



EXTRAORDINARY
BANKING
AWARDS



THE INSTITUTE FOR
EXTRAORDINARY BANKING
SAVING AMERICA'S COMMUNITY BANKS

MUSIC HAS THE GRAMMY AWARDS
TV HAS THE EMMY AWARDS
BROADWAY HAS THE TONY AWARDS
& BANKING HAS...

THE BANKY™ AWARDS!

America makes buying choices based
on these recognized names. What could
this designation do for you?



2017 Super Conference keynote speaker Howard Putnam, Former CEO of Southwest Airlines with Roxanne Emmerich, Founder and Chair, Institute for Extraordinary Banking before the keynote.

CONSUMERS FLOCK
TO AWARD-WINNING

films, plays,
restaurants...
&BANKS

IN THIS NOISY AND
COMPETITIVE WORLD,
BANKY WINNERS STAND
APART... AND ABOVE.

Imagine the buzz in your community when you become a
Banky™ winner and the competitive advantage you'll have

“ [Winning The Banky™] really showed our staff that we were different from our competitors. It gave us new confidence... then our calling programs really started to take off... **and the results took off, too.**”

—Keith Knudsen | CEO, Security Bank
2017 Extraordinary Bank of the Year™ Award Recipient

DON'T BE LEFT OUT!

FILL OUT AND SEND YOUR APPLICATION TODAY.
THE NOMINATION DEADLINE IS JUNE 8, 2018.





WINNER'S STATUS— AN ADVANTAGE UNLIKE ANY OTHER

Banky™ winners are members of an exclusive club. They've achieved a level of status that attracts the **attention of the best customers in their markets**. Winners enjoy a complete suite of promotional resources to communicate to the community their elite status:

- Professionally produced video to use in your market to create extreme differentiation
- Window clings for every branch, to tell every customer of your achievement
- Social media and website logos
- Red carpet photos of you receiving the award
- Official "Banky Winner" logo for your marketing materials
- "Banky Winner" lapel pins for your leadership team and board
- Press kit

HIGHLIGHTS FROM THE 2017 BANKY AWARDS™



Roxanne Emmerich, Founder and Chair
Institute for Extraordinary Banking

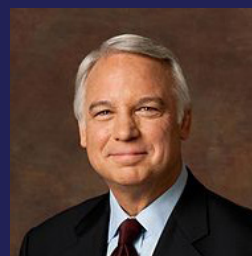
Overall
2017 Banky
winner,
Security
Bank,
receives
\$10,000
donation
in their
name to
help build
schools in
Africa.



ADVISORY BOARD



Stephen M.R. Covey



Jack Canfield



Anita G. Newcomb



Brian Tracy



Bob Danzig



Jeffrey W. Hayzlett



Sid Jones, CEO of Home State Bank, accepts award as bank is inducted into the Best Banks in America™ Hall of Fame



Howard Putnam, former CEO Southwest Airlines, reveals what it would take to bank him.



First runner up, First National Bank of Syracuse. SNL's #2 Top 100 top-performing banks under \$1 billion.





FREQUENTLY ASKED QUESTIONS

The top questions about The Extraordinary Banking Awards

1. WHAT'S THE CATCH... IS THERE SOME HIDDEN FEE TO PARTICIPATE?

I get your skepticism, but there are NO hidden fees. There's no fee to nominate your bank, and if you are selected to receive a Banky™ Award, you won't pay to attend the Awards Ceremony or The Best Banks in America™ Super Conference. (The ceremony is at the conference).

You will receive two complimentary tickets for the CEO, and an accompanying exec or director. If you want to bring a larger team, you'll be able to do so at an exclusive "winner's rate." This will give you access to both the Super Conference and the Banky™ Awards.

2. WHAT IS A BANKY™ AWARD?

Great question! You've heard of the Emmys, the Tonys, the Grammys... each award of distinction sets consumer buying preferences for entertainment. The Banky™ gives the same level of distinction and differentiation for community banks.

