

## Small Business Saturday

Join the movement on Saturday, November 25 to shop local businesses in our communities.



# peopletalk

a publication of Peoples State Bank

Fall 2017

## Welcome from Scott Cattanach, New President & CEO

This past year President & CEO Peter Knitt announced his upcoming retirement. After an extensive search and selection process with a national executive recruitment firm, the Bank's Board of Directors has chosen me to lead Peoples forward in its next chapter of growth.

I am extremely excited for this opportunity. I have been a customer of Peoples for 22 years and have been associated with the bank for 26 years—first as the outside auditor, and for the past 15 years as Chief Financial Officer.

As a community bank, we are successful only when our community is successful. I am passionate about the success and influence of Peoples State Bank because I've seen it in action. We're committed to the community—whether it be in helping a small business owner open a new business that has the town raving about it, to teaching elementary students the concepts of saving and the value of work, to supporting local organizations that empower others to have greater control over their financial futures.

My passion for Peoples is strong, as is my conviction in our continued success. As the next President and CEO, I will work to promote great customer service and product value within a great working environment, and look to expand with Peoples into new markets.

I would like to thank Peter for 11 years of unbelievable leadership and growth of the bank. Not only growth, but a great working environment also. He was a valuable mentor to me and has earned his upcoming retirement in January!

I would also like to thank our Board of Directors for their confidence in my leadership. Their selection process was diligent and broad, and they had several strong candidates to consider for the position. As a shareholder, as well as an employee, I appreciate their dedication to such a disciplined process.

The next chapter of the Peoples story is about to begin. I look forward to meeting you and learning more about how we can



turn the potential of your unique dreams and aspirations into reality. Thank you for choosing Peoples State Bank for your financial solutions.

Scott M. Cattanach  
President - Peoples State Bank

Always seeing the Potential  
in the first small step



Earn

**1.00%**  
APY\*

Take that first small step and start saving now with the Peoples Super Saver Account.

\*Annual Percentage Yield (APY) effective as of August 16, 2017. Earn 1.00% APY on your balance up to \$15,000. Requires a monthly automatic transfer of \$25 or more from a Peoples Edge Checking or Peoples Relationship Checking Account. The portion of the balance over \$15,000 earns the regular savings rate 0.20%. Fees could reduce the earnings on the account. Minimum deposit of \$100 to open. Six free withdrawals per month. This is a variable rate product and the rate may change after the account is opened. Member FDIC.

## Rib Mountain Construction

If you've visited our Rib Mountain location recently you may have noticed the road construction on Rib Mountain Drive as well as the parking lot construction that is currently underway. The parking lot construction is part of a long-range plan to reinvest in the interior and exterior of our Rib Mountain location. When it is completed, we believe it will be safer for our customers and provide better traffic flow.

Please be aware of the following traffic flow changes:

- There is now one shared entrance and exit for Rib Mountain IGA & Peoples State Bank
- When construction is complete on Rib Mountain Drive, you will no longer be able to exit heading northbound from the bank drive-up lanes



- The addition of sidewalks on Rib Mountain Drive will give pedestrians the ability to access our location easily on foot or by bike

Please pardon our dust as construction is in progress. The lobby and drive-up at our Rib Mountain location are open to serve all of your banking needs during our repave project. We anticipate that the repaving of the Peoples State Bank parking lot will be completed by the end of the year.

## Lenore Breit named Vice President of Compliance and Internal Audit

Peoples State Bank announces that Lenore Breit has accepted the position of vice president, director of compliance and internal audit. She will establish, coordinate and maintain regulatory compliance, internal audit and risk assessment efforts to safeguard the assets of the bank.

Breit's extensive banking experience and tenacity to dig deep into industry regulations will serve her well in her new role. "I've enjoyed developing strong working relationships at Peoples across business lines. Our teams have a common goal of working toward constant improvement, and I'm excited to further develop the compliance and risk management functions to support the bank's growth," she said.

She has over 25 years of banking experience at multiple financial institutions in areas including accounting, treasury management, IT, loan and deposit operations, payment systems and electronic banking. Breit has been with Peoples for



nine years, most recently as vice president of deposit operations.

Breit is a 2003 graduate of Leadership Wausau, member of the United Way of Marathon County Women in Action, and current chair of the Wisconsin Bankers Association Financial Crimes Committee. Outside of work she enjoys bicycling, cross country skiing, crocheting and quilting.

## FACT VS. FICTION

We understand that it can be tricky navigating through the world of financial services. Everyone seems to have an opinion and it can become difficult knowing what to believe. We've created this series "Financial Fact vs. Fiction" as a way to present and debunk some of the most popular financial myths.

**Fiction: Estate planning is only for affluent individuals.**

**Fact:** Contrary to popular belief, you don't need significant wealth to have an estate plan. Basic estate planning is for everyone. Putting a plan in place will help you protect assets during your life and control how your estate is distributed upon your death, while easing the administrative burden on your family.

*If you would like to discuss how you should be investing, please contact Peoples Wealth Management to schedule an appointment with one of our experienced financial consultants.*

Find more  
Financial Facts vs. Fiction at  
[www.peoplesinvest.com](http://www.peoplesinvest.com)

# Peoples

WEALTH MANAGEMENT

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PO Box 1686  
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The Financial Consultants of Peoples Wealth Management are Registered Representatives and Investment Adviser Representatives with/and offer securities and advisory services through Commonwealth Financial Network, member FINRA/SIPC, a Registered Investment Adviser. Fixed insurance products and services offered by Peoples Wealth Management are separate and unrelated to Commonwealth.  
Not FDIC Insured - No Bank Guarantee - May Lose Value - Not a Deposit  
- Not Insured by any Federal Government Agency



## Azure Nails & Spa

Azure Nails & Spa recently opened at 2003 Stewart Avenue in Wausau, right next to Peoples State Bank's main location on Stewart Avenue. Azure Nails & Spa is a full-service nail salon offering facials, pedicures and manicures.

