

ANNUAL MEETING

April 19, 2016

PSB Holdings, Inc.

Notice of Annual Meeting of Shareholders on April 19, 2016
and Proxy Statement

Notice of Annual Meeting of Shareholders

of

PSB Holdings, Inc.

The annual meeting of shareholders of PSB Holdings, Inc. (the “Company”) will be held at 3:00 p.m., Tuesday, April 19, 2016, at Memories Ballroom, 1485 County Road NN, Marathon, Wisconsin for the following purposes:

1. To elect nine directors;
2. To amend the Company’s Second Amended and Restated Articles of Incorporation, as amended (“Articles of Incorporation”), to make certain changes to Article VI – Mergers, Consolidations, Sale or Share Exchange;
3. To ratify the audit committee’s selection of Wipfli LLP as our independent auditor for the 2016 fiscal year; and
4. To transact such other business as may properly come before the meeting.

Shareholders of record at the close of business on March 1, 2016, are entitled to notice of, and to vote at, the annual meeting of shareholders and any adjournment thereof.

Note that at this year’s annual meeting we are asking shareholders to approve an amendment to the Company’s Articles of Incorporation. As currently written, the Articles of Incorporation could be interpreted to require the Company to obtain a two-thirds supermajority vote of its shareholders before the Company could make an acquisition in the form of a merger or consolidation. Upon the advice of legal counsel, it is believed that the current language was not intended to apply in situations where the Company is the acquirer in a merger, and such language is unusual and potentially problematic for future strategic initiatives. The Board of Directors believes that the additional burden of requiring its shareholders to approve transactions where the Company is the acquirer in a merger or consolidation could have a chilling effect on the Company’s ability to pursue strategic acquisitions. Approving the proposed amendment will allow the Company to be more competitive and flexible in pursuing potential strategic acquisitions and, in the opinion of our legal counsel, will result in a shareholder voting mechanism for merger transactions that is more customary for similarly situated bank holding companies.

At the annual meeting, we will also acknowledge the end of David K. Kopperud’s tenure as director of the Company and its subsidiary, Peoples State Bank (“Peoples”). Mr. Kopperud joined Peoples in July 1991 and served as President and Chief Executive Officer of Peoples and PSB Holdings, Inc. from 1999 to 2006. During this period he oversaw its growth from \$243 million in total assets to \$504 million in total assets, as well as its initial common stock listing and trading under the stock symbol PSBQ on the OTC bulletin board. Mr. Kopperud has served on the Company’s and Peoples’ Boards of Directors since 1999, most recently as an experienced voice on Peoples’ Loan and Investment and Asset-Liability Management Committees. I would ask that you please join me in thanking Mr. Kopperud for 25 years of service to our Company.

I look forward to seeing you at the annual meeting. Whether or not you plan to attend, please sign and return the enclosed proxy so that your vote will be counted.

Peter W. Knitt



President

March 11, 2016

Shareholders are requested to promptly date, sign, and return the accompanying proxy in the enclosed envelope whether or not they expect to attend the annual meeting.

**Proxy Statement
for
Annual Meeting of Shareholders
to be held April 19, 2016**

Table of Contents

Solicitation of Proxies.....	1
Proxies and Voting Procedures.....	1
Your Vote	1
Shareholders Entitled to Vote	1
Quorum, Required Vote, and Related Matters	1
Costs of Solicitation.....	2
Shareholder Proposals.....	2
Corporate Governance	2
The Board	2
Committees and Meetings.....	3
Proposal No. 1 – Election of Directors	3
Nominations.....	3
Election of Directors	4
Director Compensation for 2015.....	6
Beneficial Ownership of Common Stock	7
Executive Officer Compensation	9
Summary Compensation Table for 2015.....	9
Incentive Compensation, Deferred Compensation, and Other Compensation Arrangements	10
Outstanding Equity Awards at Fiscal Year-End 2015.....	11
Termination and Change in Control Arrangements.....	11
Proposal No. 2 – Amendment to Articles of Incorporation.....	12
Proposed Amendment	12
Effect of the Proposed Amendment	12
Reasons for the Proposed Amendment	13
Vote Required.....	13
Board of Directors Recommendation.....	13
Proposal No. 3 – Ratification of Selection of Auditors.....	13

**Proxy Statement for
Annual Meeting of Shareholders
to be held April 19, 2016**

Solicitation of Proxies

We are providing these proxy materials in connection with the solicitation of proxies by the Board of Directors of PSB Holdings, Inc. (the "Company"), for use at the 2016 annual meeting of shareholders, including any adjournment thereof. The annual meeting will be held at 3:00 p.m., April 19, 2016, at Memories Ballroom, 1485 County Road NN, Marathon, Wisconsin.

Proxies and Voting Procedures

Your Vote

Whether or not you plan to attend the annual meeting, please sign, date, and return the enclosed proxy promptly in order to be sure that your shares are voted. You may revoke your proxy at any time before it is voted by giving written notice to the Secretary of the Company at our principal office in Wausau, Wisconsin, by filing another duly executed proxy bearing a later date with the Secretary, or by giving oral notice at the annual meeting.

All shares represented by your properly completed proxy will be voted in accordance with your instructions if the proxy has been submitted to us prior to the meeting and has not been revoked. **If you do not indicate how your shares should be voted on a proposal, the shares represented by your properly completed proxy will be voted as the Board recommends.**

If any matters not specified in the accompanying notice of annual meeting are properly presented to shareholders for consideration, including, among other things, consideration of a motion to adjourn the meeting to another time or place, the persons named as proxies in the proxy form furnished to you by the Board will have discretion to vote on those matters according to their best judgment to the same extent as you would be entitled to vote.

Shareholders Entitled to Vote

Shareholders at the close of business on the record date, March 1, 2016, are entitled to notice of, and to vote at, the annual meeting. Each share is entitled to one vote on each proposal properly brought before the annual meeting. On the record date, there were 1,562,119 shares of common stock outstanding.