3. WHY WOULD I WANT TO WIN A BANKY™?

Unlike most banks that think differentiation means lofty platitudes like "we have great customer service" or "our people make the difference," you know that you need extreme, meaningful differentiation from your competitors.

Imagine the buzz in your market when you are able to announce that your bank is recognized among the Best Banks in America™. You'll soon find that The Banky™ is a gateway to premium pricing.

4. WHAT AWARDS ARE GIVEN?

Hundreds of banks will apply, and dozens will receive a Banky Award, signifying their excellence in banking. Twenty select banks will be recognized as category finalists

in their respective asset classes, in each of five categories:

- Banks Giving™ (Philanthropy)
- Above-and-Beyond Customer Service
- Thought Leadership
- Thank God It's Monday® Internal Culture
- Money Smarts (Financial Literacy Education)

Three elite banks will be selected as finalists for the Extraordinary Bank of the Year™ Award. Each will present their accomplishments on stage at the Awards. Then the audience of top-performing bankers will use a text-to-vote system to choose this year's Extraordinary Bank of the Year™.

5. WHO JUDGES THE AWARDS?

We use a panel of three independent banking industry experts, as well as thought leaders, to review all the applications, and select Banky™ winners, category finalists and winners, and the three finalists for the Extraordinary Bank of the Year™ Award.

The identity of the judges is concealed until the Awards Ceremony to prevent banks from lobbying the judges.

6. DOES IT PAY TO "KISS UP" TO ROXANNE EMMERICH, FOUNDER AND CHAIR, TO IMPROVE OUR CHANCE OF WINNING?

I like your moxie, but you'd be better off plowing that energy into your nomination package. Roxanne is not involved in the judging—it's completely independent. That said, she does enjoy dark-chocolate-covered strawberries.

7. WHAT DO THE WINNERS RECEIVE?

Banky™ Award winners receive an award, a red carpet photo op, and a complete PR/marketing kit, and a video to promote their new Banky™ Winner status. They also receive two complimentary tickets for The Best Banks in America™ Super Conference

and Extraordinary Banking Awards™ Ceremony.

Category winners receive all of the above, plus special recognition as a category winner.

The Extraordinary Bank of the Year™ Winner receives a NEW CAR—yes, really—wrapped with the winning bank's logo, announcing their win. Plus, a \$10,000 donation made in the name of the bank to fund the construction of a school in Africa. If you win, the car is yours to keep... forever.

8. WHERE IS THE AWARDS CEREMONY HELD?

The Awards are a part of The Best Banks in America™ Super Conference hosted by The Institute for Extraordinary Banking™ in Minneapolis, Minnesota.

9. WHAT ARE THE DATES OF THE BEST BANKS IN AMERICA™ SUPER CONFERENCE AND EXTRAORDINARY BANKING AWARDS CEREMONY?

The Best Banks in America™ Super Conference runs from September 10–12, 2018. The Awards are the evening of September 11.

10. HOW DO I NOMINATE MY BANK?

Simple. Just have your marketing department or executive assistant complete the enclosed nomination form (it takes about 15 minutes to complete) or download an electronic version at BankyAwards.com/Nominate.

11. WHY SHOULD I ATTEND THE SUPER CONFERENCE?

Some of the country's top community bank CEOs have attended the last three conferences and said **they found two years' worth of implementation ideas at each event.**

When you attend, you'll hear the real strategies used by award winning banks—many performing in the top 5% of all community banks. These are strategies that will increase your profits. Not theory, but proven, results-driving, real-world, practical strategies that will grow your bank.

APPLICATION DEADLINE IS JUNE 8, 2018

Use the enclosed nomination prospectus or download one at
BankyAwards.com/Nominate

What are you waiting for? Nominate your bank today!



