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2016
ANNUAL
REPORT

PSB Holdings, Inc.

peoples**talk**

a publication of Peoples State Bank

Spring 2017

Top Home Buying Tips

Buying a home is one of the biggest, most life-changing and emotional purchases you will ever make. Doing a little preparation before starting your search can save you time, money, and disappointment in the long run. When choosing your home, keep in mind these five tips.

1. Begin With a Pre-approval

Looking at homes you can't afford leads only to disappointment. See your banker before starting your home search to get pre-approved for a mortgage that is compatible with your income and expenses. In addition to peace of mind, pre-approval gives you an advantage at the offer table because sellers know you are a serious buyer.

2. Know Your Credit Score

Your credit score determines whether you can qualify for a loan and at what interest rate. There are several ways to check your score, but the most accurate is to contact your banker, who will provide you with a comprehensive credit report. If your current score does not qualify for a mortgage, we can advise you on ways to improve it so you can successfully reapply in the future.

3. Get to Know the Neighborhood

Tour the neighborhood as well as the home. Does it fit your lifestyle? If you enjoy walking, biking, and playing outside with your family, look for nearby

recreational amenities such as trails, parks, and playgrounds. Also make sure your home compares favorably with others in the neighborhood. Will you need to invest in expensive upgrades and improvements?

4. Consider Property Taxes and Other Costs

When calculating affordability there is more to consider than the size of your mortgage payment. Also budget for property taxes, homeowner's insurance, utilities, HOA fees if you're buying a condominium, and maintenance so you have enough funds at the end of the month to enjoy your new home.

5. Consider Resale Value

Realistically, you will sell your home at some point in the future, and there are key resell factors to consider. How old is the home? Is it on a busy street? Is it next to a store, factory, or business? Newer homes in quiet residential neighborhoods are more likely to increase in value and be easier to sell than those in high traffic areas or homes that are mixed in with retail and commercial properties.



Buy Your Home with Confidence

Peoples takes the uncertainty out of the home-buying process and offers a wide variety of competitive loan programs to meet your specific needs. Get started with one of our knowledgeable and experienced mortgage lenders by calling 888.929.9902. You can also access online tools and tips and apply for pre-approval (with same-day approval in most cases), at www.peoplesstatebank.lenderplanet.com. Be ready when your dream home hits the market this spring. Get started at Peoples today!

GETTING PRE-APPROVED IS AS EASY AS 1-2-3

The pre-approval process is fast and completely free at Peoples. Follow these steps to get started:

1. Log onto www.peoplesstatebank.lenderplanet.com. Click on "Get Started" to set up a new account, or log-in if you already have an account.
2. Enter the information requested.
3. Hit "Submit" and we will e-mail you back with a response, usually same-day in most cases. If approved, you'll be notified of the maximum amount you can borrow and current interest rates offered.

Minocqua Branch Remodel

Peoples State Bank is excited to announce our newly renovated Minocqua location at 9560 Highway 70 West. The 2,000 square-foot facility has been completely remodeled to provide an improved banking experience for our customers.

The project included a redesigned customer service teller area, three updated office spaces where customers can meet privately with staff, as well as a new conference room where Wealth Management* clients can teleconference with advisors in Wausau.



The drive-up area was completely remodeled with two additional lanes to expedite service, and relocation of the ATM to its own drive-up lane for easier access.

"The expansion is indicative of our commitment to the Minocqua area and of our success here," said Cory Erickson, Branch Manager. "We want our customers to have the best experience possible, and we're excited to have this remodeled facility to be able to grow with their needs right here in Minocqua."

Peoples wins Financial Literacy Award

Peoples State Bank received the 2016 Governor's Financial Literacy Award as selected by the Governor's Council on Financial Literacy. Governor Scott Walker presented the award to Peoples State Bank CFO Scott Cattanch on February 21. The award was given due to the many hours our staff volunteers towards financial literacy programs for students and adults in our communities.



Peoples Welcome Ryan Kellenberger



Peoples welcomes Senior Personal Banker Ryan Kellenberger, NMLS# 1608298, to our Wausau – Stewart Avenue location.

Ryan will help customers choose products that best fit their needs, from checking and savings accounts to consumer loans and home equity lines of credit.

"My goal is to make my customers feel comfortable and welcome, usually by getting them to smile," he said. "Communication is key to any relationship, and I will listen to our customers to learn their needs or concerns so I can be the most helpful."

Ryan has over nine years of experience in community banking, and has called Wausau home for the last five years. He and his wife live in Schofield with their three children and a boxer named Wilbur. Ryan serves on the committee for ChalkFest in Wausau, and has also coached youth and high school soccer in Wausau. For more information, please call Ryan at 715.847.4082.

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: Waiting to file your taxes won't make you more vulnerable to identity theft.

