

Great Lakes Banker

MAGAZINE

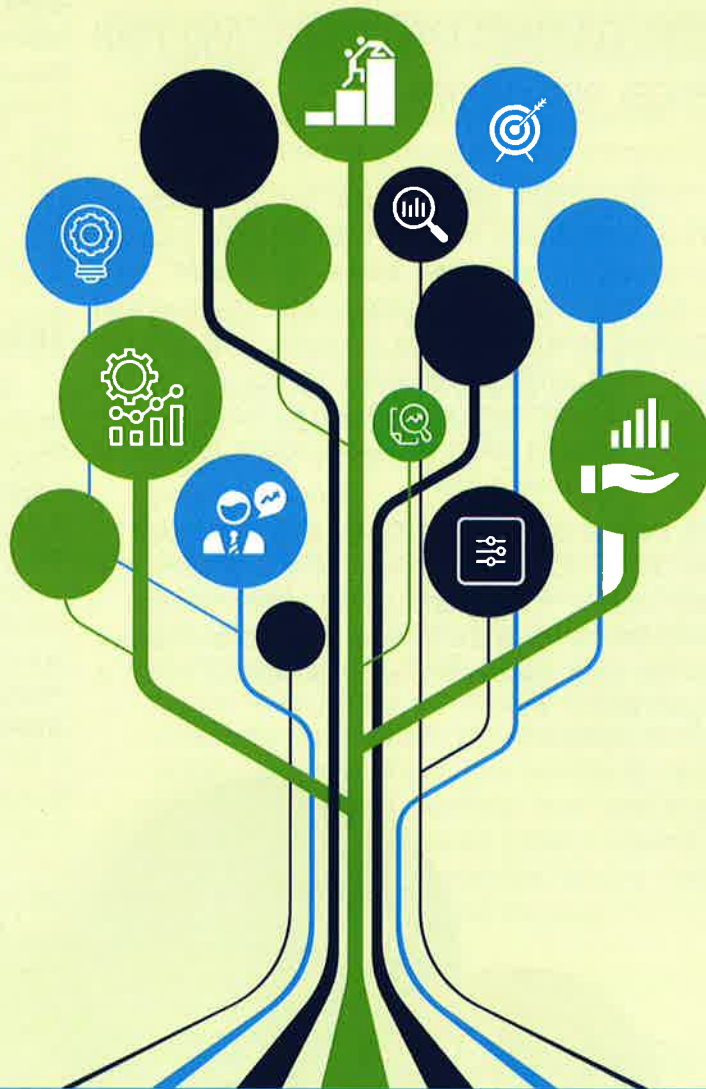


February 2019 • Volume 4 • Number 2

PCBB

Rooted in the Success of Community Banks

Story Page 6



For MBT, Its All About Community, Page 12

Key Employment Trends for 2019, Page 26

The Top 5 Cyber Threats We're Facing in 2019, Page 38

Solar Power: Banking the Movement, Page 50

And So Much More...



PCBB: Staying True to Its Roots, While Catapulting Forward

AS THE INDUSTRY KEEPS TRANSFORMING, PCBB CONTINUES TO DEVELOP INNOVATIVE SOLUTIONS TO EXCEED CUSTOMER EXPECTATIONS AND TURN CHALLENGES INTO OPPORTUNITIES.

In 1997, PCBB was formed by a group of experienced community bankers with a single mission: partnering with community banks to ensure their success. By providing high-quality, competitively-priced correspondent banking, lending solutions, and advisory services coupled with personalized service, PCBB has helped over 600 community banks across the country to expand their product offerings, have access to experts and gain a competitive edge.

PCBB started on the West Coast and proceeded to reach out to 30 community banks, which became the first shareholders. The response was overwhelming – community banks wanted a broader product and service portfolio for their customers and considered PCBB a reliable partner.

PCBB has since branched out from the west to focus on serving community banks in all 50 states, while staying true to its original mission. Still owned by community banks, PCBB remains uniquely positioned to understand the challenges and opportunities of their clients – they’ve been in their shoes.

Steve Brown, CEO and President of PCBB relays, “We have always stayed true to our original mission of helping community banks to gain a competitive advantage. We continue to serve them with expert guidance and innovation so they can face their challenges head on.”

Integrating Technology and Insights

Much has changed in the industry over the years and PCBB has changed with it, while still remaining true to its roots. As an experienced partner with a transformational approach, PCBB has created more efficient and intuitive solutions to help banks leverage data, connect the dots for a greater understanding and optimize their resources.

One way that PCBB supports banks with intuitive solutions is through its highly knowledgeable regional managers. PCBB’s Earl Charneske, who is the regional manager in the Midwest, works closely with community



Source: PCBB



Earl Charneske,
Regional Manager for
the Midwest

bankers to identify areas where gaps exist. PCBB's industry experts, along with the right tools, support community banks for their specific and changing needs. This invaluable combination can: increase customer opportunity and profitability with PCBB's hedging solutions; provide international services using existing in-house staff; and implement CECL with expert guidance every step of the way. These PCBB services and others allow community banks to capture more customers and opportunities quickly. Charneske adds, "The community banks that I work with find PCBB's robust products, combined with expert insight and data analysis, set them up for success through a trusted and lasting partnership."