2018 APPLICATION FORM

Deadline: June 8, 2018

SUBMISSION INSTRUCTIONS

You deserve to be recognized as an extraordinary bank and use it to command premium pricing. Here's how you start...

The 2018 Extraordinary Banking Awards™ nomination form can be completed and submitted electronically. Go to:

BankyAwards.com/hominate to request a nomination form. Email your completed nomination to Nominations@BankyAwards.com.

Please print or type only. **Please write the name of the bank exactly as you would like it to appear in press releases and on trophies.**

ELIGIBILITY

To be eligible to receive an award, the nominee bank must be a community or regional bank in the United States and its territories.

Nominees must provide detailed financial information for at least the last three years. All Banky™ Award winners will become eligible to be considered for one of five Category-Level Banky™ Awards and for the 2018 Extraordinary Bank of the Year™ Award—the top award for community banks.

To be considered for a Category award and as a finalist for the 2018 Extraordinary Bank of the Year™ Award, each Banky™ winner must complete a Culture Pulse Survey with 75 percent of the bank staff completing the survey. The Culture Pulse Survey will be weighted at 50 percent of the Thank God it's Monday® Culture Award, with the other 50 percent of the score coming from the judges' scores. In addition, each Bank that applies for a Banky will be Phone Mystery Shopped. The Mystery Shopping score will be weighted at 50 percent of the Customer Service Award, with the other 50 percent of the score coming from the judges' scores. The three finalist for the 2018 Extraordinary Bank of the Year™ Award will be determined based on a combination of the Judges Score, Culture Pulse Survey Score and Mystery Shop Score, with one third of the overall score coming from each. The overall Extraordinary Bank of the Year™ Award is then determined by vote of the finalists by the attendees at the Banky™ Awards.

Previous Banky™ Award winners and Category-Level Banky™ Award winners may resubmit for the 2018 awards. Previous Extraordinary Bank of the Year Award winners—The Institute of Extraordinary Banking™'s highest annual award—are inducted into the Extraordinary Banking™ Hall of Fame and are not eligible for the Bank of the Year™ Award for the 2018 Awards. They are eligible for a Banky™ and for Category-Level awards.

JUDGING PANELS AND CRITERIA

The independent panel of judges is comprised of community banking experts from throughout the industry who analyze each nomination across five dimensions:

- 1. Internal Culture:** Employee engagement.
- 2. Customer Service:** Commitment to exceptional and consistent customer service.
- 3. Financial Literacy:** Commitment to financial literacy programs.
- 4. Philanthropy:** Commitment to making huge impacts within your community.
- 5. Extraordinary Bank Practices:** Commitment to raising the standards of banking practices focused on client success.

AWARDS

The independent panel of judges confers the Banky™ Award to banks who meet the stringent standards of The Institute for Extraordinary Banking™ based on the quality of the information provided in the nomination. The judges' decisions are final and may not be appealed.

2018 APPLICATION FORM

Deadline of June 8 will not be extended.



1. NOMINEE INFORMATION

Nominee bank name: _____ Phone: _____

Name of person nominating the bank: _____ Title: _____

Street address: _____

City: _____ State: _____ Zip: _____

Is this the headquarters location? ☐ Yes ☐ No

P.O. Box address: _____

City: _____ State: _____ Zip: _____

CEO's name: _____

CEO's direct phone: _____ CEO's email: _____

CEO assistant's name: _____

CEO assistant's phone: _____ CEO assistant's email: _____

FDIC certification number: _____ Bank website: _____

Marketing contact for nominee: _____

Marketing contact phone: _____ Marketing contact email: _____

Has nominee previously been nominated for consideration? ☐ Yes ☐ No Year(s): _____

Status previously achieved: ☐ Nominee ☐ Banky™ Award ☐ Category Finalist ☐ Category Award Winner ☐ Extraordinary Bank of the Year™ Finalist ☐ Extraordinary Bank of the Year™ Winner

2. GENERAL INFORMATION

In what year was the bank founded? _____

Nominee's stock ticker symbol: ☐ C-Corp ☐ Specialty

How many locations? _____

☐ Commercial ☐ Retail ☐ Other

3. PHOTOGRAPH

Please submit a professional photograph of the CEO and one of the bank offices (a branch or headquarters building, showing logo/signage). Specifications: Digital file, minimum 300dpi, JPEG format. Photo will be used on BankyAwards.com and in press releases to announce winners.

