



THE
STEPHENSON
National Bank & Trust

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FOR IMMEDIATE RELEASE

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Janezic Completes ABA School of Bank Marketing & Management

Marcia Stang Janezic, Assistant Vice President of Marketing at The Stephenson National Bank & Trust (SNBT), recently graduated from the American Bankers Association School of Bank Marketing and Management held at Southern Methodist University in Dallas, TX.

“The ABA School of Bank Marketing and Management gave me the opportunity to learn from the best in the field and to exchange information and ideas with my peers,” said Janezic.

The two-year program provides marketers, managers and specialists with a one-of-a-kind education under the guidance and direction of faculty advisors comprised of distinguished marketing professionals. Students developed strategies to promote new products and received a solid foundation in marketing principles and management practices.

During the first year, students focused on timely topics such as product development, marketing, return on investment, and small business marketing. Second-year students fine-tuned their training by participating in BankExec: State-of-the-Art Learning, ABA's unique proprietary computer simulation of real-life banking situations.

“Marcia plays a key role at SNBT and through her specialized bank marketing and management training, she is even better prepared to enhance the level of accounts and services we provide to the communities we serve,” said Jeff Myster, SNBT Vice President and Retail Manager. “Her natural attributes, combined with the skills she gained through this school, help make SNBT a stronger community bank in terms of how we offer our products, how we brand the bank, and how we respond to our customers’ needs.”

Janezic joined SNBT in 2005 as Customer Service Manager, a year later she was promoted to her current position. She is responsible for the bank’s marketing



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department, manages the customer service and advisor training program, and assists with new product development.

She has a Bachelor of Arts degree in Business Administration from Alma College. Her community service projects include being President of the Bay Area Junior Women's Club, Blesch School volunteer, and participating as an event volunteer for various community groups. Janezic lives in Menominee with her son.

The Stephenson National Bank & Trust is a 136-year old independent community bank with assets of \$281 million and Trust and Investment Management assets in excess of one-third of a billion dollars. Offices are located in Marinette and Oconto, Wis. and Menominee, Mich. For more information about The Stephenson National Bank & Trust visit www.snbt.com.

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