Quorum, Required Vote, and Related Matters

Quorum. A quorum is present if a majority of the votes entitled to be cast on a proposal are represented at the annual meeting in person or by proxy. For purposes of determining a quorum, shareholders who are present in person or are represented by proxy, but who abstain from voting, are considered present and count toward the determination of the quorum. Shares reported as broker non-votes (described further below) are also considered to be shares present for purposes of determining whether a quorum is present.

"Street Name" Accounts. If you hold shares in "street name" with a broker, bank, or other custodian, you will receive voting instructions from the holder of record of your shares. In some cases, a broker may be able to vote your shares even if you provide no instructions, but on other matters (such as the election of directors or amendments to our articles of incorporation) your broker may vote the shares held for you only if you provide voting instructions. Shares for which a broker does not have the authority to vote are recorded as a "broker non-vote" and are not counted in the vote by shareholders. **If you hold your shares in "street name," it is critical that you instruct your bank or broker how to vote in the election of directors and on the amendment of our articles of incorporation if you want it to count in those proposals. If you hold your shares in "street name" and you do not instruct your bank or broker how to vote in the election of directors or on the amendment to our articles of incorporation, no votes will be cast on your behalf on those proposals.** Your bank or broker will, however, continue to have discretion to vote any uninstructed shares on the ratification of the appointment of our independent auditors.

Proposal No. 1—Election of Directors. Directors are elected by a plurality of the votes cast by the shares entitled to vote. For this purpose, a “plurality” means that the individuals receiving the largest number of votes are elected as directors, up to the maximum of nine directors to be chosen at the annual meeting. You may vote in favor of the nominees specified on the accompanying form of proxy, or you may withhold your vote as to one or more of such nominees. Shares withheld or not otherwise voted in the election of directors (because of abstention, broker non-vote, or otherwise) will have no effect on the election of directors.

Proposal No. 2 – Amendment of Articles of Incorporation. Proposal No. 2, relating to the amendment of our Second Amended and Restated Articles of Incorporation, as amended (“Articles of Incorporation”), will be approved if two-thirds of the shares of stock entitled to vote at the annual meeting vote in favor of the amendment. Shareholders may vote in favor of the proposal, against the proposal, or abstain from voting; however, shares that are not voted on Proposal No. 2 because of abstention, broker non-vote or otherwise will have the same effect as a vote “against” the proposal.

Proposal No. 3 — Ratification of Selection of Auditors. Proposal No. 3, relating to the ratification of our selection of Wipfli LLP as our independent auditors, will be approved if a majority of the shares of stock represented and voted at the annual meeting vote for approval, provided that a majority of the outstanding shares of stock are voted on the proposal. Shareholders may vote in favor of the proposal, against the proposal, or abstain from voting; however, shares that are not voted on Proposal No. 3 because of abstention will not have any effect on whether or not the proposal is adopted.

All Other Proposals. As of the date of this proxy statement, we do not know of any other proposals to be brought before the annual meeting. Generally, a proposal other than the election of directors that is brought before the meeting will be approved if the votes cast for the proposal exceed the votes cast against the proposal.

Costs of Solicitation

In addition to solicitation by mail, directors, officers and regular employees of the Company and the Bank may solicit proxies in person or by telephone, facsimile, electronic mail, or other forms of communication. The Company has also retained Regan & Associates, Inc. to assist in the solicitation of proxies. Expenses in connection with the solicitation of proxies, including the reasonable expenses of brokers, fiduciaries, and other nominees in forwarding proxy material to beneficial owners of our common stock, will be borne by us.

Shareholder Proposals

Nominations for director made from the floor at the annual meeting of shareholders to be held in 2016, as well as any other proposals to be submitted by a shareholder, require advance notice in accordance with the bylaws.

Corporate Governance

The Board

Number of Directors. Our Articles of Incorporation provide that the number of directors shall be determined by resolution of the Board, but that there shall be not less than five nor more than seventeen directors. Our directors also serve as members of the board of directors of our subsidiary, Peoples State Bank (the “Bank”). The Board has set the number of directors at nine as of the date of our 2016 annual meeting of shareholders.

Attendance at Board Meetings. During 2015, the Company’s Board met 12 times and the Bank’s Board met 12 times. All directors attended at least 86% of the aggregate number of meetings of the boards and meetings of the committees of the boards on which they served.

Communicating with the Board. Shareholders and others may communicate with the Board by writing to the Chairman at our corporate office, 1905 Stewart Avenue, Wausau, Wisconsin 54401. Individual directors may also be contacted in writing at the same address. Mail that prominently contains the words “Shareholder Communication” on the envelope will be forwarded unopened to the director to whom it is addressed. Mail that is not so marked may be opened for sorting before it is forwarded to the director to whom it is addressed. If a complaint or concern involves accounting, internal accounting controls, or auditing matters, the correspondence may be addressed, and will be forwarded to the Chairman of the Audit Committee. Our website, www.psbholdingsinc.com, also describes the Audit Committee’s concern or complaint procedures in its “Employee Misconduct and Dishonesty Policy.”

Attendance at Annual Meetings. The Board has an informal policy under which all directors are expected to attend the annual meeting of shareholders unless other business matters require immediate attention. All directors attended the annual meeting held in 2015.

Certain Relationships and Related Transactions. In the ordinary course of business, our directors and officers and the directors and officers of the Bank, and many of their associates and the firms for which they serve as directors and officers, conducted banking transactions with the Bank or provided certain services to the Company. All loans to directors and officers and to persons or firms affiliated with directors and officers were made on substantially the same terms, including interest rates and collateral, as those prevailing at the time for comparable transactions with unrelated persons and did not involve more than normal risk of collectability or present other unfavorable features. In our opinion, all banking and other transactions were made on terms at least as favorable to the Company as those that are available to unaffiliated parties.

