

BUSINESS SOLUTIONS



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COMMUNITY FIRST BANK LOCATIONS

Visit us online at www.CFBank.com.

Call us toll free at 1-800-485-2871.

Connect with us on:



Community First Bank has five locations throughout Southwest Wisconsin to serve you.

Baraboo

129 8th Avenue
Baraboo, WI 53913
Ph: 608-356-2552
Branch Manager: Cathy Yanke

Boscobel

925 Wisconsin Avenue
Boscobel, WI 53805
Ph: 608-375-4117
Branch Manager: Gina Goss

Muscoda

101 North Wisconsin Avenue
Muscoda, WI 53573
Ph: 608-739-3154
Branch Manager: Michelle Bloyer

Reedsburg

115 East Main Street
Reedsburg, WI 53959
Ph: 608-524-5395
Branch Manager: Todd Polk

Richland Center

1200 Sextonville Road
Richland Center, WI 53581
Ph: 608-647-4029
Branch Manager: Dennis Hamilton

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BUSINESS SOLUTIONS

Smart companies are always looking for ways to improve.

Growth, change, and innovation can all lead to making your business more than what it is now. In this issue of *Business Solutions*, we look at positive business changes including some we're making to provide better service to you.

On page 3, we share the exciting news that **Community First Bank Will Merge With Livingston State Bank**. The merger will happen later this year and will enable both banks to provide expanded services and locations to our customers.

Next, on pages 4 and 5, read about our Business Spotlight customer, **Rural Route 1 Popcorn**, which has enjoyed over 30 years of success and continues to improve through innovation and a focus on quality. The company has been a customer of Livingston State Bank the entire time it's been in business and has taken advantage of many convenient banking services.

Community First Bank's **New Fraud Prevention Service** is another way we're improving our business and enhancing your banking experience. As you'll see on page 6, the service automatically alerts you when it detects possible fraud, giving you confidence that your funds are always secure.

Finally, on page 7, you'll read about **Going Beyond Customer Service**. Customers can mention different aspects of your business to describe why they like it, but the truth is that how they feel about doing business with you — also known as their customer experience — is what keeps them coming back.

We know the best improvements come from customer requests, and we're always happy to listen to your suggestions. Let us know how we're doing now, and as we begin our journey with Livingston State Bank.

Sincerely,

Dan Klahn
President
Community First Bank



Community First Bank Will Merge With Livingston State Bank



Superior value and commitment to communities will remain top priorities

On June 17, the holding companies of Community First Bank and Livingston State Bank merged into Boscobel Bancorp Inc., which is now the parent company of both banks. The two institutions will continue to operate independently until December, at which time they will begin operating together under the Community First Bank name.

Customers will benefit from a larger network and a shared culture of providing superior value and a strong commitment to communities. In addition, the larger institution will provide new and improved products and services and will be able to make larger loans. The combined bank is projected to have approximately \$400 million in total assets, and will have eight locations in southwest Wisconsin, in Boscobel, Muscodia, Richland Center, Reedsburg, Baraboo, Livingston, Platteville–Walmart, and Platteville–Main Street.

Dan Klahn, current President of Community First Bank will remain President of the combined organization, with Doug Martin, current President of Livingston State Bank, assisting with the integration until his planned retirement later this year. Senior management will be comprised of the current management teams of the two banks.

Klahn comments, "It is an exciting time for both of our institutions as we work together to integrate our customer- and community-focused cultures. We believe this strategic alliance will help ensure we remain a locally-owned independent bank that is committed to supporting its customers and communities well into the future."

Martin states, "The combined organization and the expertise and commitment of our employees will help us to provide our customers with new and better products along with the same great service they have come to expect from us."

Customers can start using all the bank branches as soon as the merger and conversion of data processing systems takes place. We will be contacting all our customers to let you know when that will happen, in order to make the transition go smoothly every step of the way.

Ask Shane: What are Some Good Investment Strategies?

Each quarter, we bring you useful financial tips from Financial Consultant Shane Workman. For this issue, Shane offers some helpful investment tips:

Q: I don't have a lot of money to spare. Can I still invest?

A: Yes! The minimum to start is surprisingly low. If your goal is retirement, you should put away 10 to 15 percent of your monthly income.

Q: What's the first thing I need to consider?

A: Determine your risk tolerance: Are you willing to try for faster growth with more risk, or do you prefer slower growth with less risk?

Q: What's a good next step after that?

A: Sit down with a financial consultant and develop a strategy for proper asset allocation. A consultant can be especially helpful if you aren't sure where to start or have specific investment questions.

