

# Traditionally

## S P E A K I N G

### Letter from the President

September 17 marked the ribbon cutting of Traditions Center, our new Administrative Headquarters. More than 70 guests, including local and state representatives, came to celebrate the opening of a *building*. But I believe they were there more to celebrate what we've *built* – York's truly hometown bank. Traditions Center only serves to strengthen our foundation and provide us with the office space necessary to carry us into the future and reach further into York County.

As we explore next steps with branch expansion, we've identified Hanover as our immediate priority area of interest, focusing on North Hanover as our first venture into this market. I will have more details to share by our next issue.

While we've experienced incremental progress in the recovery, the lagging effects of the economy reinforce the need for a focus on strong business principles and managed growth. Maintaining the momentum of six straight years of solid financial performance, York Traditions Bank continues to compare favorably among our peer group. As of June 30, our return on assets stood at .78%, outperforming our peers at .70%.

The housing market is slowly improving, evidenced by the shift in the percentage from refinanced mortgages to purchases. While there are still competitive rates that make refinancing attractive, it's encouraging to see people buying houses again.

Regulatory changes as a result of the Dodd-Frank Act and the creation of the Consumer Financial Protection Bureau are widespread and have begun. We are dedicated to maintaining quality and compliance while insulating our customers from the effects of the changes. Our commitment to personalized, value-based relationships would have us do it no other way!

We are vigilant in remaining at the pulse of the market and the community. Feedback from a recent brand awareness survey, a series of focus groups, and customer satisfaction surveys will continue to shape our path for the future. We keep attracting talented new Associates who endear themselves to our Core Values. We've taken great pride in being a Best Places to Work for the past six years, and as we look ahead, our goal is to take our performance to an even higher plateau with our own specific Associate Survey, which will allow us to "Dig Deeper, Grow Stronger."

Always looking forward,



Mike Kochenour  
Chairman, President and CEO



### Making it easier to MAKE THE CHANGE

At York Traditions Bank, we realize that changing banks takes time, patience and attention to detail. And we can help with all three. Our customers know it's just what we do! But there are still some York Countians who continue to tolerate sub-standard service from their current bank because they feel the process of moving their accounts to York Traditions Bank will be too overwhelming.

That's why we've developed our own **TRANSITION GUIDE!** It's a tool to help new customers organize the process of moving their bank accounts over a period of weeks. Of course, the guide doesn't take the place of the personalized support our Branch Associates will provide. We offer as much (or as little) guidance as each person is comfortable with, making sure important details don't fall through the cracks.

York Traditions believes every customer deserves to be treated with respect by a banker they come to know and trust. So if *you* know someone who is settling for less-than-exquisite service just because they feel it may be too tough to make the change, encourage them to "Transition to Traditions."

Watch for the York Traditions Bank **TRANSITION GUIDE**, being unveiled this November!



# TRADITIONS CENTER *comes to life*

*“From Day One, we dreamed of building our home base in our own hometown. It’s a thrill to see it become a reality!”*

18,000 of which has been developed to date - is a result of the Bank’s continued growth and dedication to the York community.

“This investment shows our commitment to staying personally connected with our customers and local community,” said Michael Kochenour, Chairman, President and CEO. “We’re focusing on making an even greater investment and commitment right here in our hometown with responsible, controlled growth.”

The search for a property began in early 2011 and resulted in the acquisition of the former Room Store building for \$1.2 million. Another \$1.4 million was invested in renovations, furniture, and equipment. Outside, the front wall was demolished, a new facade was constructed, side windows and landscaping were added. Inside, the empty shell was completely transformed into professional office space, including multiple conference rooms and a training room.

Maureen Shive, Director of Human Resources and Organization Development, served as Project Manager. She is especially proud that over 80 percent of the vendors used on the endeavor are local York County businesses. “Our hope is that people think local when choosing their financial institution,” said Shive, “so working with local vendors was an obvious extension of our belief in keeping business local to whatever extent we can.”

The new Traditions Center is currently staffed with 46 Associates working in Business Services, Mortgage Services, Deposit and Loan Operations, IT, Compliance, Accounting, and Executive Administration. Formerly, these Associates shared the building with the bank’s flagship branch at 235 St. Charles Way. The St. Charles Way branch will remain at its current location, along with the Retail Administration and Marketing staff. The bank’s growing customer base prompted the need for more relationship and support staff, and more office space.

York Traditions Bank opened on October 28, 2002 with 13 Associates and one branch. Today, there are over 80 Associates working among four retail branches and the new Traditions Center. “From Day One, we dreamed of building our home base in our own hometown,” said Kochenour. “It’s a thrill to see it become a reality!”