Director Independence. With the exception of Mr. Knitt, each of our directors satisfies the criteria for director independence under the listing standards applicable to companies listed on The NASDAQ National Market. The Board also considered all loan and other contractual relationships that the Bank had in place with certain Company directors and entities controlled by those directors (including the subordinated notes held by certain of our directors), and, in connection with this consideration, took into account that these transactions were made on terms at least as favorable to the Company as those that are available to unaffiliated parties.

Committees and Meetings

The Company's Board of Directors and the Bank's Board of Directors have created a number of committees to assist in oversight of the Company and the Bank. Each committee is permanently standing, active, and meets with management on a regular basis. Each Board-appointed committee and the respective Committee Chairs are listed below:

Company Board appointed committees:

Audit Committee (Mr. Kevin J. Kraft)
Merger and Acquisitions Committee (Mr. Timothy J. Sonnentag)
Nominating Committee (Mr. Thomas R. Polzer)
Stock Liquidity and Investor Relations Committee (Mr. William M. Reif)

Bank Board appointed committees:

Building and Branching Committee (Mr. William M. Reif)
Community Reinvestment Act Committee (Mr. Thomas R. Polzer)
Compensation Committee (Mr. Charles A. Ghidorzi)
Executive Committee (Mr. William J. Fish)
Information Technology Committee (Mr. Kevin J. Kraft)
Investment and Asset-Liability Management Committee (Mr. William M. Reif)
Loan Committee (Mr. Thomas R. Polzer)

Proposal No. 1 – Election of Directors

Nominations

Nominating Committee and Identification of Candidates. The Board has appointed a Nominating Committee made up of independent directors as determined in accordance with the listing standards applicable to companies listed on The NASDAQ National Market. Mr. Polzer serves as Chairman of the Committee. Messrs. Ghidorzi, Fish, and Reif also serve on the Nominating Committee. Nominations for directors are recommended to the Board by the Nominating Committee. In making recommendations to the Board regarding nominees for director, the Nominating Committee considers the following factors, among other things, important:

- the Company is engaged almost exclusively in community-based commercial and retail banking in Northern Wisconsin; consequently, there is a need to identify Board members who understand and are involved as users of banking services in the Company's market area rather than candidates who have national or regional banking experience; and
- the nature of community-based banking requires directors who can be strong supporters of the Company's business in its market area.

The Nominating Committee will consider candidates for election from a wide variety of potential sources and may, from time to time, recommend adjustments to the size of the Board to reflect the number of qualified Board candidates. Persons considered for nomination by the Board and inclusion in the Board's proxy statement may include incumbents whose term will expire at the next annual meeting or persons identified by members of the Nominating Committee or Board, executive officers, and shareholders.

Shareholder Recommendations. To recommend an individual for consideration, a shareholder should mail or otherwise deliver a written recommendation to the Nominating Committee not later than December 1st of the year immediately preceding the annual meeting for which the individual is to be considered for inclusion as a nominee of the Board. At a minimum, a shareholder recommendation should include the individual's current and past business or professional affiliations and experience, age, stock ownership, particular banking, or business qualifications, if any, and such other information as the shareholder deems relevant to assist the Board in considering the individual's potential service as a director.

Qualifications. In reviewing potential nominees, the Nominating Committee considers the qualifications of the nominee and the mix of age, skills, and experience of current Board members. All potential nominees submitted to, or identified by, the Nominating Committee are evaluated on a similar basis for their level of qualifications and experience. While the Nominating Committee has not adopted specific minimum qualification requirements, the Nominating Committee believes that persons nominated for director should possess a combination of relevant experience and skills and, to as great an extent as possible, the following attributes:

- a reputation for personal and professional integrity and high regard in the community;
- comprehensive knowledge of our banking market area and customer base;
- a successful business career and an ability to enhance our banking business;
- proven sound business judgment and skills;
- the ability to understand the economic, financial, operational, and regulatory issues affecting our banking business; and
- a motivation to benefit the organization, rather than obtaining personal gain or prestige.

The Nominating Committee will also evaluate candidates in light of its objective to attain greater gender diversity among its members; however, the Committee does not have any specific policy regarding Board diversity.

Members of the Nominating Committee do not take part in the consideration of their own candidacy as directors. Incumbent Board members are considered by the Nominating Committee on the basis of the qualities outlined above, as well as on the basis of their service during their term in office.

Directors are required to own a minimum of 2,000 shares of our stock by the fifth anniversary of their election to the Board and 6,000 shares of our stock by the tenth anniversary of their election to the Board. Existing directors are subject to the ownership provisions for the five- and ten-year periods beginning March 1, 2013, in accordance with this policy adopted during 2012. The mandatory retirement age for directors first elected to our Board prior to August 2002 is age 77, and the mandatory retirement age is 72 for all directors first elected after July 2002.

Election of Directors

At the annual meeting, shareholders will be asked to elect each of the following nominees to terms of office that will expire at the annual meeting of shareholders to be held in 2017. Each of the nominees has consented to serve if elected, but in case one or more of the nominees is not a candidate at the annual meeting, it is the intention of the persons designated as proxies on the accompanying proxy form to vote for such substitute or substitutes as may be designated by the Board.

The name, age, principal occupation or employment, and other affiliations of each nominee are set forth in the following table. Unless otherwise specified, each current position has been held for a minimum of five years. Also included in the table is information regarding each nominee's specific experience, qualifications, attributes, and skills that led our Nominating Committee to recommend their nomination to the Board.

The Board unanimously recommends that shareholders vote FOR the election of each of the following nominees.