Come and see our variety of products including gel manicures, acrylic nails, other cutting-edge nail services and an extensive selection of colors to choose from. Owner Amy (Thuong Dao) has 20 years of experience and is committed to making each of her customers 100% satisfied with their experience. She strives for perfection and customers benefit from her passion in learning new techniques and creating new, unique designs.

The salon is named in honor of Amy's brother, who's favorite color was also blue.

2003 Stewart Avenue  
Wausau, WI 54401  
715.870.2988

### Hours of Operation:

Monday - Wednesday: 10 a.m. - 7 p.m.  
Thursday & Friday: 9 a.m. - 7 p.m.  
Saturday: 9 a.m. - 4 p.m.



## The 13<sup>th</sup> Colony

The 13<sup>th</sup> Colony ~ country antiques, homespun goods & other simple pleasures all in a primitive way! Experience the warmth and charm of a simpler time with a visit to The 13<sup>th</sup> Colony offering american country antiques, home accessories & gifts. Everything you need to make your house a home.

Elizabeth's Woolery carries a wonderful selection of hand-dyed wool, specialty threads and reproduction fabrics as well as an abundance of patterns and books to inspire you.

7735 Hwy 51 S  
Minocqua, WI 54548  
715.358.6600 | 866.926.5669  
[www.the13thcolony.net](http://www.the13thcolony.net)

### Hours of Operation:

Tuesday - Saturday: 10 a.m. - 4 p.m.  
Open year round



## ID Theft Protection Tips

With the recent, major data breach at Equifax, Peoples offers the following tips to protect yourself.

- 1. Watch your accounts.** Regularly check all your banking, debit card and credit card accounts through online and mobile banking, and report suspicious activity immediately. Call Customer Service at 888.929.9902 with any questions.
- 2. Use extra caution with phone and email.** If you get phone calls, text messages or emails from Equifax that you were not expecting, do not click on it and do not provide personal information. Visit the company's website or call them back directly to verify if the communication is legitimate.
- 3. Place a fraud alert.** Contact the three major credit bureaus to place a fraud alert on your file. This requires a business to verify your identity before issuing you credit.
- 4. Consider a credit freeze.** A credit freeze lets you restrict access to your credit report, making it more difficult for identity thieves to open new accounts in your name. Learn more at [www.ftc.gov](http://www.ftc.gov).
- 5. Pull your credit reports.** You are entitled to a free credit report from each of the three major credit bureaus per year. Get yours at [annualcreditreport.com](http://annualcreditreport.com). Review carefully for anything suspicious.
- 6. Change your passwords.** Change the passwords for all your online accounts and email. Once hackers have access to ID and password information, they routinely try the same combination across multiple platforms.



## Upcoming Events in Our Communities

Check out these local events for fun-filled fall activities.

- October 7:** Harvest Fest, 400 Block, Wausau
- October 7-8:** Cranberry Fest, Vilas County Fairgrounds, Eagle River
- October 14:** Three Eagle Half Marathon/5K, Three Lakes  
11<sup>th</sup> Annual Zoo Boo, Wildwood Wildlife Park, Minocqua
- October 28:** Hallow Fest, Downtown Eagle River
- November 2-4:** Wausau Community Theatre presents: 1776, Wausau
- November 23:** 8<sup>th</sup> Annual Eastbay Turkey Trot 5K Run & Walk, Wausau
- November 25:** Small Business Saturday
- December 8-10:** Wausau Community Theatre presents: A Christmas Carol, Wausau



Peoples State Bank was proud to sponsor the Hmong Wausau Festival, July 29-30.



Thank you to everyone who joined us on Friday, August 11, for our brat fry where all proceeds went to the Rhinelander Police Department, Rhinelander Fire Department, and Oneida County Sheriff Department.

## Same-Day Electronic Payments Now in Effect

Due to an industry-wide change as of Sept. 15, some electronic payments may now be moving out of your accounts faster.

If you authorize a payment over the phone, on a website or shop at a merchant that converts your check to an electronic payment, be aware that payment may now come out of your bank account as soon as that same day.

To avoid being overdrawn, do not give authorization for a payment until you know you have the money in your bank account.

## Better-than-Almost-Anything Cake

A delicious recipe from the kitchen of Emmy

- 1 - Box German Chocolate Cake Mix (Betty Crocker or Pillsbury)
- Water, oil and eggs as called for on cake mix package directions
- 1 - 14 ounce can sweetened condensed milk
- 1 - 17 ounce jar caramel or fudge topping (I have used 1/2 a jar of each)
- 1 - 8 ounce container Cool Whip
- 1 - 8 ounce bag toffee or Butterfinger bits

Preheat oven to 350°. Bake cake as directed on the package for 9x13 inch cake pan. Cool 15 minutes. Poke top of warm cake every 1/2 inch with handle of a wooden spoon, wiping handle to reduce getting sticky.

Drizzle sweetened condensed milk evenly over top of cake; let stand until milk has been absorbed into the cake. Drizzle with caramel or fudge topping. Cover and refrigerate about 2 hours or until chilled. Spread whipped topping over top of cake. Sprinkle with toffee bits. Cover and refrigerate any leftovers...if there are any.