4. FINANCIAL DATA

This information is considered confidential. Financial information is an important quantifiable indicator of success available to the panel of judges; therefore, it is required that the financial data section be completed in full. This information is required for all award categories.

Has the bank merged with or acquired another bank within the last three years? ☐ Yes ☐ No If yes, what year? _____

If yes, what dollar amount of the asset growth reflected in the financial data below is attributable to the merger or acquisition? _____

If necessary, please provide sufficient information to explain any unusual trends in the information provided, as well as the significant components of the company's revenue streams and an analysis of the changes thereto from fiscal year to fiscal year in an attached narrative.

Fill out table below:

| | Fiscal year-end date | Total employees | Total assets | NIM | ROA | ROE |
|------------------|----------------------|-----------------|--------------|-----|-----|-----|
| 2017 fiscal year | | | | | | |
| 2016 fiscal year | | | | | | |
| 2015 fiscal year | | | | | | |

5. EXECUTIVES AND BOARD MEMBERS

Please list below the individuals who have assisted the bank's growth and success.

President

Name: _____ Title: _____
Address: _____ Email: _____
Direct Dial: _____

Board Chairman

Name: _____ Title: _____
Address: _____ Email: _____
Direct Dial: _____

Chief Lending Officer

Name: _____ Title: _____
Address: _____ Email: _____
Direct Dial: _____

Board Member

Name: _____ Title: _____
Address: _____ Email: _____
Direct Dial: _____

Chief Financial Officer

Name: _____ Title: _____
Address: _____ Email: _____
Direct Dial: _____

Board Member

Name: _____ Title: _____
Address: _____ Email: _____
Direct Dial: _____

Chief Operating Officer

Name: _____ Title: _____
Address: _____ Email: _____
Direct Dial: _____

Board Member

Name: _____ Title: _____
Address: _____ Email: _____
Direct Dial: _____

Head of Retail

Name: _____ Title: _____
Address: _____ Email: _____
Direct Dial: _____

Board Member

Name: _____ Title: _____
Address: _____ Email: _____
Direct Dial: _____

6. ESSAY

Attach required essay covering the four topics listed below, plus any supporting documents. Both the financial information and the narratives are critical evaluation tools for the independent panels of judges. Take this opportunity to “tell the story” of the bank. Don’t make this hard. Most information for each question may be readily available on the bank’s company website or marketing materials.

WHY ARE YOU THE BEST BANK IN AMERICA™?

(approximately 500 words)

- ▶ Explain why your bank should be the be recognized as one of the Best Banks in America with the Banky™ Designation.
- ▶ Describe what makes your bank unique—distinct from your competitors.
- ▶ Discuss the markets and customers the bank serves and why the team is driven to serve those customers.
- ▶ Describe the number of branches, the geographic reach and number of employees of the bank.

HISTORY AND CURRENT ACTIVITY

(approximately 250 words)

- ▶ Describe the history of the bank.
- ▶ If the founder is still involved in leadership, why did he or she found the bank?
- ▶ If the bank is family owned, describe the generational history and milestones.
- ▶ Describe any significant obstacles the bank and its leaders have overcome to create the current level of success.

Please address the following five categories in your essay (approx. 1,000 words combined).

INNOVATIVE APPROACHES

- ▶ Describe the bank’s unique approaches to delivering value to customers.
- ▶ Describe unique and effective programs you use to attract new market segments and new high-profit, low-risk clients.
- ▶ What is the leadership team’s vision for future growth and profitability?
- ▶ Describe how you align each employee in your organization to both the strategic plan as well as to profit.