Name and Age	Principal Occupation	Year Became Director of the Company
William J. Fish, 65	President of BILCO, Inc. (McDonald's franchisee). We believe that Mr. Fish's qualifications to serve as a director include his significant holdings of Company stock and his experience in running small business franchises for many years.	1995
Charles A. Ghidorzi, 71	Managing member of Ghidorzi Construction Company, LLC. We believe that Mr. Ghidorzi's qualifications to serve as a director include his real estate development and construction experience, which allows him to provide perspective as the Bank considers making loans secured by real estate collateral or expansion through brick and mortar branch bank facilities.	1997
Lee A. Guenther, 63	CEO of T. A. Solberg Co., Inc. We believe Mr. Guenther's knowledge of our northern Wisconsin markets and expertise in leading a large retail company of 1,000 employees within those markets qualify him to serve as a director.	2013
Karla M. Kieffer, 54	Vice President of Sales and co-owner of Sun Press, Inc., d/b/a SUN Printing. We believe that Ms. Kieffer's qualifications to serve as a director include her experience in managing sales and product development, as well as her experience in operating a local business similar to our customer base, which helps us gauge local business financing and cash management needs.	2011
Peter W. Knitt, 57	President and CEO of the Company and the Bank; formerly Senior Vice President of the Bank (2003-2006). We believe that Mr. Knitt's qualifications to serve on our Board include his vast experience in the banking industry as both a commercial lender and as our Bank's president and chief executive officer.	2006
Kevin J. Kraft, 38	Chief Executive Officer of JARP Industries, Inc. We believe that Mr. Kraft's background in public accounting with Ernst & Young, LLP and later experience with public company Bucyrus International, Inc. performing internal financial analysis and benchmarking performance helps bring financial expertise to our directorship. Mr. Kraft's experience in owning and operating a local manufacturer similar to our customer base also assists us in gauging local business financing and cash management needs.	2011
Thomas R. Polzer, 73	President and CEO, Polzer of Wausau, LLC and M & J Sports, Inc. We believe that Mr. Polzer's decades of experience running small retail business enterprises and his directorship at a local bank prior to Peoples State Bank, as well as his significant holdings of Company stock, qualify him to serve as a director.	1995
William M. Reif, 73	CEO of Wausau Coated Products, Inc. We believe that Mr. Reif's decades of experience running closely-held manufacturing business enterprises as well as prior directorship experience with a significantly larger banking organization qualify him to serve as a director.	1997
Timothy J. Sonnentag, 49	President, County Materials Corporation. We believe that Mr. Sonnentag's experience leading a large company with more than 1,200 employees and nearly 40 locations primarily in Wisconsin and Illinois, as well as his business management skills, qualify him to serve as a director.	2009

Director Compensation for 2015

The following table presents the compensation of our directors for 2015. A description of our director compensation policy and plans follows the table.

Name ⁽¹⁾	Fees Earned or Paid in Cash (\$)	Equity Incentive Plan Compensation (\$) ⁽²⁾	Nonqualified Deferred Compensation Earnings (\$) ⁽³⁾	All Other Compensation (\$)	Total (\$)
William J. Fish	\$29,325	\$8,798	\$30,967	\$ 0	\$69,090
Charles A. Ghidorzi	\$16,800	\$4,032	\$ 0	\$ 0	\$20,832
Lee A. Guenther	\$22,375	\$5,370	\$ 3,888	\$ 0	\$31,633
Gordon P. Gullickson	\$ 0	\$ 0	\$ 0	\$ 1,830 ⁽⁴⁾	\$ 1,830
Karla M. Kieffer	\$18,275	\$5,483	\$ 6,881	\$ 0	\$30,639
David K. Kopperud	\$24,525	\$5,886	\$ 3,891	\$ 0	\$34,302
Kevin J. Kraft	\$18,300	\$4,392	\$ 0	\$ 0	\$22,692
Thomas R. Polzer	\$27,225	\$8,168	\$ 1,055	\$ 0	\$36,448
William M. Reif	\$21,050	\$5,052	\$ 0	\$ 0	\$26,102
Timothy J. Sonnentag	\$18,050	\$5,415	\$ 8,062	\$ 0	\$31,527

⁽¹⁾ Mr. Knitt receives no director fees.

⁽²⁾ Amounts paid for achievement of targeted net income and return on equity during 2015 pursuant to the Peoples State Bank Board of Directors' Focus Rewards Plan. Compensation is paid in shares of Company Common Stock.

⁽³⁾ Nonqualified deferred compensation earnings as displayed in this table include those in excess of 120% of the applicable long-term U.S. Treasury interest rate (representing a "risk free" rate) in effect at the time of plan adoption/amendment.

⁽⁴⁾ Mr. Gullickson retired as a director of the Company on April 18, 2012. Mr. Gullickson continued to receive certain compensation as a consultant to the Bank's Board of Directors Loan Committee under a contract that expired in April 2015.

Annual Retainer, Meeting, and Other Fees.

	Company	Bank
Board Retainer		
Chairman	–	\$12,000 ⁽¹⁾
Other directors	–	\$10,000 ⁽¹⁾
Meeting Fees		
Board	\$ 500 ⁽²⁾	\$ 500 ⁽³⁾
Loan Committee	N/A	\$ 225
Other Committee	\$ 300	\$ 300
Chairman's fee	\$ 50	\$ 50
Incentive Fees		
Directors' Focus Rewards Incentive Plan	–	Variable award

⁽¹⁾ Reduced on a pro rata basis if director fails to attend at least seven meetings of the Board during fiscal year.

⁽²⁾ Board meeting fee of \$500 paid only for Company special meetings held separately from a normally scheduled Bank Board meeting.

⁽³⁾ Payment will be made for one excused absence.