If you would like Shane to address your financial question in this column, please send it to Jenny Albers at jennyalbers@cfbank.com.



Rural Route 1 Popcorn

Bringing better taste and tenderness, plus a spirit of innovation, to America's favorite snack



Rural Route 1 Popcorn was launched in 1983 by Roger and Brad Biddick, who saw an opportunity to diversify the family's seed corn company by experimenting with popcorn. At that time, 25 acres of the family farm were committed to the experiment; today, led by President Nick Solomon, hundreds of acres are devoted to popcorn which is distributed throughout the United States and internationally.

Popcorn Lovers' Heaven

Rural Route 1 Popcorn is ear harvested, then hand sorted to select the most perfect ears. Vice President and Operations Manager Jeff Riechers says, "Rather than choosing corn hybrids that have the highest yields, varieties are selected based primarily on taste and tenderness. This attention to quality, not quantity, assures excellent flavor and texture for the ultimate in gourmet popcorn."

Riechers adds, "We focus a lot on the 'why' of our business, and for us, the objective is to improve lives through popcorn! We use this philosophy as a lens which important decisions are viewed through."

In addition to standard varieties of white and yellow popcorn, RR1 also offers several flavors of microwave popcorn. Although, what sets them apart from the rest in the industry is their unique and delicious ready-to-eat snacks. The original and most popular specialty is Ivory Almond K'Nuckle, a creamy medley of popcorn, almonds, and white fudge. The success of this recipe led to three other fudge covered delicacies: CC Winkle, RC Snakle, and the latest, SS Dunkle. The company also makes many different combinations of Caramel Corn as well as several outstanding cheese corn selections including cheddar, jalapeno, and ranch to name a few.

Their ready-to-eat snacks can be packaged in several size tins and for all occasions. You can order their products online at www.ruralroute1.com or stop by the Rural Route 1 Popcorn Shop in Montfort. They also offer a whole lineup of products in their fundraising program — ideal for use by nonprofit organizations.

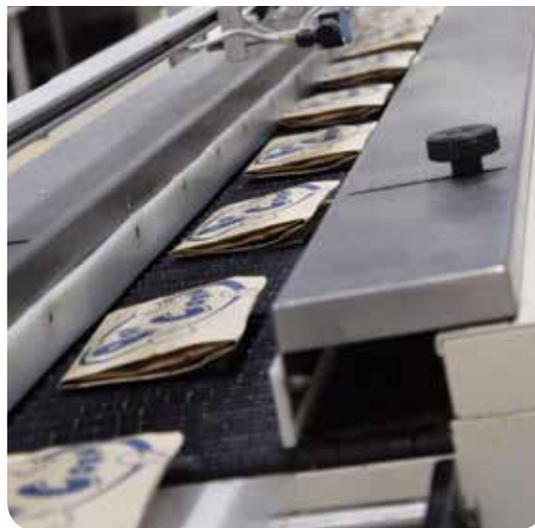
Continuing to Improve

Looking ahead, notes Riechers, the company will continue to invest in people. He comments, "Great employees are one of the keys to our success, and we've hired a Director of Employee Development and Training to give our staff the best training and development resources possible." The company continues to expand distribution channels including their retail brand, wholesale, and private label accounts. Further, says Riechers, "We are in the process of becoming certified to the Global Food Safety Initiative Standard through SQF, which enables us to continue exploring additional channels."

The company has 55 full-time employees and another 40-50 seasonal workers who help during the busy season of April through November. Whether year-round or seasonal, employees appreciate the sense of family within the business. Riechers remarks, "When

someone needs something, they know they can rely on coworkers to be there for them — whether it's a ride to work, covering shifts, or just cheering someone up on a tough day." In addition, the business operates on a schedule of four 10-hour days per week, so employees always get a three-day weekend.

Rural Route 1 Popcorn contributes to the community in numerous ways. Riechers says, "We donate to several organizations, and sponsor a local sweet corn patch in Livingston. Additionally, our fundraising program gives numerous children in Boy Scouts, 4-H groups, school organizations and church groups an opportunity to learn how to knock on doors and sell a good, high quality product at a reasonable price. Kids learn what it means to stand behind a product and be proud of it."



“The staff at Livingston State Bank is there any time we need them, and they make themselves readily available.”

— **JEFF RIECHERS**, VICE PRESIDENT AND OPERATIONS MANAGER, RURAL ROUTE 1 POPCORN

Over 30 Years of Trust

The relationship between Livingston State Bank and Rural Route 1 Popcorn goes back to before the company got its current name in 1983. Vice President Sheila Ruchti explains, "Over the years, the bank has provided loans, lines of credit, leases, deposit accounts, and online banking, all of which are essential to the business."

