

SPRING BANK

HOW SPRING BANK BEAT THE ODDS

Through an Economic Tsunami, a New Bank Emerges and Thrives

In August 2008, as the economy was beginning its downward slide, Spring Bank opened its doors and has never looked back. Even though the financial giants like Lehman Brothers were collapsing, this savvy group of Brookfield bankers used the economic woes to their advantage, supporting local business owners and individual consumers.

Their story is one that demonstrates an ability to overcome adversity, adapt to new market conditions and focus on customer-centric, industry-differentiating service.

David Schuelke, president and CEO of Spring Bank, indicates this period of economic uncertainty has called upon the bank's core competency to provide business owners the individual attention each of them deserves and provide capital when they need it.

This philosophy, especially in late 2008, may have seemed counterintuitive to most banks, but Schuelke and his team saw the economic events as an opportunity. As a newly chartered bank without a legacy loan portfolio, they had the luxury to learn from the struggles of other banks and the rest of the financial world. Their clean slate meant they had abundant capital and liquidity, and no loan problems. Their efforts to acquire new customers, combined with business owners and individuals seeking a new bank, provided a unique situation for them.

Today, Spring Bank is outperforming peer banks across the country in a number of areas and has exceeded all of its growth targets. During the past three years it has made \$109 million in loan commitments to provide needed funds for lines of credit, acquisitions, new equipment, and building expansions for



manufacturers, distributors and service companies. In addition, the bank has financed real estate for development and investment purposes. In the last 12 months, Schuelke reports loan growth was 23.5 percent and deposit growth was 15 percent. The bank's assets have reached \$143 million, with total deposits of \$125 million.

The bank's strong balance sheet was recently made even stronger. They just concluded a capital campaign that raised more than \$3.7 million, exceeding their goal by nearly 8 percent. This increase in capital will allow Spring Bank to provide credit to more privately held businesses, investors, entrepreneurs and private individuals.

Spring Bank prides itself on being a community bank with local ownership; their approximately 200 shareholders mostly live and work in Southeastern Wisconsin. The bank employs 16 with a combined 250 years of banking experience, and has plans to expand its team of professionals.

They are an active part of the commu-

nity as well. Spring Bank is a principal partner with WTMJ-AM radio, Milwaukee in supporting the Stars and Stripes Honor Flight Program, which recognizes WWII Veterans by sending them to Washington, D.C. to see the WWII Memorial.

The bank has also embarked on a mission to help high school students become more adept at finance. Thanks to a grant from Spring Bank, Brookfield Central and Brookfield East students have become the first in southern Wisconsin to use a high-tech, web-based platform to bring complex financial concepts to life. Through video, animation, 3-D gaming, avatars and social networking, the program helps teach more than 600 financial topics.

Schuelke is a true believer in laying a financial groundwork for students. "In today's uncertain economic climate, the need for financial literacy is more important than ever, but if we can better educate today's students, then they will become tomorrow's financially responsible citizens."