Directors' Focus Rewards Plan. The Peoples State Bank Board of Directors' Focus Rewards Plan provides an annual incentive opportunity for directors of the Bank. Under the Directors' Focus Rewards Plan, Bank directors' incentive compensation is determined under a formula that derives 20% of the incentive compensation amount from achievement of certain customer referral goals, 60% of the incentive compensation amount from the achievement of a net income target for the Bank, and 20% of the incentive compensation amount from the Company's return on equity when compared against a peer group of bank holding companies that report financial results to SNL Financial L.C. and had consolidated assets as of January 1 of the applicable year between \$500 million and \$1 billion. The potential incentive compensation at various levels of net income and qualified director referrals ranges from 0% to 30% of director fees paid during a particular year. Incentive compensation is paid in shares of the Company's common stock following the determination of results under the plan for the preceding fiscal year.

2005 Deferred Compensation Plan. We maintain a deferred compensation program, the 2005 Deferred Compensation Plan, under which directors may elect prior to each January 1 to defer some or all of the fees otherwise payable by the Company and the Bank during the subsequent year. Amounts deferred become payable in cash in a form as elected by the director with options being a lump sum or in 60 or 120 monthly installments. Amounts deferred are paid the later of (1) the first day of third month following the director's termination of service or (2) the date specified by the director in the director's time of payment election (but the specified date can be no later than the first day of the third month following the month in which the director would have attained the director's mandatory retirement age). The director's election as to the form and time of payment was required to be made no later than December 31, 2007 (for individuals who were directors on December 31, 2007) or within 30 days of initial participation in the plan (for directors who joined the Board in 2008 or thereafter). In the event a director's service terminates because of a change of control of the Company, as defined in the plan, payment of all deferred amounts will be made in a lump sum on the first July 1 following the director's termination of service. For the 2015 fiscal year, interest was credited on deferred fees at a rate equal to 100% of the Company's return on equity as defined in the plan. During the period following a director's termination of service, the unpaid balance in a director's deferral account is credited with interest at a fixed rate of 8% per annum.

Beneficial Ownership of Common Stock

The following table sets forth, to our knowledge as of the record date, the name of each person believed by us to own more than 5% of our common stock and the number of shares of common stock held by each person.

Name and Address	Shares of Bank Stock Beneficially Owned	Percent of Class
Lawrence Hanz, Jr. 2102 Clarberth Schofield, WI 54476	92,895	5.9%

The following table sets forth, to our knowledge as of the record date, the amount of common stock that is deemed beneficially owned by each of our directors, each of the current executive officers named in the Summary Compensation Table, and our directors and executive officers as a group. The amounts indicated include shares held by spouses and minor children; shares held indirectly in trust for the benefit of the directors and/or their spouses, children, or parents; shares held by businesses or trusts over which directors exercise voting control; and shares subject to exercisable options.

Name	Shares of Stock Beneficially Owned	Percent of Class
William J. Fish	25,453	1.6%
Charles A. Ghidorzi	1,818	*
Lee A. Guenther	1,963 ⁽¹⁾	*
Karla M. Kieffer	3,162 ⁽²⁾⁽³⁾	*
Peter W. Knitt	17,419 ⁽⁴⁾	1.1%
David K. Kopperud	25,252	1.6%
Kevin J. Kraft	2,165	*
Thomas R. Polzer	21,349	1.4%
William M. Reif	14,146	*
Timothy J. Sonnentag	2,482	*
Scott M. Cattanaach	9,487 ⁽⁵⁾	*
All directors and officers as a group (11 persons)	124,696⁽¹⁾⁽²⁾⁽³⁾⁽⁴⁾⁽⁵⁾	8.0%

* Less than 1%.

⁽¹⁾ Includes 220 shares held by a limited liability company for which beneficial ownership is disclaimed except to the extent of his pecuniary interest therein.

⁽²⁾ Includes 315 shares held by a household member for which beneficial ownership is disclaimed.

⁽³⁾ Includes 1,050 shares held by a corporation for which beneficial ownership is disclaimed except to the extent of her pecuniary interest therein.

⁽⁴⁾ Includes 4,035 shares of unvested restricted stock granted to Mr. Knitt for which he holds sole voting rights and sole investment power.

⁽⁵⁾ Includes 4,411 shares of unvested restricted stock granted to Mr. Cattanaach for which he holds sole voting rights and sole investment power.

Executive Officer Compensation

Summary Compensation Table for 2015

The following table sets forth the compensation awarded to, earned by, or paid by us and our subsidiaries during the years ended December 31, 2015, 2014, and 2013, to our principal executive officer and each other executive officer as of December 31, 2015, 2014, and 2013, whose total compensation exceeded \$100,000:

Name and Principal Position	Year	Salary (\$) ⁽¹⁾	Bonus (\$) ⁽¹⁾	Stock Awards (\$) ⁽²⁾	Option Award(s) (\$)	Non-Equity Incentive Plan Compensation (\$) ⁽¹⁾⁽³⁾	Nonqualified Deferred Compensation Earnings (\$)	All Other Compensation (\$)	Total (\$)
Peter W. Knitt President, CEO, and a Director of the Company and the Bank	2015	\$263,800	\$ 0	\$30,000	\$ 0	\$78,600	\$65,430	\$30,719 ⁽⁴⁾	\$468,549
	2014	\$255,600	\$ 0	\$30,000	\$ 0	\$37,800	\$44,435	\$30,922	\$398,757
	2013	\$248,500	\$ 0	\$30,000	\$ 0	\$ 9,319	\$17,569	\$24,015	\$329,403
Scott M. Cattnach Secretary and Treasurer of the Company and Chief Financial Officer of the Bank	2015	\$180,900	\$ 0	\$35,000	\$ 0	\$54,100	\$ 3,542	\$23,886 ⁽⁵⁾	\$297,428
	2014	\$175,800	\$ 0	\$35,000	\$ 0	\$26,000	\$ 2,469	\$21,794	\$261,063
	2013	\$170,000	\$ 0	\$37,000	\$ 0	\$ 6,375	\$ 1,006	\$15,201	\$229,582

⁽¹⁾ Includes compensation deferred by officers under 401(k) plan and other deferred compensation plans.

