

# Intelligence

News from Drake Bank Where Small Business is Big!



Rick Gobell, President  
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## Smaller Banks. Bigger Sensitivity.

Nearly my entire professional career has been spent working as a community banker. Throughout this period I've had the opportunity to work with many customers who have switched their banking business away from a larger bank to a true community bank. It is my experience that in nearly every case the community bank has been able to easily compete on product and technology offerings while delivering products with a much higher level of customer service. Over the years I've developed what I perceive as the true difference of banking with a community bank versus a larger non-locally owned bank. Here is what I believe:

### 1. Empowered employees

Most employees of community banks, such as Drake Bank, are empowered with the authority to make decisions without the need to check with an out-of-town or out-of-state division. Lending and other decisions are made by the individuals in the bank or in the same town. Many community banks consider character, family history and discretionary spending in making lending decisions. Megabanks, on the other hand, often apply impersonal qualification criteria, such as credit scoring, to all loan decisions without regard to individual circumstances.

### 2. Mutual dependence

A community bank and its customers depend on each other. Generally, community bank officers are accessible to their customers on-site. CEOs at megabanks are often headquartered in office suites, away from daily customer dealings. The deposits made to a community bank are reinvested directly back into the community they are serving, focusing on the needs of local families and businesses. Conversely, many larger banks are structured to place a priority on serving large corporations.

It's because of my passion for the community banking industry that I've decided to volunteer my time to serve as the chairman of our local trade organization, the Independent Community Bankers of Minnesota.

Drake Bank is proud to be a true community bank!

## Independent Community Bankers of MN Elect Rick Gobell 2016-2017 Chairman

Drake Bank has been a strong supporter of the Independent Community Bankers of Minnesota (ICBM) on a local level and the Independent Community Bankers of America (ICBA) on a national level. The two trade associations support community banks through education, advocacy, and the supply of numerous other resources that help them remain independent. These resources help community banks effectively compete, grow and positively impact the economy in their local communities.



Rick Gobell, speaking at the ICBM  
Convention in Duluth

For the last eight years Rick Gobell has served as a director representing association members from one of the ten districts that comprise the organization throughout the State.

During the association's annual convention in August, Rick was elected to serve a one year term as the Chairman of the nearly 55 year old organization. Being elected to the position is truly an honor for Rick, personally, and for Drake Bank!

ICBM is headquartered in Bloomington and represents more than 580 independent community bank locations.

## Let growth happen!

### Drake Bank can help build your business!

Call Ken Schaefer  
SVP/Senior Lender  
651-767-9802



Expansion | Acquisition | Equipment | More



# Launching!

*and soon to be launched!*

## Watch for Your New “Chip” Debit Card

We are in the process of reissuing new EMV/Chip debit cards to our existing cardholders. If you have not already received yours in the mail, please watch for it. The new cards will help insure greater security and keep pace with the new technologies associated with credit and debit cards. Your Drake Bank account number will not change but the card number and personal Identification number (PIN) will be different. The new cards will require you to insert rather than swipe your card at those retailers who are using the new EMV/Chip technology.



If you have any questions please email us at [customerservice@drake-bank.com](mailto:customerservice@drake-bank.com)

or call us at (651) 224-5000.

**Coming Soon!**

## ONLINE MORTGAGE SERVICE



Soon you will be able to submit an application for a mortgage from your home or office and receive a very fast response! With this new service you will be able to (1) explore rates, fees and products, (2) complete an application in minutes, and (3) get fast approvals and online disclosures.

Best of all, this technology is supported by real live mortgage lenders! These experienced professionals are **in our Bank** and ready to answer questions and explain your options. They will help you get the very best mortgage available!

Watch for our official introduction!



## Now you can make deposits from your smartphone!

This new service for personal accounts is easy to use! Go to our website and click on “Mobile Banking” for details and instructions.

## The World’s Fair Expo: Coming to the Twin Cities?



Through the efforts of Jay Pfaender, Drake Bank Representative, Drake Bank is staying close to Minnesota’s likely bid for the 2023 Expo World’s Fair. Jay is on the Bid Committee, and the Committee President is Mark Ritchie, former Minnesota Secretary of State. Drake Bank provides the Committee’s checking account.

