



# News Release

April 7, 2014

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## Siuslaw Bank Celebrates Community Banking Month in Lane County

**Florence, OR:** The word “sustainability” can be linked to a lot of our local activities these days—whether it’s reusing or recycling products that otherwise might be tossed out, shopping locally at small businesses right here in Lane County, or making a commitment to buy American-made products. Needless to say, there are a lot of ways to go local and build a more sustainable world.

While all of this is great, have you thought about what these activities mean for our local economy, right here in Lane County? Have you also thought about how your banking activities might also help our local economy? At Siuslaw, we call it economic sustainability. “As community bankers for Siuslaw Bank,” says Mike Murphy, Chief Operating Officer of Siuslaw Bank, “this is a cause to which we’re dedicated to each and every day. By employing local residents and lending to local small businesses, farmers, ranchers and residents, Siuslaw is building a more economically sustainable community.”

Banking locally makes an impact both at the micro and macro levels. Take for instance the fact that there are almost 7,000 community banks with more than 50,000 locations throughout the United States. Community banks, which are locally operated—and many of them locally owned—constitute 96.8 percent of all banks with assets that may range from less than \$10 million to \$10 billion or more. Community banks with less than \$10 billion in assets provide nearly 60 percent of all small business loans under \$1 million and more than 75 percent of all commercial bank agricultural loans.

To draw attention to community banks, Siuslaw’s focus for Community Banking Month is on promoting financial literacy, in addition to touting what community banks do to give back to the areas in which they have offices. Students in middle school and junior high are encouraged to turn in essays on “If you had \$1,000, on what would you spend it?” Students in grades 3-5 are being asked to design their ideal piggy bank on sheets of 8.5 X 11 white paper. In addition, Siuslaw has a coloring contest open to students in Kindergarten – the 2<sup>nd</sup> grade. Prizes will be awarded at the end of the month. Essays and posters should be submitted to any Siuslaw Bank location by Friday, April 25. The first prize winners in every category win \$50.00 to Barnes & Noble. Bankers from all 10 of Siuslaw’s branches are giving presentations to various classrooms throughout the month on the importance of saving.

Community Banking Month is also a time to celebrate activity and collaboration within our communities. “Siuslaw Bank employees are local citizens who volunteer with many non-profits and projects,” says Lonnie Iholts, Siuslaw Bank Chief Executive Officer and President. “We are proud of our community and we are dedicated to serving our citizens

and businesses that reside and operate here. Siuslaw is uniquely committed to the Lane County area and our focus lies in helping our community to grow and prosper.”

Each Siuslaw office celebrates a non-profit “Client of the Week” during the month. This week displays from various non-profits throughout the County.

With more than 50 years of service, Siuslaw Bank has a proven track record of financial stability and customer care. Founded in 1964, Siuslaw Bank is Lane County’s oldest independent bank and currently has 10 branches throughout Cottage Grove, Creswell, Eugene, Florence, Mapleton, Oakridge, Pleasant Hill, Springfield and Veneta.