⁽²⁾ The amounts indicated represent the grant date fair value for awards of restricted stock computed in accordance with Financial Accounting Standards Board Accounting Standards Codification Subtopic 718-10. For Mr. Knitt, the number of shares granted was 678 for 2015, 845 for 2014, and 960 for 2013. For Mr. Cattnach, the number of shares granted was 791 for 2015, 986 for 2014, and 1,184 for 2013. These shares vest at the rate of 20% each year beginning on the second anniversary of the grant date, with 20% vesting on each anniversary date thereafter until the shares become fully vested. While the shares are unvested, the grantee maintains voting rights on the shares and receives dividends on the shares at the same amount and timing as all other common stock shares. All unvested restricted stock will immediately vest upon a change in control as defined in the grant agreement. All unvested shares are forfeited if the grantee's employment with the bank is terminated for any reason.

⁽³⁾ Cash incentive compensation awards were made under the Focus Rewards Plan based on achievement of net income and other Bank-wide financial and non-financial goals.

⁽⁴⁾ Represents Company 401(k) contribution of \$21,937, Company matching contribution of \$5,000 under the Executive Deferred Compensation Plan, and \$3,782 of dividends paid on unvested restricted stock.

⁽⁵⁾ Represents Company 401(k) contribution of \$19,884 and \$4,002 of dividends paid on unvested restricted stock.

Incentive Compensation, Deferred Compensation, and Other Compensation Arrangements

Focus Rewards Plan. The Bank's Focus Rewards Plan provides an annual cash incentive opportunity for executive officers of the Company in their capacities as Bank officers. Incentive compensation is determined under a formula that derives 60% of the incentive compensation amount from the achievement of the Bank's net income target, 20% from the achievement of specific Bank-wide financial and non-financial goals, and 20% from the Bank's return on equity when measured against a peer group of bank holding companies that report financial results to SNL Financial L.C. and had consolidated assets as of January 1 of the applicable year between \$500 million and \$1 billion. The potential incentive compensation at various levels of net income ranges from 0% to 30% of the Bank officer's base salary. Incentive compensation is paid in cash following the determination and audit of results under the plan for the preceding fiscal year.

Peter W. Knitt Executive Deferred Compensation Agreement. Mr. Knitt participates in the Bank's Executive Deferred Compensation Plan. The Plan terms in effect for Mr. Knitt permit him to elect to defer up to 20% of his base salary and up to 70% of his bonus incentive compensation. The Plan provides a matching grant contribution equal to 20% of the amount deferred up to a maximum annual matching contribution of 3% of Mr. Knitt's base pay. Deferrals made by Mr. Knitt and the Plan's matching contribution, if any, are credited to Mr. Knitt's unfunded account. Plan interest is credited on the accumulated account balance at a rate equal to 100% of the Bank's return on equity for the year and at a fixed rate equal to 7% per year after his termination while the accumulated account balance is paid to Mr. Knitt. The accumulated balance in Mr. Knitt's account will be paid in 130 biweekly installments as elected by Mr. Knitt upon termination of his employment for any reason. Mr. Knitt is fully vested in the accumulated account balance as well as any future matching grants or interest credited under the Plan. However, no Plan matching contribution or any interest credited would be paid if Mr. Knitt's employment is terminated for cause as defined by the Plan. The Bank may, in its sole discretion and prior to commencement of benefits following Mr. Knitt's termination, suspend the Plan. Upon suspension of the Plan, Mr. Knitt would not be permitted to make any further voluntary deferrals of base pay or incentive into the Plan and would receive no other credit to the Plan account except the annual interest credit on the accumulated balance.

Scott M. Cattanaach Executive Deferred Compensation Agreement. Mr. Cattanaach also participates in the Bank's Executive Deferred Compensation Plan. The Plan terms in effect for Mr. Cattanaach permit him to elect to defer up to 20% of his base salary and up to 70% of his bonus incentive compensation. The Plan provides a matching grant contribution equal to 20% of the amount deferred up to a maximum annual matching contribution of 3% of Mr. Cattanaach's base pay. Deferrals made by Mr. Cattanaach and the Plan's matching contribution, if any, are credited to Mr. Cattanaach's unfunded account. Plan interest while Mr. Cattanaach is employed is credited on the accumulated account balance at a rate equal to 100% of the Bank's return on equity for the year. Following termination of employment after reaching normal retirement age, the Plan will provide an annual fixed interest credit of 7% while benefits are paid over 130 biweekly installments. The Plan accumulated balance would be paid to Mr. Cattanaach in a lump sum in the event of termination of employment from death, disability, or following a change in control. Mr. Cattanaach is fully vested in the accumulated account balance as well as any future matching grants or interest credited under the Plan. However, no Plan matching contribution or any interest credited would be paid if Mr. Cattanaach's employment is terminated for cause as defined by the Plan. The Bank may, in its sole discretion and prior to commencement of benefits, suspend the Plan. Upon suspension of the Plan, Mr. Cattanaach would not be permitted to make any further voluntary deferrals of base pay or incentive into the Plan and would receive no other credit to the Plan account except the annual interest credit on the accumulated balance.

Survivor Income Benefit Plan. The Bank maintains a Survivor Income Benefit Plan, which was originally adopted as an inducement to encourage the Bank's executive officers to permit the Bank to purchase life insurance policies on their lives, with the Bank as beneficiary on the policies. Under this plan, the Bank has purchased life insurance on the lives of a number of its senior officers, including Messrs. Knitt and Cattanaach, and all premiums on these policies have been fully paid. Under the plan, the Bank has agreed to pay to the executive's named beneficiary a one-time split-dollar life insurance death benefit, which is a multiple of the employee's base salary up to a maximum amount. The payment is made out of insurance proceeds received, and no payment is made unless the Bank holds an insurance policy on the executive's life and the executive dies while employed by the Bank. The maximum payment obligation under the plan is capped at \$900,000 (for Mr. Knitt) and \$450,000 (for Mr. Cattanaach).