The bid process is complex, including getting the support of Congress by December 15th, this year! Then, if/when the bid is won, the planning moves to finding a developer to purchase and develop the land. The preferred site is located in the Midway area north and east of TCF Stadium due to its central location and proximity to light rail. Pavilions would be built by the participating countries.

The expectation is that 150,000 visitors would come every day for three months to visit exhibits from upward of 100 countries and scores of companies to learn about cutting-edge developments in health and wellness, befitting the expo theme, “Wellness and Well-being for All: Healthy People, Healthy Planet.”

Eric W. Kale, President of the University of Minnesota has written a letter expressing high interest in participating in the project.

## Would you like popcorn with your deposit?

Jenna Rutherford hopes so! Because, in addition to greeting you, answering questions and opening accounts, she keeps the popcorn machine filled. Come inside... because deposits always taste better with a little butter and salt!



## ATM skimmers are being found in St. Paul!

Although Drake Bank has not been affected, we want you to know that money has been stolen from at least 100 people in St. Paul who used ATMs that were modified with skimming devices.

“Skimmers are being placed on machines that have a card reader that requires the users to place card in and pull it out immediately,” said Sgt. Ernster, a St. Paul Police Officer.

To avoid falling victim to this crime police say to jiggle the entry area where the card would go. If it pops off it’s probably a skimmer. Then, call the police.



# Spotlight on Lawrence Sign & Nordquist Sign

Sometimes it takes just seconds when you enter a business to know there is good energy. It's not so much about the physical surroundings as it is the feeling of being welcomed and appreciated.

Entering the modest waiting room at Lawrence Sign and Nordquist Sign I was immediately welcomed by two women who rose to greet me, bring coffee, offer cookies, and engage in conversation as I waited to see Robb Walker, CEO of the firm. It was clear that their desire to please was genuine and typical behavior. It flowed easily, and when Robb arrived for our meeting, the positive energy continued to flow.



Robb Walker, CEO  
Lawrence/Nordquist Sign

Robb got his start in business as a young representative for 3M. While still in his twenties, he was traveling around the world in private jets to meet with people twice his age. What I experienced talking to him about Lawrence Sign and Nordquist Sign was a gentle, confident and very intelligent person who has created a company that reflects his style and values.

Robb explained that their successful sales strategy is quite simple and guides their customers to their best possible decision. It requires addressing five basic issues or customer concerns: financial limitations, site issues, brand development, timing and anxiety minimization. Minimizing customer anxiety may involve

building prototypes or graphically presenting the future sign in a "real world" setting. This will soon include "fly-arounds" where the proposed sign can be viewed from different angles and altitudes.

As a result Lawrence Sign and Nordquist Sign provide what they affectionately call their "Never Disappoint Guarantee." It's a five year, zero-cost maintenance guarantee plus a 100% satisfaction, on-time delivery and installation guarantee.

It is a virtual certainty that everyone in Minnesota and 39 other states has seen



a sign made by Lawrence and Nordquist Sign. Financial institutions, hospitals, restaurants, retailers, sport stadiums (including the new Vikings Stadium), office buildings and small mom and pop businesses are identified and promoted by signs designed, fabricated and installed by either Lawrence Sign or Nordquist Sign.

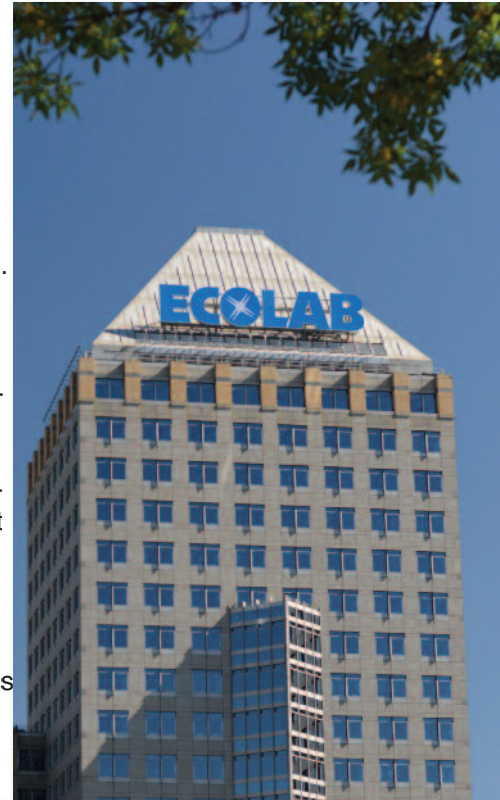


Robb purchased Lawrence Sign in 2000, added All Brite Signs in 2010, then acquired Nordquist Sign in 2012. Lawrence Sign specializes in signs for multiple installations, such as Buffalo Wild Wings; Nordquist Sign focuses on custom signs for specialized environments and installations. The two companies were consolidated in only 53 days in early 2012 and operate out of the same office and fabrication plant on Pierce Butler Route in St. Paul.