Approximately 70 people joined York Traditions Bank for a ribbon cutting at Traditions Center on September 17, 2013. Pictured from left to right: Loren Kroh, YCEA Chair; Stan Saylor, State Representative; John Klinedinst, PE, YCEA Vice Chair; Christopher Teter, YCEA Ambassador; Doug Hoke, York County Commissioner; Bob Jensenius, YCEA Vice President, Member Development & Advocacy; Carolyn Schaefer, York Traditions Bank Managing Director, Personal Banking & Wealth Management; Keith Gillespie, State Representative; Mike Kochenour, York Traditions Bank Chairman, President & CEO; Dan Reisteter, PA Bankers’ Association, VP Government Relations; Gene Draganosky, York Traditions Bank Managing Director, Chief Lending Officer; Chris Reilly, York County Commissioner; Leisa Miller, Senator Mike Waugh’s office; Kevin Schreiber, State Representative; Duncan Campbell, PA Bankers’ Association, President, CEO & Treasurer; Erin Kanter, PA Bankers’ Association, Asst VP Government Relations; Jill Gingrich, PA Bankers’ Association, Asst VP Communications Director.

York Traditions Bank held a ribbon cutting on Tuesday, September 17, 2013 officially celebrating the opening of Traditions Center, our new Administrative Headquarters, located at 226 Pauline Drive in York Township. The acquisition of the 28,000 square foot building -



The building at 226 Pauline Drive was transformed from an empty shell into the Administrative Headquarters of York Traditions Bank over the past six months. The bank’s Business Services, Mortgage Services, Deposit and Loan Operations and Executive Administration staff moved into Traditions Center on August 19, 2013.



Pictured (inset) is the front of the former Room Store building as the Project Manager and Senior Staff of York Traditions Bank broke ground in March. Pictured (above), the same angle of the Traditions Center is seen after the front wall was demolished and a new facade was erected.



# Community

## TRADITIONS IN THE

### VNA HOME CARE NIGHT OF MONOPOLY®

The Wellspan VNA Night of Monopoly was held on April 19 at the Holiday Inn and Convention Center, chaired by our Consumer Business Development Partner, Sue Schroeder, and emceed by our President & CEO, Mike Kochenour, who was dressed as “Rich Uncle Pennybags”. This popular biannual Monopoly Game Tournament raised over \$30,000 to benefit Wellspan VNA Home Care.

### GREAT AMERICAN CLEANUP

This is the 5th year our Eastern Boulevard Team has participated in The Great American Cleanup – an effort to beautify our community by collecting trash and litter. The branch’s event, “**Beautify the Boulevard**”, has been recognized as an official Great American Cleanup of PA initiative. In May, the team collected about 60 lbs of trash and litter on the Boulevard from South Keesey St. to Edgewood Rd.

### MARCH FOR BABIES

For the third year, our **White Street Team** raised money and awareness for the March of Dimes by participating in the March for Babies held on April 27! Team Traditions beat their goal from 2012 by almost \$200, raising \$957!

### YORK YOUNG PROFESSIONALS HOME TOUR

The York Young Professionals held their 14th Annual York City Home Tour on May 17, ending with a social at the Byrnes Health Education Center.

York Traditions Bank was proud to be the Presenting Sponsor, and our **Branch and Mortgage Teams** helped as greeters in the homes.



### UNITED WAY DAY OF ACTION

**York Traditions Associates across all departments** participated in the United Way of York County Day of Action on June 21 at Shadowfax Corporation. They sorted and matched 352 pairs of shoes, which translated into \$2027 for Shadowfax. Way to Live United, Team!

### YORK JAYCEES AT THE YORK FAIR

The entire **Eastern Boulevard staff** helped at the York Jaycees’ famous Baked Potato Stand at the 2013 Great York Fair in September. Assistant Branch Manager Lisa Cardone also serves as Treasurer of the York Jaycees, a leadership training organization that focuses on community service.

### AMERICAN LUNG ASSOCIATION FIGHT FOR AIR WALK

As her mother battled lung disease, Loan Operations Manager Tammy Warfel became involved with the American Lung Association, currently serving on their South Central PA Leadership Board. In support of her commitment, the Bank’s **Wellness Committee** organized a team for the 2013 Fight for Air Walk, held on October 5 at John Rudy Park. All Associates were encouraged to learn more about lung disease, clean air, and the need for a cure.

