

Intelligence

News from Drake Bank

Where Small Business is Big!



Drake Bank Launches Series of Success Seminars

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As we, too, are a small business, we understand the challenges of going head-to-head with much larger competitors who enjoy large marketing budgets and significant economies of scale. For that reason we have launched a series of "Success Seminars" for small businesses. The goals of these seminars are: (1) to thank our clients for their support and business, (2) to provide our clients the opportunity to network and establish business relations with each other, and (3) to provide them with knowledge that will help them operate their businesses even better.

Our seminar leader is Bill Mills, President of Executive Group, Inc., a Minnesota based CEO Peer Group and CEO Roundtable member organization committed to helping every member company achieve market domination. His clients include 3M, Pillsbury, Alliant Techsystems, AT&T Wireless, US Bancorp, Carlson Companies and many more. It is his belief that, over time, every marketplace drives profit out. Powerful customers, powerful suppliers, alternative solutions, new entrants and aggressive competitors



Bill Mills and Rick Gobell

tors eventually erode your ability to compete and maintain profit levels. Despite this, there are always a few companies posting enviable profits while others are failing. The Success Seminars are designed to help small businesses apply strategies that are common to the top 5% of CEO's.

The first session, held last month, covered such things as: (1) becoming indispensable to your customers, (2) creating an uncontested market space, and (3) turning your small size into a big advantage.

Please watch for the announcement of our next seminar. The seminars are free and include lunch. They are held over lunchtime and Joseph's Grill on Wabasha Street at Plato Boulevard.

Dave Mennen... Friend, Teammate and Extraordinary Banker has Passed Away

It is with great sadness that we report the passing of our beloved colleague, Dave Mennen. Dave unexpectedly passed away on Sunday July 5th after suffering a heart attack. "This is a great loss



David Mennen
1958 - 2015

for his family, all of us here at Drake, and his many friends and clients" said Rick Gobell. "He was an extraordinary and passionate banker who cared deeply for our bank, and the customers and community we serve." Dave joined the bank in 2004 as a VP in Commercial Lending and quickly moved into the role of a SVP/Senior Lender. Thank you Dave for the memories and helping make our bank the success it is today. You will be dearly missed!

Four Ways to Retain Good Workers

Stay up-to-date on compensation.

Anyone good is going to get a raise if they move. You cannot counter. It's too late by the time they announce their resignation. For that reason, when/if you are able, pay a little above market to your most important and talented workers. Usually, it's less costly to keep a good employee than it is to find a new one.

Find a growth path for your best workers.

Great workers join your company to grow, to learn, to do new things. If they can't grow, they disengage a little every day. It's your job to understand their career ambitions and do what you can to help them achieve personal and career goals.

Make it easier for them to do their job.

Make sure the work environment is supportive to them and they have the right resources to be productive and efficient.

Talk regularly, and not as part of a formal review.

Annual reviews don't work to reduce turnover. It is wise to meet at least quarterly, one-on-one, with your best people. Ask them what's frustrating about their job and what they would like to be doing, but aren't. You need to understand them. You need to talk.



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DRAKE BANK
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Meet our Tellers!

Drake Bank has two full-time tellers. Merry Isaac has worked at Drake Bank for 6 years and came to us with 9 years of banking experience. She grew up in Roseville and now lives in St. Paul. Merry relaxes with computer games and playing with Maverick, her Jack Russel Terrier. At work, she enjoys interacting with customers and staff members. She believes the ability of the Bank to know customers, by name, makes Drake Bank special. She says "I usually know what customers want before they reach the drive-up window!"



