerts in Rotary Park; "West on Water" 7:00-9:00pm
- Ready Kids for School; Fair Park, Jefferson
- Jefferson Rotary Brat Fry; Fair Park, Jefferson
- Fort Atkinson Cruise Night; 5:30-8:30, Jones Park, Fort Atkinson
- Jefferson Concerts in Rotary Park; "Van Eskes" 7:00-9:00pm
- 22-24 4-H State Dog Show; Fair Park, Jefferson
- 23-24 Paint Horse Show; Fair Park, Jefferson
- 23 Rhythm on the River: Downtown Fort Atkinson
- Summer Charity Concert Series; Barrie Park, Fort Atkinson, 6:00-9:00pm
- Jefferson Concerts in Rotary Park; "Swing Crew" 7:00-9:00pm
- Flyball Competition; Fair Park, Jefferson
- 30-31 Jericho Open Horse Show; Fair Park, Jefferson

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

2014 PremierBank Directors

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President's Greetings * * *

Just think it was 2 short years ago, we were enjoying 90-degree weather in March. Today there are lakes in northern Wisconsin still frozen. Weather in Wisconsin, you gotta love it.

The Wisconsin State Journal on May 18, 2014 released the bank ratings by Bankrate.com and Bauer Financial. PremierBank received 4 star ratings from both agencies. They review the strength of capital, earnings, credit quality and loan reserves. We are proud to receive these strong ratings again from these renowned bank rating agencies.

Technology, like it or not, is a part of our daily routine. I know people who years ago cursed the technology revolution and today they have Facebook accounts. We realize the importance that technology plays in the banking industry and providing the customer service you expect from us. As we attempted to stay current with changes in the industry, some of these upgrades did not flow smoothly. Starting last week, we made a change in our technology management system. It may take a few weeks to incorporate the necessary changes but we are confident you will see an improvement in our technology systems. I want to thank-you for your patience.

The economy continues to be a big question and concern to many. Six months ago, most economists were predicting interest rates to begin climbing in late 2014 and early 2015 predicated on an improving economy. Someone forgot to talk to the meteorologists and find out what was in store for last winter. Who wants to go shopping when we have 39 days of below zero temperatures. The reports from the first quarter economic reports were tough. These economists are moving back rising interest rate forecasts to mid to late 2015 due to a weaker than expected economy. Locally the economy seems to be improving as we are seeing the bottom line of many companies enjoying a bounce back up. In talking to local realtors, there are fewer foreclosure and short sales. The houses being listed are selling faster than a year ago. Fidelity Land Title told us they are seeing more lot sales and home construction. This is long awaited good news.

Wishing everyone an enjoyable summer. It will eventually warm up.

Roy Budlong



Good for 2 for 1 adult admission July 9th or 10th only.

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

Coupon may not be duplicated. Expires July 10, 2014

