

# COMMUNITY REPORT 2019

*Peoples Bank of Alabama*



**PEOPLES BANK**  
of ALABAMA

***We care about people.***

[peoplesbankal.com](http://peoplesbankal.com)



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# FORWARD

*By Tim Williams, President*

Peoples Bank of Alabama was born in 1977 as Peoples Bank of Holly Pond. Back then the citizens of this community needed a local bank to serve their financial needs. We began with a simple mission of putting people first and doing the right thing. As more and more people trusted us for their banking needs, we started expanding and in 1984 we opened our first branch location in Cullman. From there we continued to grow across North and Central Alabama into Blount, Cherokee, Etowah, Marshall, Morgan and Jefferson Counties – building on the same passion of putting people first and doing the right thing.

This year we continued expanding by opening the Plaza location in downtown Birmingham's Business District on the corner of 5th avenue and 20th street. With this move, we opened a state of the art retail branch on the ground floor and relocated our Commercial Credit team to the 8th floor. The branch, with direct access from 5th Avenue North, is equipped with two interactive teller machines (ITM), two universal bankers, and a fully-integrated



commercial banking team. We are excited about the opportunity to broaden our horizon into the greater Birmingham area and offer small town community banking with big bank capabilities.

Over the years we've built our reputation on making sure we take the best care of our customers; going above and beyond with dedicated, friendly, and compassionate associates who genuinely care about our neighbors. Our core values are to be responsible, honest, positive, and to exceed expectations every day. We work hard at having a culture of gratitude for our customers, calling them by name, handling their needs in an efficient, professional

manner, and treating them with courtesy and respect. We truly care about people and it is a privilege to have opportunities day after day to help meet the financial needs of the consumers and businesses in each of the communities we serve. This report highlights just a few of the ways we try to live out our purpose every day of every year by being a leading financial partner and by giving back through financial investment and volunteer efforts of our time and resources.

We are excited about the future and want to thank you for being a part of Peoples Bank of Alabama.



# SUPPORTING LOCAL BUSINESS



*"At Peoples Bank  
of Alabama, we see our  
customers as **real people**  
and not just a number."*



## CLEVELAND HOMES

### THE PROBLEM

Phillip and Trina Cleveland saw a need in their community for assisted living homes after exhausting all effort to find a suitable home for Trina's father who was diagnosed with MS. Cleveland Assisted Living Homes was born out of a desire to provide assisted living services in an environment that is as close to home as possible for every resident. It is much more than a business to these owners, it is a calling to help people. This philosophy helped the business quickly grow from one to three locations. "One of the business challenges we have faced," said Trina, "is having multiple locations and paying employees." According to Trina, their old bank provided impersonal service and "I had to teach myself how to set up the direct deposits. There was never anyone I could call to ask questions when I had

issues." After several negative experiences, the Cleveland's reached out to Chris Latta at Peoples Bank of Alabama. Chris had already developed a personal friendship since living in the same community so they decided to seek his advice on their current banking relationship as well as their future expansion plans.

### THE PROCESS

During the initial meeting, Chris quickly discovered several ways that the Peoples Bank of Alabama team could assist the Cleveland's.

Phillip and Trina wanted to capitalize on an opportunity to expand by acquiring additional facilities but needed to act quickly and preserve as much capital as possible. Chris realized that

*continued*

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TRINA CLEVELAND



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traditional financing would have drained their cash on hand making it impossible to fund the necessary property improvements, advertise the new facilities, hire new staff and maintain reserves for unexpected expenses. Chris reviewed the situation with our GCap Financing team, an experienced team dedicated to SBA lending, and together they provided the perfect solution to help purchase four new facilities and help the Cleveland's expand their dream of providing the best quality care and assistance to more residents.

Chris also worked with our Commercial Services team to set up ACH direct deposit making payroll easier to manage in their 7 locations. And with Lockbox service, the Cleveland's could now let Peoples Bank collect and process resident payments.

In addition, Chris and the local branch team setup new deposit and credit card accounts to make their daily banking as seamless as possible.

