

### Smart Money Tip:

Set your budget each month before the month begins, and use the budget to help you reach fun goals—like saving for a vacation.

# peopletalk

a publication of Peoples State Bank

Winter 2017

## 2016 in Review: Focused on our Customers



As I reflect on 2016, I am most thankful for our customers. We've been blessed to serve 17,341 households this past year. Through your trust in us, Peoples was able to provide a safe home to protect your money, loans with fast turnaround to help you buy a home or meet personal needs, and financing to businesses to infuse local economic growth and jobs.

We know you want competitive rates, working with real people you can trust who also care about the community. Peoples strives to give our customers the best service, but we know we can always do better. That is why we survey our customers each year so we can continue to meet your needs and look for ways to improve.

Thank you to the 1,318 customers who completed our recent survey. Peoples maintained a high level of customer service with an overall satisfaction score of 4.48 out of 5, and a customer loyalty score (Net Promoter Score) of 64 compared to the industry average of 35.

We are using your comments and results to improve the experience even more in 2017.

In 2016, we found more ways to help customers succeed with over \$90 million in loans to help people buy a home and over \$135 million in commercial loans to help businesses meet their capital needs, buy equipment and grow their business.

This past year we also opened our first commercial lending office in Milwaukee. The initial response has been very favorable, and we have established new relationships with good solid business owners.

Our commitment also extended to the community. We exceeded our goal of 6,500 employee volunteer hours, which represents approximately 40 hours per employee, to support community organizations in 2016. Peoples also substantially met its goal of giving back to United Way with an increase of 17% in funds raised over goal and 98.7% of employees participating.

I would like to sincerely thank our customers, employees and shareholders for an outstanding year.

Peter Knitt  
President & CEO - Peoples State Bank

**4.48**  
Overall Customer Satisfaction  
Score Out of 5

### OUR CUSTOMERS SAY IT BEST...

"Customer service is the Best of all banks around. The staff is so helpful and engaged with the customers."

"Everyone is so accommodating and friendly. You can tell they really care about you and your needs."

"They care about delivering high quality service and products with integrity."

## HSA UPDATE

Health Savings Accounts (HSA) are a tax favored consumer savings arrangement for individuals and families covered by high deductible health plans. A HSA allows for tax-deductible contributions and tax-free distributions for qualified medical expenses. Peoples makes accessing your HSA account information easy through Online Banking, automated telephone banking and mobile banking.

### 2017 maximum contribution limits are as follows:

Single Coverage.... \$3,400  
Family Coverage.... \$6,750

Catch-up contributions of \$1,000 for eligible individuals who are 55 plus are allowed. All HSA contributions received are considered current year unless we are notified in writing.

# Consistency is Key: Hold Steady Amid Market Swings



Major economic and political changes often disrupt the stock market, causing dramatic swings in either direction. For many investors, volatility is today's "new normal." For those with retirement savings in the market, the constant stream of news about ups and downs can be worrying (or downright terrifying). If you're anxious about your investments, here is some advice on what to do when the markets dive and peak.

## When the market is down:

For many consumers on the cusp of retirement, the sight of down arrows on the nightly news is the stuff nightmares are made of. First of all, don't panic. Dips in the market don't have to mean the end of the world (or working longer) and pulling your money when the market is down is generally a bad idea.

Second, evaluate your portfolio, especially if you haven't touched it since you set it up. As you age, it's important to adjust the amount of risk you're taking with your investments. A properly adjusted portfolio will allow consumers nearing retirement to weather the storms of a volatile market.

Finally, consider diversifying your portfolio, which is more complicated than just divvying it up between stocks and bonds. Your investments should expose you to a blend of equity styles, geographic regions, and asset classes. A financial advisor can help you develop a plan that fits your needs, preferences, and risk tolerance.

## When the market is up:

While it can be exhilarating to see the value of your investments shoot up, don't get tempted to dump more into that particular stock. Often, a stock's meteoric rise is just the ride up in the elevator before it heads back to the basement again.

The best way to keep yourself from taking too much risk is to stick to your strategy, no matter how much a particular stock is performing. However, if you have a need to pull money out of the stock market (for

example, using money from an investment account to finance a large purchase) the best time to do so is when the markets are up.

## Get Expert Advice

Investing is a complex financial topic that requires years of study to fully comprehend. The average consumer doesn't have the expertise or the time to fully explore and understand all the possible options. The best plan is to find an expert advisor who can help you set long-term investment goals that match your personality and needs, and devise a strategy to help you achieve those goals.

If your current advisor has not built a plan for you to navigate the market, our Wealth Management advisors can help. For more information or to schedule an appointment, please call 888.929.9902.

# Peoples

WEALTH MANAGEMENT

1905 W. Stewart Avenue, PO Box 1686  
Wausau, WI 54402-1686  
888.929.9902

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 through CES Insurance Agency or Peoples Wealth Management. Not FDIC Insured - No Bank Guarantee - May Lose Value - Not a Deposit - Not Insured by any Federal Government Agency. Diversification does not assure a profit or protect against loss in declining markets, and diversification cannot guarantee that any objective or goal will be achieved.

## Peoples Welcomes Amber Gober



Peoples welcomes our newest mortgage lender, Amber Gober, to our Wausau – Stewart Avenue location.

Amber will be responsible for helping customers secure financing to purchase a home or refinance an existing mortgage. She will also assist customers with home equity lines of credit and construction loans.

"During my 18 years in banking, I have learned that communication is key. I will work with my customers to find out what is important to them while giving them my undivided attention and quick follow up. My goal is to make sure they feel comfortable with the home buying process," she said.