BANK CULTURE

- ▶ Describe the bank’s culture and how that culture was accomplished.
- ▶ List the guiding principles that shape the culture.
- ▶ Describe the engagement of the bank’s employees in the mission and vision of the bank, including specific activities that highlight employee engagement.
- ▶ Describe your education and systems to develop human potential.
- ▶ Describe the systems you use to align your team to your corporate values.
- ▶ Describe the process to measure and improve culture each year.

PHILANTHROPY

- ▶ Describe the bank’s philanthropic activity.
- ▶ How is philanthropy integrated into the culture of the bank and what makes it unique?
- ▶ Describe how your bank’s philanthropy program helps to improve the communities you serve.
- ▶ How do the bank’s employees participate in the bank’s philanthropic efforts?

CUSTOMER SERVICE

- ▶ Describe the bank’s systems used to manage the consistency and quality of customer service.
- ▶ What are your key indicators and metrics of customer service excellence? Please share any scores and speak to score improvement processes.
- ▶ Have you been recognized in your region for excellence in customer service? If so, what recognition have you received?

FINANCIAL LITERACY EDUCATION

- ▶ Describe how the bank addresses the community’s need for financial education.
- ▶ Explain what makes your financial literacy program unique.
- ▶ Indicate who in your bank is involved in your literacy programs, and how.

NO FEE OR PAMENT IS REQUIRED TO NOMINATE A BANK FOR THE BANKY™ AWARDS.

Winners will be responsible for any federal, state, and/or local taxes due on prizes, if any. Winners receive two complimentary tickets (for CEO and one executive or board member) to attend the Awards Ceremony and The Best Banks in America™ Super Conference, September 10–12, 2018 in Minneapolis, Minnesota.

THE BANKY™ AWARDS IS THE ONLY EVENT IN BANKING WHERE YOU COULD WIN A CAR!

The 2018 overall Extraordinary Banking Award™ winner will receive A NEW CAR! The car is custom-wrapped with YOUR branding, to say loud and clear to everyone in your community that you are The 2018 Extraordinary Bank of the Year™ winner.

The car is yours to keep this year and beyond!



2017 Extraordinary Banking Award™ winner,
Security Bank's custom-wrapped car.

OVERALL BANKY™ WINNER WILL RECEIVE A DONATION IN THEIR NAME TO BUILD SCHOOLS AND VILLAGE INFRASTRUCTURE TO SUPPORT SUSTAINABILITY!

The Institute for Extraordinary Banking™ will award a \$10,000 donation on behalf of the overall 2018 Extraordinary Banking Award™ winner to help build a school in Africa.

HOW DID YOU LEARN ABOUT THE BANKY™ AWARDS PROGRAM?

| | |
|---|--|
| <input type="checkbox"/> BankyAwards.com website | <input type="checkbox"/> Prior-year participant or attendee Advisor (attorney, |
| <input type="checkbox"/> Extraordinary Banker® magazine | board member, PR firm) |
| <input type="checkbox"/> Print media | <input type="checkbox"/> Social media |
| <input type="checkbox"/> Mail | <input type="checkbox"/> Email |
| <input type="checkbox"/> National sponsor | |
| <input type="checkbox"/> Other, please indicate | |

SAVE THE DATE

The Extraordinary Banking Awards™
September 10–12, 2018!

TERMS AND CONDITIONS

THE PROMISES YOU ARE MAKING

You are promising that what you send as a Banky™ Award nomination entry is:

1. Yours to share.
2. If it shows pictures of clients, staff, etc., that you have the right to give The Institute for Extraordinary Banking™ the right to publish this material.
3. Actually describing items being implemented at your bank presently.
4. Accurate, if you are supplying data.
5. Not breaking confidentiality requirements of your bank and holding company and
6. If someone sues The Institute for Extraordinary Banking™ because you gave us something and didn't have permission to give it to us to publish, that you will indemnify us and pay all costs and fees associated with our defense of that suit.