Outstanding Equity Awards at Fiscal Year-End 2015

Unvested restricted stock awards held by our named executive officers at December 31, 2015, are indicated in the following table. Unvested restricted stock awards become fully vested upon a change in control.

Name	Option Awards			Stock Awards			
	Number of Securities Underlying Unexercised Options Exercisable (#)	Option Exercise Price (\$)	Option Expiration Date	Number of Shares or Units of Stock That Have Not Vested (#)	Market Value of Shares or Units of Stock That Have Not Vested (\$)	Equity Incentive Plan Awards: Number of Unearned Shares, Units, or Other Rights That Have Not Vested (#)	Equity Incentive Plan Awards: Market or Payout Value of Unearned Shares, Units, or Other Rights That Have Not Vested (\$)
Mr. Knitt	–	–	–	4,612 ⁽¹⁾	\$204,081 ⁽²⁾	–	–
Mr. Cattnach	–	–	–	4,881 ⁽¹⁾	\$215,984 ⁽²⁾	–	–

⁽¹⁾ Awards vest at the rate of 20% each year, beginning on the second anniversary of the date of grant.

⁽²⁾ Market value is based on the closing market price of the Company's common stock on December 31, 2015 (\$44.25 per share).

Termination and Change in Control Arrangements

In order to promote stability and continuity of senior management, the Company has entered into employment and change of control agreements with Mr. Knitt and Mr. Cattnach.

Employment Terms and Severance Benefits. The agreements of Mr. Knitt and Mr. Cattnach are substantially similar in operation, but differ with respect to the amounts of salary and benefits. The current agreements provided for an initial term of employment lasting through June 30, 2009, with automatic extensions thereafter on a year-to-year basis unless either party notifies the other that the contract will no longer be extended or the executive reaches a certain age (64 for Mr. Knitt and 66 for Mr. Cattnach). The agreements provide for the provision of base salaries and participation by the executives in the various plans offered to other employees. Mr. Knitt is also entitled to the use of a Bank-provided automobile and a social membership at a country club.

In the event of his termination without cause, Mr. Knitt is entitled to receive an amount equal to 110% of the amount he would have been paid as salary under the agreement which would be paid monthly for a term of 12 months following termination. In the event of his termination without cause, Mr. Cattnach is entitled to receive the amount he would have been entitled to receive as salary under his agreement, but in no event for a period of less than twelve months. Each officer is also entitled to coverage under the Bank's health insurance plan for the period of the severance benefit or until the executive becomes eligible for coverage under the plan of another employer. In the event of termination for cause, the executive is entitled to no further benefits under the agreement. "Cause" is defined under the agreements as (1) acts that result in the payment of a claim under a blanket banker fidelity bond policy; (2) the willful and continuing failure to perform the executive's duties; (3) the commission of certain crimes, including theft, embezzlement, misapplication of funds, unauthorized issuance of obligations, and false entries; (4) acts or omissions to act that result in the material violation by the executive of any policy established by the Bank that is designed to insure compliance with applicable banking, securities, employment discrimination, or other laws or which cause or result in the Bank's violation of such laws; or (5) the executive's physical or mental disability. The agreements provide that the executive will not work in competition with the Bank for a period of one year following termination and must observe a two-year period on the confidentiality of Bank information.

Termination After Change in Control. The agreements also guarantee the executives certain compensation and benefits in the event of their termination following a change in control of the Company. Upon a change in control, the term of employment is reset to two years starting on the date of the change in control. For each year the contract remains in effect following a change in control, the executive will be entitled to annual incentive compensation equal to the average incentive compensation earned in the three years immediately preceding the change in control. In the event Mr. Knitt voluntarily terminates employment as a result of a significant change in his job duties or responsibilities, a relocation of his office of more than 25 miles from the then current location of his principal office, or other "good reason," as defined in the agreements, or he is involuntarily terminated other than for cause he would be entitled to (1) the base salary accrued through termination plus a pro rata portion of incentive compensation earned for the year of termination (based on amounts earned in the previous fiscal year), (2) a lump sum payment equal to three times the sum of his current base salary plus the average incentive compensation earned for the three most recently completed years, and (3) coverage under the Bank's health insurance plan until he becomes eligible for coverage under the health insurance plan of another employer up to a maximum period of 36 months following termination.

The benefit payable to Mr. Knitt may be greater than the amount considered to be an “excess parachute payment” under Section 280G of the Internal Revenue Code to the extent that prior year elective salary deferrals into the Executive Deferred Compensation Plan lower the amount of the taxable compensation used to determine the excess parachute payment compensation limit specific to Mr. Knitt.

In the event Mr. Cattnach terminates his employment for good reason or is otherwise involuntarily terminated other than for cause, he would be entitled to (1) the base salary accrued through termination plus a pro rata portion of incentive compensation earned for the year of termination (based on amounts earned in the previous fiscal year), (2) a lump sum payment equal to three times his current annual base salary, and (3) coverage under the Bank’s health insurance plan until he becomes eligible for coverage under the health insurance plan of another employer up to a maximum period of 36 months following termination. The benefits payable to Mr. Cattnach, however, must be less than the amount which would cause them to be an “excess parachute payment” under Section 280G of the Internal Revenue Code.

For purposes of these agreements, a “change in control” of the Company means:

- the acquisition of 30% or more of the Company’s common stock by a person or group (excluding stock acquired by an employee benefit plan sponsored by the Company); or
- a change in the composition of the Board during any 24 consecutive months so that the incumbent directors (or directors approved by the incumbent directors) no longer constitute a majority of the directors; or
- the occurrence of a transaction resulting in the acquisition of the Company or the Bank in which the Company’s shareholders will beneficially own less than 60% of the voting shares of the new combined entity; or
- the liquidation or dissolution of the Company or the Bank.