Riechers is pleased with the service from the bank. He says, "The staff at Livingston State Bank is there any time we need them, and they make themselves readily available." He's excited that the bank will be merging with Community First Bank, noting, "Any time a vendor is able to grow, provide additional products and services, and be stronger than it has been in the past, that's definitely a benefit to us."

Who's Minding Your Business?

Sheila Ruchti
Vice President

Sheila Ruchti has a long history with Livingston Bank, having started as a teller in 1991. "Since that time," she says, "I've worked in all areas of the bank, including both loan and deposit operations." Her present roles of Vice President, board member, and lender make good use of her B.A. in finance and management from the University of Wisconsin Platteville.

Ruchti's job entails working with customers as well as oversight and management of the bank. She notes, "Banking is all about people, and they're the reason for our success. Hearing, 'thank you' from satisfied customers is the greatest reward for me."

As a bonus, working for the bank has enabled Ruchti to remain in the area where she grew up. She comments, "It's been a remarkable opportunity that I'm thankful for every day." When not working, she continues to support the community and spends time with her husband and two daughters.



Common Security Threats

Computer viruses are just one type of threat that can damage or destroy data. Here are some more to know about and prevent against:

Denial-of-Service Attacks

A denial-of-service attack (DoS) is an attempt to make a computer resource unavailable to its intended users. It involves preventing an internet site from functioning properly.

Cyber Extortion

Cyber extortion involves the request for money to return your system to a usable state after the bad guys steal confidential data, deface your website, or encrypt your files.

Unsecured Wireless Access Points

An unsecured Wireless Access Point (WAP) or an Access Point using old, outdated technology for security provides a hacker with an easy route into your network.

Rootkit

A rootkit conceals running processes, files, or system data to enable cybercriminals to gain access to your systems without being detected.



In our continuing efforts to keep your funds safe, we've upgraded our alert system to be even more sensitive to potential check card fraud. Here's how the new fraud prevention service works:

1. When potential fraud is detected, you'll receive an automatic email notification with the option to reply with "fraud" or "no fraud." Email alerts are delivered 24/7 with the Community First Bank logo.
2. One minute after the email, if the phone number we have on record is able to receive a text message, you'll receive a text alert, which also has the "fraud" or "no fraud" reply options. Text alerts are only sent between the hours of 7:00 am and 9:00 pm local time. As an account holder, you're automatically opted in to the text option, but you may stop these alerts at any time.
3. If the system receives no response, you'll receive an automated phone call to confirm or deny fraud. Calls are made between 8:00 am and 9:00 pm local time.
4. If the Fraud Center is unable to contact you, a temporary block will be placed on your card until the system can verify your status.

Remember: our communications will never include asking for your card number, PIN, or account number. However, you may be asked to provide your zip code to verify your identity.

With this improved fraud alert system, it's important that you inform us of any changes in your phone number or email address, or if you will be traveling outside of your normal area.

To ensure you know when the system is trying to contact you via phone or text, create a contact labeled "Fraud Center" and enter 1-800-417-4592 and 32874 as the contact numbers.

Please contact your local branch with any questions.



Going Beyond Customer Service

Build loyalty by providing a great customer experience

What is it about your company that makes customers want to do business with you, and even tell others about it? Is it your fantastic products? Great selection? Impressive expertise? It's probably all of these things to some degree. But, to an even greater extent, it's how they feel about doing business with you, or what is known as their customer experience.

Improve Customer Experience, Improve Business

A study by RightNow Technologies found, "Customer service is the most influential thing a company can do to increase customer advocacy." The study revealed that 55 percent of consumers recommend a company because of its customer service, compared to products at 49 percent and price at 42 percent. In addition, customers are willing to pay more for a great customer experience — up to 25 percent more!

Incredibly, according to a MarketingCharts.com article about the RightNow study, "RightNow estimates the U.S. airline industry could make an additional \$10.6 billion in revenue this year if they could guarantee a superior customer experience. That is more than five times the predicted deficit for the airline industry this year." Just think what your company could accomplish with additional attention to customer experience.

Emotional Bonds are Hard to Break

Customer experience is a somewhat new concept in business. Wikipedia defines it as follows: "The sum of all experiences a customer has with a supplier . . . awareness, discovery, attraction, interaction, purchase, use, cultivation and advocacy." With each of these stages in the relationship, there are many opportunities to provide an excellent customer experience.