LICENSE

LICENSE TO DISPLAY: CONTESTANT, BY SUBMITTING A NOMINATION FORM, HEREBY GRANTS THE INSTITUTE FOR EXTRAORDINARY BANKING™ THE RIGHT TO DISPLAY THE CONTESTANT'S NAME, IMAGE, AND OTHER INFORMATION ON OUR MARKETING AND PROMOTIONAL MATERIALS (INCLUDING SPONSOR BOOTHS AT TRADE SHOWS AND THE SPONSOR'S WEBSITE) BOTH DURING AND FOLLOWING THE TERM OF THE PROMOTION. THE WINNER OF THE 2018 EXTRAORDINARY BANK OF THE YEAR COMPETITION WILL BE AUTHORIZED TO DISPLAY THE "EXTRAORDINARY BANK OF THE YEAR WINNER'S BADGE" ON WEBSITE, MARKETING MATERIALS, ETC, AND WILL KEEP THE CAR WRAP ON THE CAR THAT IS WON PER THE SPECS DELIVERED BY THE INSTITUTE FOR EXTRAORDINARY BANKING™ TO PROUDLY PROCLAIM THEY WON THE AWARD. ALL THOSE WINNING BANKY™ AWARDS CAN DISPLAY WINDOW CLINGS IN THEIR LOBBIES TO PROMOTE THEIR DIFFERENTIATION AS WELL AS DISPLAY THE BANKY™ LOGO ON THEIR WEBSITE, AND SEND PRESS RELEASES AS PRESENTED TO THE BANK. THE INSTITUTE FOR EXTRAORDINARY BANKING™ WILL SUPPLY PHOTOS AND VIDEO OF THE PRESENTATIONS OF THE FINALISTS WHICH THE FINALISTS ARE LICENSED TO USE AS THEY SEE FIT. THE INSTITUTE FOR EXTRAORDINARY BANKING™ MAY VARY THE MATERIALS DISTRIBUTED TO WINNERS FROM TIME TO TIME, AND THE CONTESTANT WILL BE ADVISED OF THE SPECIFIC MATERIALS TO BE RECEIVED AND ANY RELEVANT LICENSES GRANTED AT THE TIME OF RECEIPT OF THE MATERIALS.

LIMIT OF LIABILITY

THE INSTITUTE FOR EXTRAORDINARY BANKING™ SHALL NOT BE RESPONSIBLE OR LIABLE FOR ANY LOSS, DAMAGE, COST, OR INJURY THAT ARISES FROM OR RELATES TO THE INSTITUTE FOR EXTRAORDINARY BANKING™'S USE OF LICENSED INFORMATION, THE CONTESTANT'S PARTICIPATION IN THE PROMOTION, OR WINNING OR USE OF A PRIZE, INCLUDING, BUT NOT LIMITED TO: (I) LATE, LOST, DELAYED, DAMAGED, MISDIRECTED, INCOMPLETE, OR UNINTELLIGIBLE ENTRIES; (II) TELEPHONE, ELECTRONIC, HARDWARE OR SOFTWARE PROGRAM, NETWORK, INTERNET, OR COMPUTER MALFUNCTIONS, FAILURES, VIRUSES OR DIFFICULTIES OF ANY KIND; (III) FAILED, INCOMPLETE, GARBLED, OR DELAYED COMPUTER TRANSMISSIONS; (IV) THE DOWNLOADING OF ANY MATERIAL IN CONNECTION WITH THIS PROMOTION; OR (V) ANY OTHER CONDITION THAT MAY CAUSE THE PROMOTION TO BE DISRUPTED OR CORRUPTED. THE INSTITUTE FOR EXTRAORDINARY BANKING™ RESERVES THE RIGHT, IN ITS SOLE DISCRETION AND WITHOUT PRIOR NOTICE, TO SUSPEND OR CANCEL THE PROMOTION OR ALTER THE RULES FOR ANY REASON, WITHIN THE INSTITUTE FOR EXTRAORDINARY BANKING™'S SOLE DISCRETION, INCLUDING, BUT NOT LIMITED TO, IF AT ANY TIME A COMPUTER VIRUS, TECHNICAL PROBLEM, OR OTHER UNFORESEEABLE EVENT ALTERS OR CORRUPTS THE ADMINISTRATION OF THE PROMOTION.