### LLS LIGHT THE NIGHT WALK

Last year’s **York Traditions Bank Team** raised over \$5,000 for the Leukemia and Lymphoma Society of Central PA. This year’s Light the Night Walk, chaired by **Susquehanna Trail** Branch Manager Alice Muldrow, will be held on Saturday, October 26, at Cousler Park in Manchester Township. You can join Team Traditions’ 2013 efforts by visiting:

<http://pages.lightthenight.org/cpa/YorkPA13/YorkTraditionsBank>



United Way photo credit:  
Seth Nemstiel Photography



# Outstanding ACHIEVEMENTS



## Susan Campbell earns Boy Scouts' Silver Beaver Award

On May 30, The New Birth of Freedom Council presented the Silver Beaver Award to Eastern Boulevard Branch Manager, **Susan Campbell**. Introduced in 1931, the award is the highest that a local council can present and must be approved by the National Council Boy Scouts of America. It is awarded in recognition of noteworthy service of exceptional character to Boy Scouts by registered Scouters within the territory under the jurisdiction of a local council.

Starting her Scouting career 17 years ago, Sue has served both Pack and Troop 48 in the Indian Rock District in many different capacities, and has also served at the district level holding the positions of Committee Member, District Training Chair and Advancement where she has presided over 374 Eagle boards of reviews!

During Sue's Scouting tenure she has earned the Scouter's Key, the Scouters' Training Award, the Boy Scout Leader's Training Award, and the District Award of Merit. Congratulations on this prestigious award, Sue!



## Lisa Cardone completes Leadership York Program

**Lisa Cardone**, Eastern Boulevard Assistant Branch Manager, recently completed Leadership York's Leadership Training Program. Lisa is one of 35 program participants who graduated in a ceremony held on May 22 at The York Jewish Community Center. This year's class represents a wide variety of businesses, nonprofit organizations, and institutions from throughout York County.

This nine-month, experiential course provides education about York County history and community issues. Participants discover their personal learning style and how to work more effectively with others by fine-tuning their leadership skills, enhancing their knowledge, and receiving guidance in choosing and applying for a board, elected, or appointed position.

# YORK TRADITIONS BANK Welcomes



## Amanda Dorer joins the St. Charles Way management team

York Traditions Bank is pleased to announce the addition of **Amanda Dorer** to the **St. Charles Way Office** as **Assistant Branch Manager**. For the past 15 years, Amanda has served in various capacities at Wells Fargo Bank. She was impressed by York Traditions Bank's Core Values and reputation for service excellence and wanted to be a part of it.

Amanda enjoys spending time with her three children and being outdoors. As the mother of a cancer survivor, Amanda is passionate about the Penn State Four Diamonds Fund and participates in THON each year.

## HER TRADITIONS NEWS

### Partnering with SF&Company

York Traditions Bank was pleased to partner with SF&Company CPAs to host a "Plan, Protect & Pamper" after hours networking event on July 25, 2013. More than 50 women attended and were treated to paraffin dips and hand massages, hors d'oeuvres, and business accessory ideas and demonstrations. They could also fill out the Her Traditions Financial



Personality Indicator on-site and take home the SF&Co Game Plan to organize all of their important financial and legal information.



**Stay informed** with helpful email newsletters geared toward York's women professionals, plus periodic mailings to notify you of upcoming events and seminars.

**Our next event** will be held Thursday, November 7, 2013 at the new Traditions Center. Watch for more details on our website!

**Sign up** for our mailing list, and find out more about Her Traditions by visiting:

[www.yorktraditionsbank.com/hertraditions](http://www.yorktraditionsbank.com/hertraditions)



# Have you heard about HARP?

York Traditions Bank participates in the government's Home Affordable Refinance Program (HARP)!

Fannie Mae and Freddie Mac have adopted changes to the Home Affordable Refinance Program. You could be eligible to take advantage of these changes. If your mortgage is owned or guaranteed by either Fannie Mae or Freddie Mac, you may be eligible to refinance your mortgage under the enhanced and expanded provisions of HARP.

You can determine whether your mortgage is owned by either Fannie Mae or Freddie Mac by checking the following websites:

<http://knowyouroptions.com/loanlookup>  
<http://freddiemac.com/mymortgage>

## Top reasons to Refinance with HARP:

- Lower your monthly payment
- Reduce your interest rate
- Get a fixed-rate mortgage that won't change over time
- Build equity faster - shorter loan term options may be available
- Save time and money with usually no appraisal required

Contact one of our Mortgage Services Partners today to see if HARP is right for you!



# BANK NEWS

## York Traditions Bank now part of the MoneyPass® ATM Network!



Convenience has a new name: **MoneyPass®** - the coast-to-coast, surcharge-free ATM network.

As a York Traditions Bank ATM or debit card holder, it's easy to avoid surcharge fees. Whether you're around town or across the country, the MoneyPass ATM network gives you more convenient choices for accessing your accounts – and all are surcharge-free!