The key to doing so is identifying what emotions customers want to feel when doing business with you, then creating situations that enable

it to happen. Examples of positive customer emotions include joy, trust, contentment, and the feeling of "being taken care of." The cumulative emotions customers experience as they do business with you result in an emotional bond that becomes hard to break over time.

Practices that can instantly improve your customers' experience include making them feel valued, listening carefully to their concerns, and overdelivering.

Benefits of a Customer Focus

You may be concerned that improving customer experience will cost you more in staffing, marketing, and training; however, such improvement can actually help your bottom line in these ways:

- **Customer Loyalty.** It costs less to retain current customers than to attract new ones.
- **Additional Income.** Happy customers are willing to pay more for your products or services.
- **Word of Mouth.** Customers who love doing business with you will tell others about you.

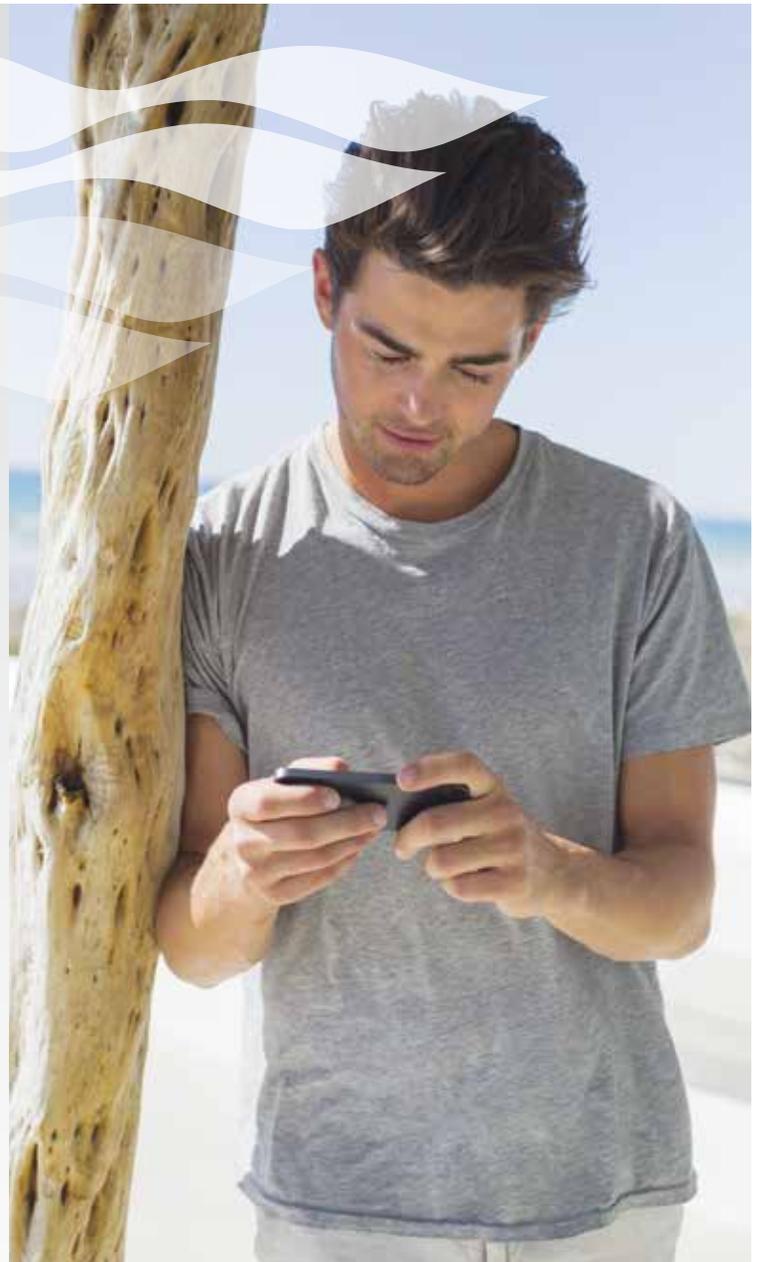
Remember, it's not only what your customers think about your company, but also what they feel about it, that matters. Customer experience is at the heart of it all.

Now you can do your banking wherever you do your relaxing, working, playing, exercising, dining, shopping, waiting, or traveling!

Mobile Banking

Mobile Banking from Community First Bank offers convenient banking on the go—no matter where the day or night takes you. This free service lets you perform these banking tasks using your mobile device from anywhere with an Internet connection:

- View account information
- Pay bills
- Make transfers
- Find branch locations
- Approve ACH and wires



COMMUNITY FIRST BANK



"First for You"

NMLS #402953



For details, call your local Community First Bank branch, or visit <https://www.cfbank.com/mobile-banking.aspx>