RELEASE

CONTESTANT RELEASES AND AGREES TO INDEMNIFY AND HOLD HARMLESS THE INSTITUTE FOR EXTRAORDINARY BANKING™ AND ITS AFFILIATES, DIRECTORS, OFFICERS, EMPLOYEES, INDEPENDENT CONTRACTORS, PARTNERS, AND AGENTS FROM ANY LIABILITY WHATSOEVER FOR ANY CLAIMS, COSTS, LOSSES, OR DAMAGES (INCLUDING INFRINGEMENT OF PROPRIETARY RIGHTS, RIGHTS OF PUBLICITY OR PRIVACY OR DEFAMATION) ARISING OUT OF OR IN CONNECTION WITH: (I) THE ENTRY SUBMITTED BY CONTESTANT, AND/OR THE INSTITUTE'S USE OF ANY LICENSED INFORMATION; (II) CONTESTANTS ENTERING AND/OR PARTICIPATING IN THE PROMOTION; AND/OR (III) ACCEPTING OR USING ANY PRIZE. ANY LAWSUIT MUST BE BROUGHT IN HENNEPIN COUNTY STATE COURT IN MINNEAPOLIS, MN. IF YOU WIN THE CAR OR ANY OTHER PRIZE, YOU WILL ASSUME ALL LIABILITY FOR THE PRIZE AND ANY DAMAGE CAUSED BY THE CAR OR OTHER PRIZE, AND HOLD HARMLESS AND INDEMNIFY THE INSTITUTE FOR EXTRAORDINARY BANKING™ FOR ANY TAXES, FEES, EXPENSES, DAMAGES, OR OTHER COSTS RELATED TO ANY PRIZE RECEIVED HEREUNDER. THE INSTITUTE FOR EXTRAORDINARY BANKING™ RESERVES THE RIGHT TO CHANGE THE RULES AT ANY TIME WITHOUT NOTICE AND IN OUR SOLE DISCRETION. NO FEE OR PURCHASE IS REQUIRED TO ENTER THIS PROMOTION.



EXTRAORDINARY BANKING[™] AWARDS

2018

ABOUT THE EXTRAORDINARY BANKING AWARDS

Hundreds of banks will receive a Banky[™], the Mark of Excellence for community banks — like a seal of approval endorsing them as a highly effective, community-focused bank. Five will be singled out as category award winners in each of these categories:

- Thank God It's Monday[®] Culture Banky Award for Outstanding Workplace Culture
- Above-and-Beyond Customer Service Banky Award
- Money Smarts Banky Award for Financial Literacy Education
- BanksGiving[™] Banky Award for Philanthropy
- Thought Leader Banky Award

All five of the category winners will receive over \$10,000 in business building and public relations resources designed to help them show their community that they truly are Extraordinary Bankers! In addition, the Institute for Extraordinary Banking[™] will make a donation of \$10,000 to the Unstoppable Foundation on behalf of the 2018 Extraordinary Banking[™] Award Winner to sponsor the construction of a school in Africa.

PLUS the 2018 overall Extraordinary Banking[™] Award winner will receive A NEW CAR! The car is custom-wrapped with YOUR branding, to say loud and clear to everyone in your community that you are the 2018 Extraordinary Bank of the Year[™] winner. The car is yours to keep this year and beyond!

Application Inside!