Fact: To avoid identity theft, it's best to file your taxes as early as possible. In a common scheme, thieves use someone else's social security number to file a fraudulent tax return and collect a refund. Then, when the real taxpayer files, he or she receives a notice from the IRS stating that a return has already been submitted under that social security number. So the faster you act, the less time an identity thief has to file a return in your name. To keep scammers from getting your information in the first place, be vigilant about how and with whom you share personal data, and always shred documents that contain such data instead of throwing them in the trash.

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

Peoples

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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



Acklam Automotive Service & Repair, Inc.

Acklam Automotive offers complete domestic and foreign auto repair, as well as complete tire service and air conditioning service. Acklam Automotive has over 79 years combined experience in auto repair. They are ASE certified and pride themselves on customer satisfaction.

1371 S Farming Road
Arbor Vitae, WI 54568
715.359.2363

Hours of Operation:
Monday - Friday: 8am - 5pm



Marathon Feed, Inc

Marathon Feed Inc. is a family owned business since 1982 and located just south of Marathon City on State Hwy 107.

Marathon Feed supports seven counties in their market animal programs. Not only do they feed your furry friends, but they have an in-store restaurant call "THE SCOOP" that is open Monday - Friday 7am - 1:30pm serving breakfast and lunch and featuring homemade daily specials, homemade soups and desserts, along with a full menu to satisfy your hunger. Don't forget about their hand dipped Cedar Crest ice cream.

Their promise is to make your stop a great experience, and a place you love to visit. Like them on Facebook.

2910 Feed Lane
Marathon, WI 54448
715.443.2424

Hours of Operation:
Monday - Friday: 7am - 5:30pm
Saturday: 7am - Noon



Payment Solutions for Businesses

In Merchant Services, as in most of banking, there is no one product that suits every client. Peoples State Bank, in partnership with Security Card Services, offers each merchant the technology most suited to your business — whether you process a handful of transactions a week or millions.

From check and card readers to point-of-sale, contactless, and wireless terminals, we offer an array of products and services through many respected manufacturers to ensure you can handle any client payment method.

Turning Opportunity Into Success

We offer payment solutions to help make your payment processing more efficient and profitable. Our quality and service, combined with our proven payment industry expertise, uniquely positions us to meet the needs of your business now and in the future.

- Mobile processing - Swipe Simple
- All major credit and debit cards
- Quick and seamless startup
- Experienced call center specialists
- 24/7/365
- Countertop terminals/Electronic cash registers

- Smart phone applications
- Web-based products
- eStatements
- Convenient access to transaction detail
- Security for card acceptance and card holder data
- EMV Technology

For questions or pricing, contact your local branch manager or email TreasuryManagement@bankpeoples.com.



Upcoming Events in Our Communities

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

April 9-10: Silver Blades Ice Show, Eagle River Ice Arena, Eagle River

April 29: Garden Fresh Salad Bowl, Holiday Acres, Rhinelander
Lakeland Area Kiwanis Club's Get Your K's On, Minocqua

May 13: Aspirus Run for Hospice, Fabiano Brothers, Weston
American Heart Association's Heart Walk, Marathon Park, Wausau
Journeys Marathon, Eagle River

June 3: Humane Society of Marathon County's Run For Their Lives, Immanuel Baptist Church, Rib Mountain
16th Anniversary Marathon Fun Run Motorcycle Ride, Marathon

June 10 : Up North Beer Fest, Hi-Pines Campground, Eagle River

June 17 : Forrest Goetsch Memorial Run, Race Begins at Dale's Weston Lanes, Schofield



Scott Staszak was named United Way of Marathon County "Campaigner of the Year"



Thank you to all the Peoples employees who showed their support on the American Heart Association's National Wear Red Day!



Peoples donated the ice auger for the 1st place walleye in the Rhinelander AMVETS annual ice fishing tournament on Lake Nokomis on January 14th.



Peoples sponsored the Wausau Region Chamber of Commerce Women's Leadership Event. Thank you to all who joined us on January 18th.

Chicken Crescent Squares

- 3 ounces cream cheese
- 1 tbsp sour cream
- 2 tbsp melted butter
- 2 tbsp milk
- 2 cups cooked and cubed chicken
- 1 tbsp chives (optional)

- 1- 8 ounce can crescent roll
- Salt, pepper, garlic salt to taste

Mix all ingredients together except crescent rolls. Take two rolls, press seams together to form a square. You will have four squares. Spoon 1/2 cup of chicken filling on each square. Pull corners together, pinch top and seal edges. Brush tops with butter, bake on ungreased cookie sheet for 20 - 25 minutes at 350 degrees.

Enjoy, these are a family favorite. Hello from Northern Minnesota, Emmy

A delicious recipe from the kitchen of Emmy

