



Contact: Laura E. Rowe  
*Marketing Officer*  
[laura.rowe@snbt.com](mailto:laura.rowe@snbt.com)  
715.735.2380

**FOR IMMEDIATE RELEASE**

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## **Hofer Added to Growing SNBT Trust Department**

Sam Hofer has joined The Stephenson National Bank & Trust (SNBT) as CERTIFIED FINANCIAL PLANNER™ and Trust Officer located in the Menominee office at 1111 Tenth Street. His primary focus is financial planning and account investment management for clients. His 27 years of experience and advanced education help Hofer work closely with clients and their families to choose the best solution to fit their financial needs, whether saving for retirement or leaving their legacy.

“When the opportunity came along to add such a seasoned, knowledgeable, local veteran to our Trust team, we couldn’t pass it up,” said Greg Salmen, Senior Vice President & Trust Manager. “We are excited to add Sam to our growing team of financial experts. His track record and credentials are right in line with SNBT’s strategy of providing superior investment advice and personalized service through the area’s most comprehensive professional team.”

Hofer is a CERTIFIED FINANCIAL PLANNER™ and a Chartered Life Underwriter®. Currently, SNBT employees hold 22 advanced designations related to retirement planning, investment management, and insurance services. These individuals, known as The Retirement Experts, have voluntarily submitted to a rigorous certification process that includes demanding education, examination, experience, ethical requirements, and ongoing continuing education.

“The Retirement Experts are by far the area’s deepest team of experts in retirement planning, investment management, and personal finance,” explained Salmen. “Our continued growth in this area has been fueled by consumers looking for local, trustworthy advisors who really take the time to learn their financial situation and goals, then customize a plan specifically for them – Sam epitomizes that description and is a wonderful addition to our team.”

“When you’ve been helping people manage their finances as long as I have, you come to understand the importance of getting to know them as an individual. I’ve learned that not everyone will have the same needs or goals – which is why I chose to



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join SNBT. Together, we're focused on the same thing: putting the customers' best interests first," said Hofer.

Hofer's financial services experience includes 12 years with Wells Fargo Advisors and prior to that, Northwestern Mutual Life for 15 years. Hofer earned his Bachelor's Degree in Insurance and Management from Ferris State University. He and his wife, Debbie, live in Menominee and have three grown children and one granddaughter.

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](http://www.snbt.com).

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