



Contact: Janel Thoune
Asst. VP/Marketing Manager
715.847.4069
janel.thoune@bankpeoples.com

FOR IMMEDIATE RELEASE
June 6, 2018



Peoples State Bank Opens Stevens Point Lending Office
Portage County Native Dale Sankey to Lead Office

Wausau, Wis. (June 6, 2018) Peoples State Bank announced the opening of a commercial lending office in Stevens Point, Wis., at 3233A Business Park Drive, Suite 106, Stevens Point. In addition, Portage County native Dale Sankey has been hired as Assistant Vice President – Commercial Banking to lead the office.

The Stevens Point Lending Office is Peoples State Bank’s first location in Portage County and will primarily meet the needs of small to mid-size business owners looking for tailored financial solutions and a consultative approach to fit their commercial lending and business banking needs.

In his new role at Peoples, Sankey will be responsible for business banking development in the greater Portage County area including commercial lending and deposit growth for business customers. Leadership of the market will be supported by Vice President - Commercial Banking Keith Baars who has been with Peoples for 20 years. Assistant Vice President - Commercial Banking Adam Siewert will also join Sankey at this location with his 12 years of lending and credit experience.

Sankey brings to Peoples 27 years of experience in financial services industries, including the last five years as a local commercial banker and prior to that a financial representative, sales agent and business owner with Northwestern Mutual Financial Network in Stevens Point.

“It’s my belief that sound lending and banking occurs when you match the needs, wants and desires of business owners, with a motivated banking team like Peoples that cares about the customer and their success,” said Sankey.

“We already have significant customer relationships in the Portage County market,” said Senior Vice President Group Leader-Commercial Banking Pat Heier. “We felt now was the right time to invest even more resources into the Portage County area to provide superior customer service for our current customers and new potential relationships,” he said.

Sankey holds a bachelor’s degree in finance and communications from the University of Wisconsin – Stevens Point. He and his wife Andrea enjoy raising three teenagers and are significantly involved in church and ministry-related activities in the local and global community. Sankey also serves as the assistant chaplain for Motorsports Ministries, a service to the IMSA sports car racing community in the U.S.

“I’ve been blessed with this opportunity, to significantly increase Peoples’ banking presence in my hometown area of 52 years,” said Sankey. “Our common goal is to build customer wealth and satisfaction, as well as increase shareholder value.”

Peoples will also offer mortgage services by appointment in addition to commercial lending at this location. For mortgage services including fixed-rate, adjustable-rate, WHEDA, Guaranteed Rural Housing, Federal Housing Administration/Veterans Administration Loans, construction and land loans, please call 888.929.9902.

For more information on the Stevens Point Lending Office and commercial banking services, please call Sankey 715.347.2201.

#

Peoples State Bank is a community bank headquartered in Wausau, Wisconsin, serving north central Wisconsin from nine full service banking locations in Marathon, Oneida and Vilas Counties, as well as commercial loan production offices in Milwaukee and Stevens Point, WI. Peoples provides financial services to business owners and individuals, as well as investment and retirement planning services through Peoples Wealth Management, a division of Peoples. Peoples was founded in 1962 and has total assets in excess of \$845 million. PSB Holdings, Inc., the parent company of Peoples State Bank, trades its common stock under stock symbol PSBQ on the OTC Markets Exchange. Peoples is an Equal Housing Lender and Member FDIC. More information about Peoples can be found at www.bankpeoples.com.