Melissa Peka

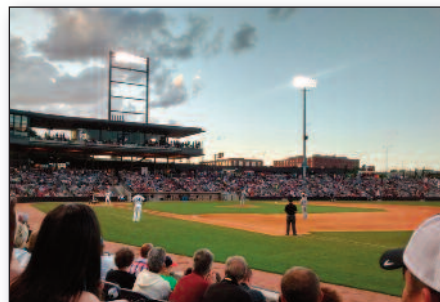
Melissa Peka is an "east sider," having grown up near Phalen Park where she still lives. She relaxes with magazines (Good Housekeeping is a favorite) and running (a new love). She joined Drake Bank when Vickie Finnegan, SVP, noticed her customer service skills at a nearby gas station and encouraged her to apply for the position. Melissa enjoys the day-end need to "balance up" and the easy communication with other staff members in the Bank, regardless of title. She believes the community orientation of the Bank and the friendly personalities of co-workers makes for a great, inviting bank.

CHS Field is Changing Lowertown

The new stadium in downtown St. Paul is off to a great start, getting rave reviews from the media and from Saints fans. Whether or not the Saints win, the experience is a win for fans and the money spent before or after a game is a win for local businesses.



The CHS Field is very "green" and much has been written about water conservation and use of solar energy. It is the venue and food, however, that scream "let's have fun!" Only local food and beverages are served, including a long list of craft beers. The grass berm in left field is a hit. For only \$5, fans can sunbathe in the grassy area beyond left field. And about 500 tailgating spots are available for \$8 located east of the ballpark where Kellogg Boulevard passes under the Lafayette Bridge.



Drake Bank is proud that we are serving so many businesses in the vibrant Lowertown area!

5K Run/Walk Was Lots of Fun!

On Saturday, May 2nd, Drake Bank employees participated with local families in a 5K Run/Walk along the Mississippi River. The participation fees went to supporting the National Latino Police Officers Association that offers scholarships to Latino students who are studying law enforcement at local colleges.



It was a fun time, with the route covered by runners, walkers, moms, dads, kids, strollers, grandparents, and dogs. And, this year there was also a 1 mile "Little Jalapeno Poppers" race for children ages 5 to 10.

Drake Bank thanks and congratulates all who participated!



Cinco de Mayo Runners, l to r: Melissa Peka (Teller), Annmarie Becker (AVP, Retail Lender), Sarah Milbauer, Rachel Milbauer, John Milbauer (VP, Commercial Lender), Thomas Milbauer



It's Farmer's Market Time!

Treat yourself to the beauty, aroma and taste of locally-grown fruits and vegetables. Farmer's markets have sprouted all over St. Paul in church parking lots, parks and along sidewalks. The largest, however, is the St. Paul Farmer's Market with roots in Lowertown plus 10 other locations. Find them all and their schedules at www.stpaulfarmersmarket.com.

Currently, the Farmer's Market is rich with fresh lettuce, spinach, asparagus, broccoli, new potatoes, sugar snap peas, pea pods, greens, herbs, green onions, beets and more. Also available are meats, cheeses, bakery items, salsa, juices, maple syrup and more!

The lowertown location is open from 6 am until 1 pm on Saturdays and Sundays through August.



Spotlight on Master Framers, Inc.... Where an Empty Frame is Still a Piece of Art

Nestled on Fourth Street in Lowertown, St. Paul there is a frame shop like no other. Surrounded by a large and growing art community is Master Framers, Inc., a company owned and operated by its founder, Roger Nielsen. The shop is unique in that it builds frames to specifications, on site. And, those specifications can run from the very simple to the most ornate and from a few inches in size to frames that are seven by eleven feet and larger.

Roger has been in the framing business since 1959 and has owned his shop in St. Paul since the early 70's. His passion for the art of framing is contagious, and his artistry and the skills of his staff are clearly visible on the walls covered with samples and completed frames and custom shadow boxes.

"It has been a lot of work," said Roger. "I came out of early retirement to help the shop out of financial difficulties about nine years ago. Drake Bank and Scott Hutton, who was Bank President at the time, provided the funding I needed. The effort was very successful!"



Today, Roger is an owner of the five-story building at 262 Fourth Street. The Green Line Light Rail passes in front of the attractive old building where Master Framers shares the first floor with Lowertown Wine and Spirits. Above them are 27 units that have been the homes and studios of artists since 1975.