## THE PEOPLE

After switching to Peoples Bank, a member of our Commercial Services team visited Trina and walked her through every step of the ACH direct deposit process. This hands on training also included setting up all current employees so Trina didn't have to spend valuable time figuring out how to do it on her own. "Every time I have had a question or just needed reassurance that I was completing the steps correctly, all I have had to do is pick up the phone and call the representative and she has answered all of my questions. It has been such a relief having someone willing to help," Trina explained. With Lockbox services, receivables are efficiently and securely deposited which improves cash flow while lowering staffing costs. But perhaps the biggest benefit is that Trina spends less time (and money) on banking and more time focusing on what she loves doing...caring for the residents.

"Everyone involved in helping us move our business to Peoples has been so personable and responsive to our needs. It has been such a pleasant experience, and it is very obvious that they want to build relationships with customers." Trina explained.

At Peoples Bank of Alabama, we see our customers as real people and not just a number.

*“...it is very obvious that they want to build relationships with customers.”*





# SEEING IS BELIEVING

## XTREME AVIATION

### INVESTMENT

Being a community bank means we can take time to listen to the dreams of future business owners. Will Powell wanted to start his own Crop-Dusting business. His plan was to target the agricultural and timber markets by using a more efficient method of spraying chemicals – a modified helicopter! He went to one financial institution and soon became frustrated after getting the “run-around.” He was under a tight timeline in order to get the business up and going so he could meet seasonal deadlines.

Peoples Bank of Alabama’s Relationship Managers, Steven Blakely and Corey Griffin met with Mr. Powell to discuss the opportunity. Corey Griffin knew Will Powell and his wife Nikki from the community and was convinced they would put 100% into the success of the business.

### PARTNERSHIP

Corey had little experience in aviation lending so his team went to work learning all they could about the industry. By better understanding the market, they were able to see Mr. Powell’s business plan from his perspective. The bank offered a financing package that included a government guaranty loan program which allowed us to more easily manage the bank’s risk. The

business “took off” and has been a success ever since. “I feel like they believed in my business from the very beginning even though they didn’t have a lot of knowledge about it to begin with” Mr. Powell explained. “They invested their time to learn about the crop-dusting industry and were willing to see the process through to the end.”

### SERVICE

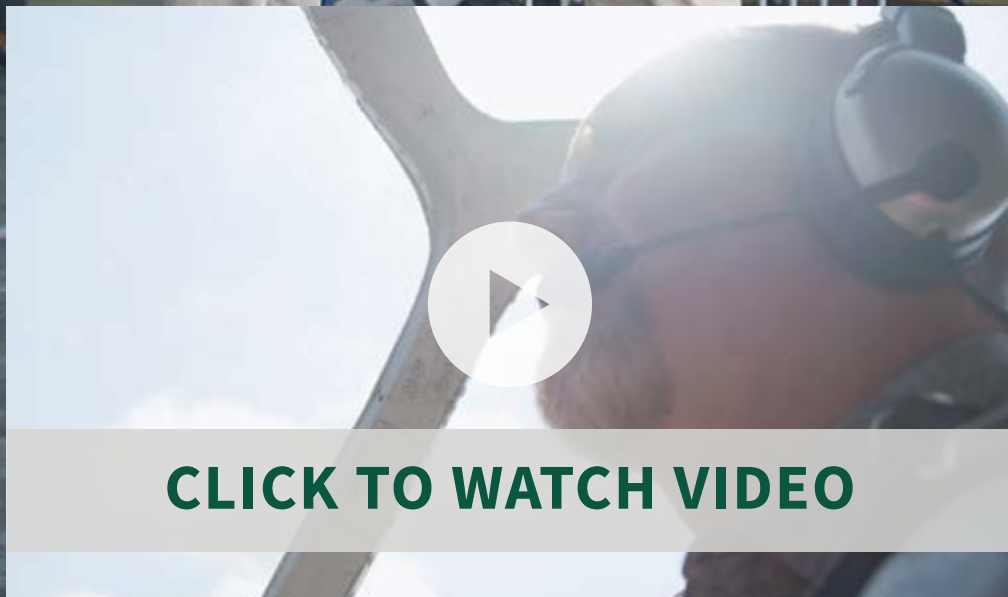
The bank has since provided them with more traditional banking solutions to help their business continue to grow and thrive. “As business partners, we are in constant communication about Mr. Powell’s business needs and how Peoples Bank can continue to serve those needs,” says Corey Griffin. Will’s wife, Nikki, is on the ground taking care of the business while Will is in the air spraying the crops. “I know that whenever there is a problem or an obstacle with the business,” Will said, “I can call Corey and if he doesn’t know the answer he’ll find out. I have 100% confidence in Peoples Bank of Alabama to get it taken care of in a timely fashion.”