Proposal No. 2 – Amendment to Articles of Incorporation

On February 25, 2016, the directors of the Company unanimously recommended a proposed amendment to Article VI of the Company’s Articles of Incorporation. Article VI of the Articles of Incorporation currently requires the affirmative vote or consent of the holders of two-thirds of all voting groups of the Company entitled to vote in elections of directors to (a) adopt any agreement for the merger or consolidation of the Company with or into any other corporation, (b) sell all or substantially all of the assets of the Company, or (c) approve a plan of share exchange of the stock of the Company, in addition to the vote or consent of the holders of the stock of the Company otherwise required by law. The Company’s Board of Directors believes that the supermajority voting requirement set forth in Article VI should only apply in transactions where the shareholders of the Company immediately prior to the transaction do not continue to hold at least a majority of the issued and outstanding shares of the Company immediately following such transaction.

Proposed Amendment

Following is the text of the proposed amendment to Article VI showing the changes being proposed:

ARTICLE VI

Mergers, Consolidations, Sale or Share Exchange

The affirmative vote or consent of the holders of two-thirds of all voting groups of this Corporation entitled to vote in elections of directors shall be required for (a) the adoption of any agreement for the merger or consolidation of this Corporation with or into any other corporation whereby (i) this Corporation is not the surviving corporation in such merger or consolidation or (ii) the shareholders of this Corporation immediately prior to such merger or consolidation own equal to or less than 50% of the issued and outstanding shares of the common stock of this Corporation immediately following such merger or consolidation, (b) the sale of all or substantially all of the assets of this Corporation, or (c) approval of a plan of share exchange of the stock of this Corporation, in addition to the vote or consent of the holders of the stock of this Corporation otherwise required by law.

Effect of the Proposed Amendment

If the proposed amendment is adopted, the Company will not be required to get a two-thirds supermajority vote of its shareholders to approve any transactions where it is the survivor in any merger or consolidation, or where its shareholders immediately prior to the transaction will continue to hold a majority of the issued and outstanding common stock immediately after the merger or consolidation.

Reasons for the Proposed Amendment

As currently written, the Articles of Incorporation could be interpreted to require the Company to obtain a two-thirds supermajority vote of its shareholders even when it is the survivor (i.e. acquirer) in a merger or consolidation. Upon the advice of legal counsel, it is believed that the current language was not intended to apply in situations where the Company is the acquirer in a merger, and such language is unusual and potentially problematic for future strategic initiatives. If left unchanged, the current language could significantly increase the cost and execution risk of acquisitions and perhaps eliminate the Company from consideration in competitive bidding processes for selling bank holding companies. The proposed amendment would preserve the two-thirds supermajority voting requirement in circumstances where the Company is being acquired by merger or the Company's shareholders otherwise give up majority control in connection with a merger.

Applicable laws already provide protections requiring approval by the Company's shareholders in certain merger transactions in which the Company is the acquirer. For example, under Wisconsin law the Company must obtain the vote of a majority of all outstanding shares if, in connection with the acquisition of another corporation by merger, the Company issues new shares as consideration such that the number of shares outstanding immediately after the merger exceeds by more than 20% the total number of shares of the Company outstanding immediately before the merger. In addition, Wisconsin law provides that in the event the Company wishes to use its stock as consideration to acquire another corporation by merger, the Company's shareholders would be entitled to vote on any necessary amendment to the Articles of Incorporation to increase the number of authorized shares to the extent that the Company does not already have enough shares authorized. These protections may or may not apply depending on a variety of factors, including, for example, the structure of the proposed merger, the number of shares to be issued, and the number of shares already authorized under the Articles of Incorporation.

The Board of Directors believes that the additional burden of requiring its shareholders to approve transactions where the Company is the acquirer in a merger or consolidation could have a chilling effect on the Company's ability to pursue strategic acquisitions, and that the benefits of the proposed amendment outweigh the potential risks to shareholders. Approving the proposed amendment will allow the Company to be more competitive and flexible in pursuing potential strategic acquisitions and, in the opinion of our legal counsel, will result in a shareholder voting mechanism for merger transactions that is more customary for similarly situated bank holding companies.

Vote Required

Approval of the proposed amendment will require the affirmative vote or consent of two-thirds of all voting groups of the Company entitled to vote in the election of directors in addition to the vote or consent of the holders of the stock of the Company otherwise required by law. Uncompleted proxy cards, abstentions and broker non-votes will therefore have the same effect as a vote "against" the proposed amendment.

Board of Directors Recommendation

The Board of Directors of the Company believes that the advantages of the proposed amendment to our Articles of Incorporation outweigh any possible disadvantages of the amendment. **Accordingly, the Board unanimously recommends that the shareholders vote FOR the proposed amendment.**

Proposal No. 3 – Ratification of Selection of Auditors

The Audit Committee has selected Wipfli LLP as our auditor for the 2016 fiscal year, and the Board is asking our shareholders to ratify that selection. Although current law and applicable rules and regulations, as well as our Audit Committee's charter, require that the Audit Committee engage, retain, and supervise our independent auditing firm, the Board considers the selection of the independent auditor to be an important matter of shareholder concern and is accordingly submitting the selection of Wipfli LLP for ratification by shareholders.

The affirmative vote of the holders of a majority of the shares of common stock cast in person or by proxy at the meeting is required to approve the ratification of the selection of Wipfli LLP as our independent auditor for the current fiscal year.

The Board unanimously recommends that the shareholders vote FOR the ratification of the selection of Wipfli LLP as the Company's independent auditor for the 2016 fiscal year.

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