After acquiring the sign companies, Robb reconfigured the fabrication area, removing dividers and creating one large space that improved efficiency. As you look across the wide expanse you see very small to immense signs in various stages of fabrication. A large inside crane is used to move large signs through the fabrication process. It boggles the mind that enormous signs such as for Ecolab were built there!

Robb emphasized it is important in the banking world that business people really know their banker. "Rick Gobell and Ken Schaefer are my bankers and they are supported by many other great bankers!" said Robb. "Besides having a personal contact and a staff that knows my business, I have found Drake Bank to be proactive in anticipating my needs as we grow and having a plan for meeting those needs," Robb added.

Drake Bank is equally impressed with Robb Walker, his team and the great sign company that calls Drake their bank!



# If we suspect DEBIT CARD FRAUD



this is what we do!

1



## We send an email to you

You will receive an email with reply options of "fraud" or "no fraud."

2



## We send a text message

One minute after the email you will receive a text with the same reply options.

3



## We call you

If no response is received you will receive automated phone calls with the option of speaking to a fraud analyst.

Your safety is a priority at Drake Bank!

Remember: we will NEVER ask for your PIN or account number.

PRSRT STD  
U.S. POSTAGE PAID  
TWIN CITIES MN  
PERMIT NO. 6460

## DRAKE BANK

60 East Plato Boulevard  
Suite 100  
St. Paul, MN 55107

OR CURRENT RESIDENT/BUSINESS



## Changes at Drake Bank!



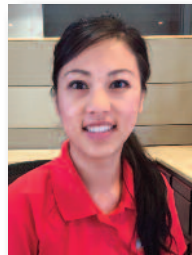
Rob Westphal

**Rob Westphal** has joined Drake Bank as Senior Vice President of Operations. Rob comes to Drake Bank with 25 years experience at Prior Lake State Bank where he most recently served as SVP, Cashier and Operations Manager. At Prior Lake State Bank Rob managed a large investment portfolio, technological advancement, new product development, regulatory reporting and more. His duties at Drake Bank will be very similar. Rob has a BS degree in Business Administration with emphasis in accounting, economics and computer science.



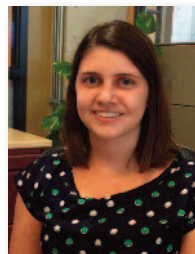
Melissa Hagood

**Melissa Hagood** has been promoted to Vice President, Retail Operations. Melissa has been with Drake Bank for ten years and in banking for over 20 years. Over the years she has worked in many banking functions such as retail customer service, safe deposit and wires, teller supervisor, accounts payable and doing product development for electronic banking products. In addition to serving as VP of Operations she will continue as the Bank Secrecy Act Officer, working to detect and prevent money laundering.



Mia Moua

**Mia Moua** has joined Drake Bank as Credit Analyst. Mia has a BA Degree in Finance from the University of Wisconsin in Platteville and comes to Drake Bank with experience at Quad City Bank & Trust. Mia enjoys outdoor activities like fishing and hiking. She especially enjoys her husband and two children! The small bank feeling of Drake Bank drew her to us!



Kayla Kramer

**Kayla Kramer** is also a new Credit Analyst at Drake Bank. Prior to joining us in June she was a credit analyst intern at Fidelity Bank in Edina. She has a Business Management Degree from St. Thomas with an emphasis in Finance. Her hobbies include quilting and has shown her work at the Minnesota State Fair. Kayla grew up in southern Minnesota near Rochester, and enjoys getting to know our business customers.

Drake Bank was pleased to support the **Police Day in Marthaler Park** in West St. Paul with the design and printing of door hangers. The event was the work of local girls who wanted to build better relationships between youth and the police. Good idea. Good work girls!