Peoples Bank of Alabama is honored to be a part of the Morgan County community and to work with consumers and small businesses just like the Powell’s.





***“...they believed in my business  
from the very beginning...”***



Peoples Bank of Alabama associates are personally involved in giving back to our communities.

# GIVING BACK

“

WE HAVE VOLUNTEERED WITH  
OVER 45 ORGANIZATIONS AND  
HAVE GIVEN OVER 540 HOURS  
OF SERVICE DURING 2019

”

*Debra Goble, Compliance Officer*

“WE ARE SO  
GRATEFUL  
FOR YOUR  
HELP AND  
SUPPORT!”

TAWANNA WILLOUGHBY,  
COMMUNITY LIAISON FOR  
HANDS ON BIRMINGHAM





## *HandsOn Birmingham's* **BUNNY AID PROJECT**

Bank employees volunteered their time and resources to donate dozens of Easter baskets to needy children and senior adults across Central Alabama in support of Hands On Birmingham's Bunny Aid project. Children at Girls Inc. and the Boys & Girls Club of Warrior, along with senior adults receiving Meals on Wheels were recipients of the baskets donated. "We are so grateful for your help and support!" Tawanna Willoughby, Community Liaison for Hands On Birmingham.



## **SMALL BUSINESS LUNCH AND LEARN**

Senior Vice President, Kevin Kilpatrick, led a Small Business Seminar at the Decatur-Morgan County Entrepreneurial Center in Decatur. He spoke on smart strategies for financing your Business touching on cash flow, collateral, sources of funds and types of lenders. Peoples Bank is active in the community because we are a part of the community.

## *Strike Out Hunger* **SUMMER FOOD DRIVE**

The employees and customers of Peoples Bank of Alabama partnered to help restock local food banks in every county we serve during our Strike Out Hunger Summer Food Drive. The Crisis Center in Cherokee County, Serving You Ministries food pantry in Birmingham, the Hope House in Blount County, Cullman Caring for Kids, the Sharehouse in Laceys Spring, the Committee on Church Cooperation in Morgan County, Marshall County Christian Services and the Etowah Food Bank were all recipients of the non-perishable items and monetary donations received.



## *Serving You Ministries* **DAVE RAMSEY FINANCIAL PEACE PROGRAM**

The mission of Serving You Ministries is to provide hope to families in the greater Birmingham area by providing sustainable solutions to challenges they face. They assist in education, child care, job readiness, safe and affordable housing, health and nutrition, and crisis relief. Peoples Bank staff volunteer by teaching Dave Ramsey's financial peace course for their workforce development partner, Hope Inspired Ministries. They also volunteer during their annual serve week.

Kathy Woods, Ministry & Volunteer Coordinator with Serving You Ministries writes, "The Peoples Bank volunteers are so sincere and real. They genuinely want to see our students succeed. When they give of their time and resources it reinforces to the community that people care. Their involvement with the students gives the students hope!"







*Cullman County Child  
Development Center*

## SHOE GIVEAWAY

For over 25 years, Peoples Bank has been giving back to the Cullman County Child Development Center at Christmas time. Santa visits the Center with a new pair of tennis shoes for every child.