Amber is a Wausau native and resides in the area with her husband and two children. She is a board member for the Wausau Area Builders Association and a volunteer for the Wausau Region Chamber of Commerce and her church. For more information, please call Amber at 715.847.4022.

Mortgage Lender, Wausau  
NMLS # 713120



## Leif's Cafe

Leif's Cafe is a locally owned, family friendly restaurant serving the best breakfast, lunch and dinner in the Northwoods for over 30 years.

Whether you visit us for our awesome breakfasts or our famous chicken and dumpling, if you try us once, you'll be back! Our Friday Fish Fry features "Yukon Jack" breading and homemade potato pancakes.

After a long day of work or play, join us for dinner and enjoy a beer, wine or mimosa with your meal. Dine inside or on our outside patio. See our website for daily specials.

904 N Railroad Street  
Eagle River, WI  
715.479.2766  
[www.leifscfe.com](http://www.leifscfe.com)

**Hours of Operation:**  
Monday – Saturday: 5 am to 8 pm  
Sunday: 5 am to 2 pm



## Red Wing Shoes



We specialize in safety and non safety footwear. We also stock hikers and hunting footwear. Red Wing shoes has been in business for over 110 years.

Independently owned and operated. Old style fitting and customer service. We have four brands of shoes: Red Wing, Worx, Irish Setter and Vasque.

2111 Stewart Avenue  
Suite 600 | Wausau, WI  
715.298.5990  
[www.redwingshoes.com](http://www.redwingshoes.com)

**Hours of Operation:**  
Monday - Friday: 9 am to 7 pm  
Saturday: 9 am to 5 pm  
Sunday: Noon to 4 pm

# Mobile Deposit Available for Small Business

The ability to take a picture of a check and deposit it into your checking account using your smart phone is already available on personal accounts, and is now available on Select Business Checking\* accounts.

Once businesses are enrolled in eBanking, they can request enrollment for the Business Mobile Deposit service. Our team can also help businesses download the Peoples Mobile app using a smart phone, tablet or iPad.

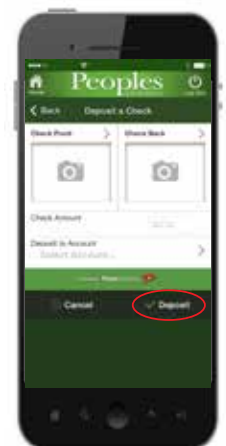
### HOW IT WORKS

- Open the Peoples Mobile app and click on Deposits > Deposit a Check

- Take a picture of the front and back of the signed check
- Enter the check amount and select your deposit account
- Tap "Deposit" to upload your check information to the bank and you're done!

Business Mobile Deposit is available for customers using Select Business Checking.\* For more information, call 888.929.9902 or email [TreasuryManagement@bankpeoples.com](mailto:TreasuryManagement@bankpeoples.com).

\*On Select Business Checking accounts there is no transaction fees for 300 transactions or less per month. \$2,500 minimum average collected balance. \$8 maintenance fee if below minimum. Up to \$3,000 check amount per mobile deposit.



## Upcoming Events in Our Communities

Check out these local events for fun-filled winter events.

- January 6– April 1:** 27<sup>th</sup> Annual Midwest Seasons Exhibit, Center for Visual Arts, Wausau
- January 18:** Women’s Leadership Conference, Stoney Creek Hotel & Convention Center, Rothschild
- January 19 – 22:** Amsoil World Championship Snowmobile Derby, Eagle River Derby Track
- January 28:** Wine, Cheese & All that Jazz, Central Wisconsin Convention & Expo Center, Rothschild
- January 28:** Winter Fest, Downtown Wausau
- February 11 – 12:** Rhinelander Lion’s Club Fisheree & Winter Festival, Hodag Park, Boom Lake, Rhinelander
- March 11:** Hooray for Hollywood, The Jefferson Street Inn, Downtown Wausau



Peoples was proud to sponsor 12 grocery bags for the Thanksgiving food drive for the Vilas County Food Pantry.



The Peoples team at our 10<sup>th</sup> annual Rib Mountain Pumpkin Patch. Thank you to everyone who joined us.



Congratulations to Kari Solomonson of Peoples for winning the 2016 Athena Leadership Award.

## Deli “Rotisserie” Chicken {in a crock pot}

- Vegetable oil (don’t use butter or olive oil, they’ll burn)
- Aluminum foil
- 4 to 5 lb. whole roasting chicken
- 1 Tablespoon onion powder
- 1 Tablespoon smoked paprika

- 1 Tablespoon dry oregano
- 2 teaspoons garlic powder
- 1 teaspoon Lawry’s seasoned salt
- 1 teaspoon freshly ground black pepper
- 1/4 teaspoon cayenne pepper



Send us your recipe for a chance at being included in our next publication.  
Email to: [etalk@bankpeoples.com](mailto:etalk@bankpeoples.com)

Rub inside of slow cooker with vegetable oil. Tear off eight (12 inch) pieces of aluminum foil and ball each piece up. Place foil balls in slow cooker. Remove any giblets/neck from chicken. Rub chicken with vegetable oil. Set it inside the slow cooker on top of the foil balls. You may have to flatten it down a bit so you can fit the cover over the bird. Combine all seasonings in a small bowl. Rub chicken with all of the seasoning mixture. Add a small amount of chicken broth just to cover the bottom of the crock pot.

Cover and cook on LOW for 7 to 8 hours, or HIGH for 3 to 4 hours. Cook just until chicken temperature reaches 165 degrees on a meat thermometer. If you cook the bird too long it could dry out.