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NEWS RELEASE

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SHELBY COUNTY STATE BANK EXEMPLIFIES HOW COMMUNITY BANKS ARE MAKING A DIFFERENCE ON MAIN STREET

The Harlan Bank Receives CBI's Community Banking Month Best-of-the-Best Award

WEST DES MOINES, IA – Independent community banks across Iowa have an important role and impact in their local communities. However, the volunteer work of one Iowa independent bank's employees and their ingenuity in giving back to Harlan and surrounding communities earned them the Community Bankers of Iowa's (CBI) Community Banking Month Best-of-the-Best Award. Shelby County State Bank was presented with the award and recognized during CBI's awards ceremony, held during that organization's 43rd Management Conference and Annual Convention in Okoboji, Iowa on July 16-18, 2014. CBI also honored the bank by donating a free pizza party to the bank's staff as a thank you for their efforts in spreading the community banking message.

Throughout Community Banking Month (recognized in April in Iowa and across the nation) Shelby County State Bank's employees taught financial literacy programs including money management lessons to elementary and high school students, held a "Movie Night" for their Junior Savers Club, raised funds for their Relay for Life team by holding a purse auction, and held a cash "free sample" day in the form of \$2-\$10 bills. One program that truly exemplifies the culture of Shelby County State Bank itself is their "Community Credit" program, where by their volunteer efforts and/or shopping locally, bank staff members receive points good for use on bank apparel. Bank employees also helped to coordinate Money Smart Week (April 5-12, 2014), a program created by the Federal Reserve Bank of Chicago encompassing a state-wide series of events intended to increase financial literacy among elementary students. Events hosted by Shelby County State Bank included visits to schools by Ben Franklin, and sponsoring a local Money Smart Week Poster Contest as part of the state-wide competition hosted each year by CBI.

What stood out to CBI and sealed Shelby County State Bank as the 2014 Best-of-the-Best Competition Award recipient were both the sheer volume of financial literacy programs, events and activities they planned for Shelby County schools and communities, and their free tree giveaway on Arbor Day (April 25, 2014). Shelby County State Bank employees helped fund and deliver two 3-foot sugar maple trees to each of the 260 fifth-grade students in Shelby County schools, and gave away over 74,000 trees to be planted throughout Shelby County in conjunction with the local Plant Iowa committee.

Other events Shelby County State Bank held to promote Community Banking Month and the community banking message are numerous, including financial literacy Youth Nights and Adult Nights, geocaching contests, bank tours for local kindergarten students, and a Shred Day, where local community residents could bring documents and other sensitive items to Shelby County State Banks to be safely shredded and disposed of.

CBI's Best-of-the-Best Award distinguishes one Iowa, independent bank that epitomizes how community banks are making a difference on Main Street. "The actions of Shelby County State Bank throughout Community Banking Month and the year truly exemplify the significant role that independent community banks play in stimulating their local economies," stated CBI Executive Vice President and CEO Don Hole. "Community banks are based on relationships with customers, and the symbiotic relationship with the communities they serve helps small businesses and Main Street Iowa communities survive as the economy continues to recover. Shelby County State Bank does an outstanding job of maintaining and growing those relationships."

For more information about Iowa's community banks and CBI's Best-of-the-Best Competition, please visit www.cbionline.org.

About Shelby County State Bank

Since 1880, Shelby County State Bank has served the financial needs of Shelby County. Today, SCSB has total assets of over \$210 million, and locations around Shelby County including Panama, Elk Horn, Portsmouth, Irwin, Shelby and Harlan, Iowa. For more information, visit www.scsbnet.com.



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About Money Smart Week

Money Smart Week is a public awareness campaign, designed by the Federal Reserve Bank of Chicago, to help consumers better manage their personal finances. More information, including a full calendar of events, is available at www.moneysmartweek.org.

About CBI

The Community Bankers of Iowa exclusively promotes and defends the common interests of independently owned and locally controlled Iowa community banks whose services are vital to the preservation of economic diversity and rural America. More than 330 independent community banks are located in Iowa, representing more than 1,000 communities across the state and employing over 5,000 Iowans. CBI members have in excess of \$3.2 billion dollars in common sense loans to consumers, small businesses, and the agricultural community. For more information, visit www.cbionline.org.

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