The gifts are opened by the children while bank volunteers help the students try them on to ensure a good fit. Snacks are also served with the hope that every child will feel special knowing their community cares.





## *United Way* **DAY OF CARING**

Bank employees volunteer their time with the United Way Day of Caring. Two non-profit organizations in Cullman were helped by volunteers from the bank. One group cleaned out flower beds and put down mulch for Hope Horses, Inc., an organization that provides therapeutic horsemanship opportunities to children and adults with physical, cognitive, social and emotional needs. The other group cleaned out a storage shed, along with clearing out weeds, vines and wire fencing behind the shed at the CCCDD, an organization who serves the developmentally disabled population in Cullman County.

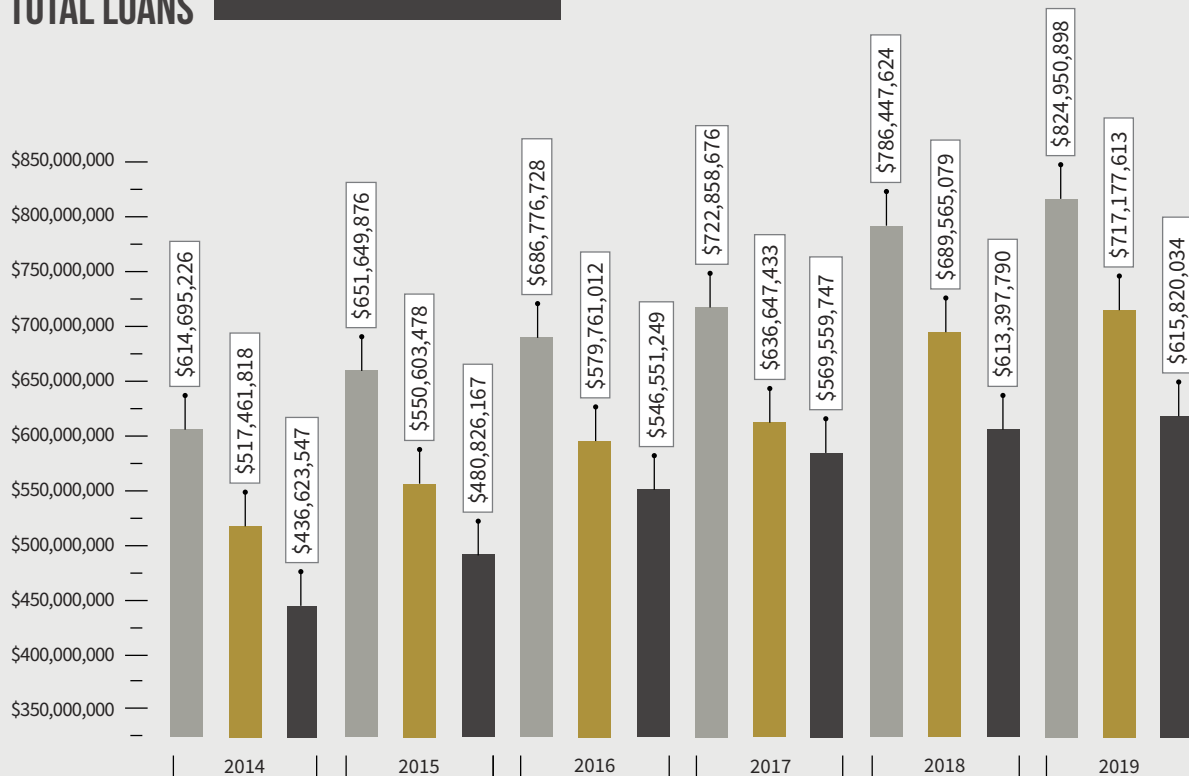


# FINANCIAL HIGHLIGHTS

TOTAL ASSETS

TOTAL DEPOSITS

TOTAL LOANS



TIER 1  
LEVERAGE RATIO

9.64%

RETURN ON  
AVERAGE ASSETS

1.36%

(RoAA)

PRIVATELY HELD



25% owned  
by ESOP





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