Roger says the business has changed over the years. "We used to get major frame orders from affluent art collectors and dealers, but the dealers are gone and the major art collectors are aging. Consequently, we are giving more attention to a younger demographic. We also want to align ourselves with interior designers. Because most of them are located in Minneapolis, it's a challenge, but we will rise to it! We plan to create two distinct showrooms in our shop: one with a French motif and one prairie style. Both will feature architectural moldings that are also made right here!"



The building owned by Roger and a partner is also home to Lowertown Wine and Spirits, another client of Drake Bank.

Master Framers has won numerous awards and has many frames in the Minneapolis Institute of Arts, as well as other major museums. Their frames also hang in presidential libraries.

Years ago, Roger was instrumental in creating a national certification for the Professional Picture Framing Association. He said "it's a very tough test, and I was nervous about passing it myself!"



Over the years, Roger has acquired a huge inventory of framing material and molds. They have over 3,000 molds for making ornate corners, and some molds are over 200 years old and are pieces of art in their own right. "We make frames like the old masters did, and we apply and burnish 22 K gold in a way that the Egyptians did 3,000 years ago," he added.

Roger credits Drake Bank for helping with the turnaround years ago, and he speaks highly of the personal service from the staff. He recalls one time waving at Scott Hutton as he drove by his office window to use the drive in. When he got to the window, Scott was standing there and greeted Roger with "how is this for personal service!"

"Today, my primary bankers are Rick Gobell and Dave Mennen, and the quality of service re-

mains at the same high level," said Roger.

Master Framers is located at 262 East 4th Street and their telephone number is 651-291-8820. Their website (masterframers.com) is stunning and educational. It's worth a visit as is their shop!

Now available...

Mobile Banking App!

Plus Mobile Browser and Mobile Text banking!



Download free iPhone and Android apps for mobile banking and billpay!

This service is available to anyone who has signed up for Drake Bank Online Banking. See below for more information.

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DRAKE BANK

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St. Paul, MN 55107

OR CURRENT RESIDENT/BUSINESS

How to Sign Up for Mobile Banking

Download our Mobile App

Search for "Drake Bank" in the Apple App Store or Google Play Store and download it to your mobile device. Launch the app and log in with the same user ID and password you currently use for Online Banking.

Mobile Browser Banking

Direct the web browser to drake-bank.com. Log in using your same Net-Teller Online Banking credentials. Bookmark the site for future use.

Text Banking

Text banking enrollment is done through the traditional NetTeller Online Banking site: (1) Log into NetTeller; (2) Select Options>Mobile Banking>Text Mobile Banking; (3) Enter mobile phone number, select mobile provider, select accounts to access via text, and create Mobile Short Name for each selected account and click Submit; (4) Review enrollment information and click confirm; (5) A welcome text message will be sent to your mobile device.

Mobile Banking Function	Phone and Tablet Apps	Mobile Browser	Text Banking
Check account balances	Yes	Yes	Yes
Review transaction history	Yes	Yes	Yes
Transfers between accounts	Yes	Yes	No
Pay bills with BillPay	Yes	Yes	No
Find an ATM	Yes	Yes	Yes

Message and data rates may apply.



Be Aware: Skimmers are in Town!

Perhaps you have heard about "card skimming." It's the act of using a device ("a skimmer") to illegally collect data from the magnetic stripe of a credit, debit or ATM card. This information, when copied onto another blank card's magnetic stripe, is then used to make purchases or withdraw cash in the name of the actual account holder.



Skimming works by replacing a card reader like an ATM or gas pump with a camouflaged counterfeit card reader. The counterfeit reader records all of the data on a credit, debit or ATM card as it passes through the skimmer. It can also happen when using a card at a merchant where the clerk passes the card through the valid card reader, then again, using a pocket sized skimmer hidden from view.

If it seems implausible this could happen to you, you should know it is happening throughout the country... and in St. Paul.

So, watch your card as it is being swiped at merchants and be aware of modified card readers on ATMs and gas pumps.