



Wealth Management Keeps Growing!



David Larson
Peoples Wealth
Management

Larson Financial Group, LLC, a well-respected Wausau financial advisory business, joined Peoples State Bank. The bank welcomed David Larson to the Peoples team earlier this year. Larson Financial Group, a Raymond James

Financial Services partner, now operates as Peoples Wealth Management. Dave's office is located at the Stewart Avenue branch in Wausau.

"Peoples State Bank is fully committed to our wealth management customers, and this addition will greatly benefit them," said Scott Cattanach, Peoples State Bank president and CEO. "Raymond James is among the world's largest and most respected investment firms. Dave, along with our existing advisement team of Scott Wildman, Dana Kolbe, Bryan Nill, and Connie Higgins, will continue providing experienced investment advice and independent financial and retirement planning to our clients."

"This growth and strengthening of our Peoples Wealth Management division will ensure our ability to expand our investment services portfolio and better service clients for years to come," said Jeffrey Saxton, Peoples State Bank executive vice president and retail banking group leader.

"I am excited about joining Peoples Wealth Management," said Larson. "Peoples is a reputable and well-respected financial institution. My clients experienced a smooth transition and will continue to receive tailored financial planning with our personalized, dedicated support and guidance every step of the way."

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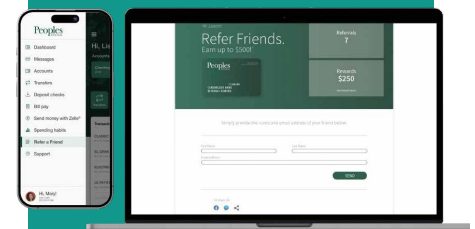


Refer a Friend & Get Rewarded!

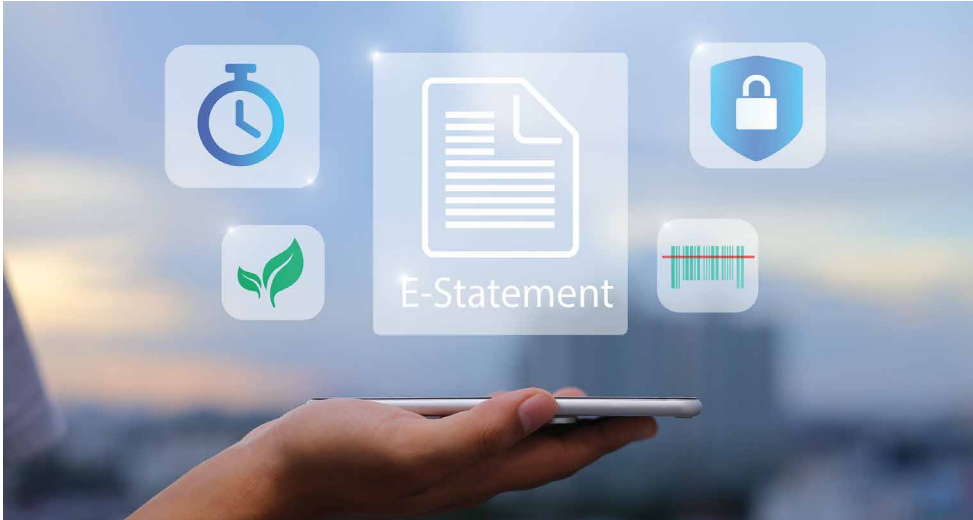
With Peoples' Refer a Friend program, you and a friend or family member can earn a little extra money for spending. How does it work? When you log into your Peoples account on our website or through the Bank Peoples app, look for the Refer a Friend button in the menu. Refer Peoples to one of your friends, and when they open a Peoples account and meet certain requirements, they'll earn a Mastercard Reward Card, and so will you! You can only Refer a Friend if you are a current customer of Peoples State Bank, and referrals can only be initiated through our **digital banking** platforms. It's easy so get started now!



Refer a
Friend!



Four Reasons to Switch to eStatements



Spring is the perfect time to sign up for eStatements (electronic statements). Here are four good reasons to consider the switch.