As a bank itself, PCBB is able to "test-drive" its products first to ensure the final result fits the changing needs of the banking industry. Through this unique role, PCBB knows the solutions will not only be effective, but also compliant with regulations. PCBB banking experts provide advisory guidance while the technology provides the efficiencies, ensured compliance and flexibility.

With its Financial Insight & Technology Solutions, including CECL FIT™, PCBB combines two aspects – expert insight supported by unparalleled technology tools to solve the regulatory, risk and profitability needs of community banks. PCBB provides financial institutions with the opportunity to leverage their data for multiple purposes all at once. Customer profitability, loan loss reserves and stress testing, are just some examples of how banks can use their data to enhance efficiencies and unearth opportunities.

Creedence Shaw, SVP and Chief Credit Officer, Santa Cruz County Bank shares these thoughts on PCBB's advisory services, "One of the best benefits of working with PCBB is having a knowledgeable resource to advise us on the potential impact on our balance sheet. For example, if we are downgrading a loan, having this kind of information at our fingertips makes our job much easier because they do the heavy lifting while we stay in control of the final decisions."

Community banks may not always have the internal resources to address certain needs, so they need a partner that understands their structure, market and potential obstacles.

Solutions to Empower Community Banking Growth

Today, PCBB offers a wide variety of services and solutions, including correspondent banking, lending, and risk management and performance advisory services.

- *Correspondent Banking and International Services* As small business customers grow internationally, community banks need international services from a partner who isn't out competing for this same business.
- *Lending.* Community banks can meet their strategic portfolio objectives and achieve strong competitive advantages by buying and selling loan participations. When banks have trouble growing their loans organically, PCBB's loan purchase program can provide a boost.
- *Hedging.* Business customers want to lock in long term fixed rates, but that doesn't naturally fit the funding or interest rate structure of a typical community bank. PCBB offers a unique hedging service that allows community banks to compete effectively and maintain their borrower relationships, despite this challenge. This service is available at both the loan and portfolio level and is designed to help community banks protect against a rising rate environment and stabilize liability costs, while providing fee income along the way.

“ One of the best benefits of working with PCBB is having a knowledgeable resource to advise us on the potential impact on our balance sheet. ”

- **Advisory Services.** Community banks these days have more regulatory and profitability pressures than ever before, so choosing a partner to help can be challenging. PCBB offers a wide variety of services such as risk assessments, stress testing and profitability generation tools. With the coming of CECL, PCBB's CECL FIT combines a SaaS solution with banking advisors to uniquely meet the needs of community bankers. This solution provides maximum flexibility by delivering all 7 methods under the rule, so bankers can address the variety of loan needs and structures.

PCBB has a broad product assortment of services and experts to support its bank clients every step of the way. As Harry Weetenkamp Jr., Chief Lending Officer, Commercial Lending, Frederick County Bank, comments on the value of the customer profitability solution, "In a competitive marketplace, this is a great product to drive our loan pricing. I can't say enough about the benefits of this product. It is a great resource and tool for the commercial lending team."

Delivering Indispensable Advice to Community Bankers

As a reliable partner, PCBB has provided more than just products to its bank customers. With a long-standing advisory propensity, PCBB is often invited to speak at a variety of conferences to share industry insight. Its team participates in over 100 industry-related events each year.

PCBB's widely read BID – a daily industry newsletter for over 85,000 community bankers and regulators – was created as another way to add value for their banking customers. This popular newsletter offers the latest and most relevant industry, regulatory and advisory information for community bankers to stay abreast of trends and to use in their strategic planning and lending activities.

Due to its enduring relationships and proven aptitude, PCBB often receives calls and emails from its bank customers to assist on a wide range of community banking issues, from De Novo services to imaging for Canadian cash letters to CECL. With exceptional customer service and solution execution, PCBB has been able to provide its bank customers with the right solution at the right time.

For over 20 years, PCBB has listened to its customers and proactively addressed their needs by providing innovative solutions, as the industry continues to dynamically change. Brown concludes, "As the industry keeps transforming, we **continue to develop innovative solutions to exceed customer expectations** and turn challenges into opportunities. Whether a community bank is looking for a way to boost its lending efforts or increase profitability, PCBB is a reliable partner that helps banks succeed every step of the way."

Check out our daily newsletter!
The BID - Subscribe today!



www.pcbb.com/bid#GLB

*Voted by ICBA members as a
favorite banking blog in 2017.*

About PCBB: PCBB is dedicated to serving the needs of community-based financial institutions, PCBB's comprehensive and robust set of solutions include: correspondent services, lending solutions and credit and risk management advisory services, including CECL. To learn more about PCBB, contact Earl Charneske at echarneske@pcbb.com.