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FOR IMMEDIATE RELEASE

Date: January 31, 2011

Myster Joins SNBT, Relationship Banking Takes Shape

Jeff Myster has joined The Stephenson National Bank & Trust (SNBT) as Vice President, Retail Banking Manager located in the Marinette office at 1820 Hall Avenue. In this newly created position, Myster will oversee the new Relationship Banking side of the bank, which includes: Teller operations, Personal Banking, Consumer and Mortgage Lending, Marketing, and Branch Operations.

The Relationship Banking structure allows these departments to combine in order to serve the larger needs of customers throughout every life stage. Developing this flow of customer service provides the customer with added convenience, consistency, and guidance with their financial needs. It also allows for a better alignment of the conveniently linked services of the Investment Representatives and Trust Department. Overall, SNBT is gearing for a shift in the way it provides people with banking services for life.

“Developing our Relationship Banking philosophy began with designing the Retail Banking Vice President position. During this lengthy process we met with other financial institutions, from those discussions we were able to determine the experience required to take SNBT’s customer service to the next level,” explained John Reinke, SNBT President. “Jeff was selected because of his diverse understanding of the financial industry in both large and small organizations across the Midwest,” continued Reinke. “He has the ideal experience to ensure SNBT continues to achieve its mission of being the premier provider of trusted financial solutions.”

Myster has 30 years of financial services experience, most recently as the Regional Manager of eight banking offices throughout the Fox Valley with Citizens Community Federal. He has extensive experience in the banking industry, in North Dakota, Minnesota, Montana, and Wisconsin.

“It is not an accident that SNBT is growing at such a steady pace,” added Reinke. “Our customers rely on our professional expertise and they have placed their trust in us during these difficult economic times. For that we are grateful and are



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designing an even deeper customer-centric focus on the way we help individuals identify their financial goals.”

A North Dakota native, Myster received his Bachelor’s Degree in Business Management from South West University, New Orleans, La. He is a certified Trainer and Certified in Microsoft Project Manager. His previous volunteer activity includes member of Kewaunee County Economic Development Corporation, Green Bay Chamber of Commerce, and Bellevue Professional Business Association. He and his wife are in the process of relocating to the area from Howard.

The Stephenson National Bank & Trust is a 136-year old independent community bank with assets of \$277 million and Trust and Investment managing 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.sibt.com.

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