1. Enhanced Security

No matter how careful you are with papers containing sensitive data, there's always a chance you can miss something and it'll end up in the wrong hands! Electronic statements are often more secure than traditional mailed statements, as they are password protected and encrypted, reducing

the risk of sensitive information being intercepted or lost. Your digital banking account comes with secure encryption technology to prevent others from gaining access to your account information. By switching to eStatements, you're adding an extra layer of security to your transactions, giving you peace of mind.

2. Instant Access and Convenience

Easily access your account statements and records at home or on the go! With digital (online) banking, you have 24/7

access to your bank account once you have opted in to receive eStatements. It's easy to download and save statements for clean record-keeping. You'll have access, no matter where you are, ensuring you're always informed about your finances.

3. Environmental Impact

Using electronic statements reduces paper consumption, helping to conserve trees and lower carbon emissions associated with printing, transportation, and disposal. By going digital, you'll be doing the environment a favor by creating a healthier planet!

4. Clear the Clutter

Springtime is the best time to declutter and get organized! Since there's very little stress that can be controlled in our lives, simply creating a neat, clean personal space can help you feel at ease. Plus, you'll save time sorting and sifting through stacks of papers! With eStatements and digital banking access, you eliminate the piles of paper and stay organized.

Convenience at no extra cost is just a click away! Opt-in for eStatements today!



Peoples 2025 Promotions

Several Peoples State Bank Employees received promotions to start 2025.



Read more about them all here!

Accept payments - Anywhere. Anytime.

Autobooks helps Peoples State Bank's business and non-profit customers manage *their* money.

Learn more at bankpeoples.com/autobooks



Jeff Musa Named “Power Player” by Milwaukee Business Journal

Each year, the Milwaukee Business Journal publishes a list of people who are getting things done in Southeast Wisconsin – connecting people, winning deals and defining the conversation. These are people you turn to when you need to get something done, whether it's a business deal, community project, or raising money for a great cause. Many of them excel as mentors, both formally and not, while others make the list because of the reputational capital they've built up over the years.

This year's Business Journal edition of these “Power Players” was compiled with the input of the Journal's newsroom, community leaders, and others. We're pleased to announce Peoples State Bank senior vice president and southeastern market leader Jeff Musa made the prestigious list!

CONGRATULATIONS *Jeff Musa*

FOR BEING RECOGNIZED AS ONE OF THE TOP
100 MILWAUKEE AREA POWER-PLAYERS FOR 2025



Jeff Musa is the Senior Vice President and Southeastern Market Leader at Peoples State Bank. He joined the bank in 2016 to start the bank's expansion into the SEWI market. Under his leadership, the market has grown over \$300,000,000 in assets and is a key growth area for the bank.

In 2024, Musa was recognized by the Milwaukee Business Journal for the prestigious “Top 40 Under 40” award.

Treasury Management On-Site Deposit Service

With Peoples On-Site Deposit service, businesses in Wisconsin and beyond can handle their banking functions without anyone having to leave the office. The service allows your trusted staff to scan the checks your business receives into a computer and then transmit the images to us. The process is quick and secure, can enhance your cash flow, and can save you time to focus on more important matters.

- Deposits can be transmitted at any time or several times a day
- Electronic transmission means increased safety of bank deposits
- The scanning process creates an on-site archive for your checks
- Receive regular reports with deposit information
- Create reports by downloading archive information to financial software
- Save time and expense of daily bank trips or need for couriers to transport business checks