MoneyPass ATMs are easy to find with the ATM Locator – at [moneypass.com](http://moneypass.com), on Facebook or using the free apps for Android and iPhone. Wherever you live, work or travel, the MoneyPass ATM network gives you more convenient choices for accessing your accounts! Just look for the MoneyPass logo and use your York Traditions Bank ATM or debit card.

## Customer Survey

During the month of April, the York Traditions Bank branches conducted a "Penny for Your Thoughts" Survey to measure customer satisfaction. Thank you to those who participated and for your wonderful feedback! We are happy you are happy, and we will use the comments you offered to make our service even better.

## Brand Awareness Survey

Earlier this year, an independent research company mailed "blind" surveys to 5,000 York Countians on our behalf to measure how well area residents knew the York Traditions Bank name and brand. We're happy to say that York Traditions Bank was the best known LOCAL bank!

In order to encourage participation, we offered to make a donation for every survey returned to one of three local charities: the SPCA of York County, the York Benevolent Association, or the Cultural Alliance of York County. Participants were mailed a follow-up letter revealing that York Traditions Bank was behind the survey, and thanking them for their time and for making the donations possible.



SPCA of York County Executive Director, Melissa Smith (second from left), brought along a few furry friends to accept the donation made as a result of our recent Brand Awareness Survey. Our Associates scrambled to hold Lilly, Faló, Cheeto and CheezIt for the photo! Our Director of Human Resources, Maureen Shive (center), serves on the SPCA Board of Directors and was happy to present the check.



## Her Traditions Scholarship Program

Congratulations to our 2013 Women's Leadership Traditions Scholarship recipients. Pictured with Mike Kochenour and Carolyn Schaefer of York Traditions Bank are: (seated L to R) **Alexandra Plowman**, Dallastown HS; **Devki Gami**, Central HS; (standing L to R) **Sarah Dudney**, Central HS; **Sarah Fuller**, York Catholic HS; and **Larissa Miller**, Dover HS. Each received \$500 toward their continuing education.

Now renamed the **HER TRADITIONS SCHOLARSHIP PROGRAM**, the 2014 application process is underway and is open to young women who are current high school seniors residing in York County. More information can be found at <http://www.yorktraditionsbank.com/hertraditions/scholarship.asp>. Deadline for application is February 28, 2014.

## Refer a Friend

Tell a friend or family member about your experience at York Traditions Bank, have them mention it when they open an account, and we'll treat you to lunch at White Rose Bar & Grill or Heritage Hills! (\$25 value)



### ADMINISTRATIVE HEADQUARTERS

226 Pauline Drive  
P.O. Box 3658  
York, PA 17402  
717-741-1770

### BRANCH LOCATIONS

235 St. Charles Way  
747-2610  
2450 Eastern Boulevard  
747-2620  
2305 Susquehanna Trail North  
747-2640  
2170 White Street  
747-2660



Equal Opportunity Lender

MEMBER FDIC

*You are invited!*

## CUSTOMER APPRECIATION DAYS

**Help us celebrate our 11<sup>th</sup> Anniversary and enjoy a Complimentary Lunch!**

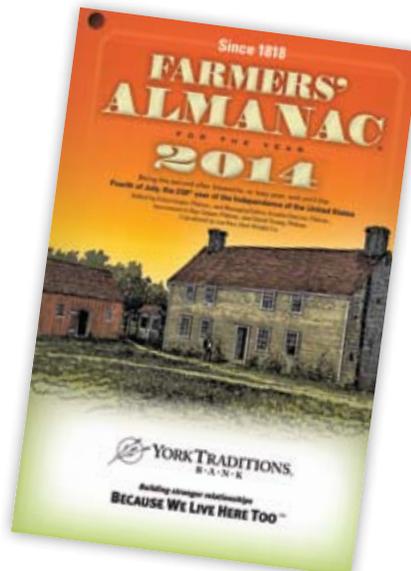
Meet the branch teams and Senior Staff members, and talk to our experts about:

- Residential Mortgages
- Home Equity Loans/Lines of Credit
- Small Business Needs
- Investments

Pick up your free 2014 Farmer's Almanac, while they last!

**KIDS GET A FREE GIFT, TOO!**

**Visit us at [www.yorktraditionsbank.com](http://www.yorktraditionsbank.com)**



*Join us*

**MONDAY,  
10/28/13  
11AM - 2PM**

at the  
**St. Charles Way &  
Susquehanna Trail  
branches**

**TUESDAY,  
10/29/13  
11AM - 2PM**

at the  
**Eastern Boulevard &  
White Street  
branches**