

LED BY THE BEST

WOMEN BRING EXPERIENCE, SKILL TO NORTHWESTERN BANK LEADERSHIP TEAM

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When Krista Mayer applied to work at Northwestern Bank last year, she quickly discovered that she would be one of a crew of high-powered females driving Northwestern Bank forward. As someone with plans to rise in the banking industry, she recognized the opportunity here. Now, she's a business banker at their Chippewa Falls location, helping secure small business and personal loans.

"I was really interested just seeing that there is growth and that women are valued at Northwestern Bank," Krista said. "Having that knowledge that so many strong women work for Northwestern Bank is really empowering for me as I professionally develop within my career."

There for Krista as she navigates her role is a team of women in leadership roles. Tracey Smiskey, Market President for Altoona and Eau Claire; Jody Becker, Vice President of Commercial Lending at River Prairie; Jodi Wolf, Vice President of Commercial Lending at River Prairie; and Jennifer Moen, Cash Management Specialist, have more than 75 years of banking experience between them and a wealth of wisdom to impart.

While Krista's entry into the banking industry was all part of her plan, Tracey Smiskey came to Northwestern from public relations for the Minnesota Timberwolves by way of the Boys and Girls Club of the Greater Chippewa Valley, where she expanded their budget to more than \$2 million. Her work caught the attention of bank president Jerry Jacobson, who asked her to come on board – something she had never considered.

"Now that I am with Northwestern Bank, I think it's one



MARKET PRESIDENT – EAU CLAIRE AREA TRACEY SMISKEY, CASH MANAGEMENT SPECIALIST JENNIFER MOEN, VICE PRESIDENT OF COMMERCIAL LENDING JODY BECKER, AND VICE PRESIDENT OF COMMERCIAL LENDING JODI WOLF.

"WOMEN BUSINESS OWNERS ENJOY WORKING WITH KNOWLEDGABLE AND PROFESSIONAL WOMEN. THEY VALUE THE FLEXIBILITY, PROBLEM SOLVING SKILLS, AND OUR COMMITMENT TO LONG-TERM RELATIONSHIPS THAT OUR TEAM PROVIDES."

– TRACEY SMISKEY, MARKET PRESIDENT

of the best decisions I've made," Tracey said. "Community involvement and servant leadership are very valuable to me; being here has aligned my passions well."

Jodi Wolf and Jody Becker were there to help Tracey learn the ropes, instilling decades of knowl-

edge over the course of the three years since she came on with the team. The trio welcomed Krista and Jen onto the team just last year.

"The fact that we're all in leadership positions speaks volumes about the organization and its commitment to professional growth," Jody said.

By Tracey's observation, it is a testament to the bank's investment in its workers. About 85% of the people who work at Northwestern Bank are women, and many of the team members are caretakers of children, parents, or other family members. In Tracey's experience, the flexibility to hold a position at Northwestern along with a caretaking role is a huge attraction for workers.

Jodi values the volunteer opportunities Northwestern Bank team members are encouraged to explore. "It is very rewarding to give back to the community by being involved in numerous organizations," she said.

"We recognize the value of people's personal lives and what they feel is important," Tracey said. "If we're fulfilled at work, we will go home to be better parents and ultimately our community will benefit."