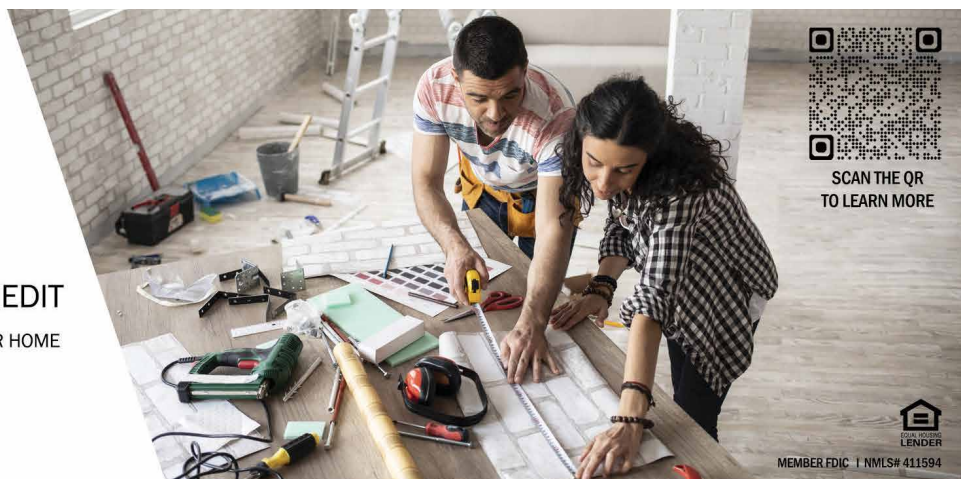
Businesses with multiple locations or rural commercial customers can benefit from Peoples On-Site Deposit service, as employees will no longer have to travel to the bank for transactions. Save time and capitalize on convenience today! Contact treasurymanagement@bankpeoples.com.

DREAM BIG WITH A HELOC

HOME POTENTIAL EQUITY LINE OF CREDIT

- BORROW UP TO 100%* OF THE APPRAISED VALUE OF YOUR HOME
- EASY ACCESS TO YOUR FUNDS
- MAKE PAYMENTS ONLY WHEN YOU CARRY A BALANCE

*The interest on the portion of the credit extension that is greater than the fair market value of the dwelling is not tax deductible for Federal income tax purposes; and the consumer should consult a tax advisor for further information regarding the deductibility of interest and charges.



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Stanley Walter Septic Tank Cleaning, LLC
Family owned since 1953

Stanley Walter Septic Tank Cleaning, LLC is a third generation, family-owned service business. We are a full-service liquid waste company servicing septic systems, holding tanks, and commercial grease interceptors. We are located in Waukesha and service a five county area in Southeast Wisconsin. Since our inception, we have maintained a commitment to excellence, integrity, and efficiency in service for valued customers.

Stanley Walter Septic Tank Cleaning, LLC
S65 W22175 National Avenue | Waukesha, WI 53189
262.679.1383

Hours of Operation
Monday-Friday – 8 a.m. to 5 p.m.
Saturday – 8 a.m. to 3 p.m.

We are your go-to source for reliable, professional, and affordable services. Visit stanleywalterseptic.com to learn more!



HUMANE SOCIETY
OF MARATHON COUNTY

Humane Society of Marathon County

The Humane Society of Marathon County (HSMC) is a 501(c)(3) non-profit organization that has been established in the Wausau area since 1968. Our vision is a cruelty-free community enriched by the special bond between people and animals. Our mission is to inspire and engage the community to end animal suffering and commit to responsible pet ownership. Your new best friend is waiting for you at HSMC!

Humane Society of Marathon County
7001 Packer Drive | Wausau, WI 54401
715.845.2810

Hours of Operation
Monday, Tuesday, Friday & Saturday – Noon to 5 p.m.
Thursday – Noon to 7 p.m.

Mark your calendars! Peoples is a proud sponsor of the 15th Annual Run for Their Lives 5K, which will take place on Saturday, May 31st, starting at Immanuel Baptist Church in Rib Mountain. Follow us on Facebook at @HumaneSocietyMarathonCounty or visit catsndogs.org!

Want to promote your business in PeoplesTalk?
Email us at etalk@bankpeoples.com

GARDEN FRESH SALSA RECIPE

DIRECTIONS

In a medium sized mixing bowl combine the tomatoes, chives, corn, scallions, peas, zucchini and shallots. Mix to combine.

Add the olive oil, apple cider vinegar and lemon juice. Season with salt and pepper to taste. Allow the salsa to marinate for a few hours to maximize flavor.

Recipe from eatingworks.com

Make sure to submit your favorite recipe to: etalk@bankpeoples.com



INGREDIENTS

- 1 1/2 Cup Tomato, chopped
- 1/4 Cup Chives, chopped
- 1/2 Cup Corn Kernels
- 1/4 Cup Scallions, chopped
- 1/4 Cup Peas
- 2/3 Cup Zucchini, chopped
- 1 Shallot, minced
- 2 tbsp Olive Oil
- 3 tsp Apple Cider Vinegar
- 1 Lemon, juiced