



ceocfointerviews.com
All rights reserved!
Issue: June 12, 2017

CEOCFO Magazine



NORTH SALEM STATE BANK

Being a True Community Bank that is Supportive and Active in the Growing Hendricks, Boone, Montgomery and Putnam Counties Communities in Indiana has Lead to Customer Loyalty and Success for North Salem State Bank



Sherri L. Reagin, CPA
Chief Financial Officer

North Salem State Bank
www.nssb.bank

Contact:
Sherri L Reagin, CPA
765-676-5100
sherrireagin@nssb.bank

“We are very fortunate to be located in growing communities and to have great employees to serve our loyal customer base who seek North Salem State Bank for all of their banking needs.”- Sherri L. Reagin, CPA

Interview conducted by:
Lynn Fosse, Senior Editor
CEOCFO Magazine

CEOCFO: Ms. Reagin, what is the philosophy at the North Salem State Bank today?

Ms. Reagin: Our philosophy is to serve our community in every way that we can. We support, first and foremost, our customers. We are very involved in community activities and we encourage our employees to do the same. We actively pursue opportunities for our employees to take key roles in community organizations. We appreciate their willingness to share their time and talents.

CEOCFO: Would you tell us about the area that you serve?

Ms. Reagin: Our headquarters are in Hendricks County, which is one of the fastest growing counties in Indiana. We also have branches in the surrounding counties including Boone, Montgomery, and Putnam. Several of our branches are located in the county seats. We serve agricultural customers, family owned businesses, and commercial customers, with the largest portion of our customers being involved in agriculture.

CEOCFO: What are some of the special challenges in the agriculture banking arena?

Ms. Reagin: The last two years have been challenging for our agricultural customers. The grain prices have fallen while the input costs have grown.

CEOCFO: How do you help them through the hard times?

Mr. Reagin: Our Loan Officers are closely involved and know their customers very well, so they are able to be proactive in helping the customers. We offer them lines of credit to help their funding needs, as well as other financing options for their equipment needs and other major purchases.

CEOCFO: Do you foresee changes in that, given the new administration?

Ms. Reagin: We certainly think there is potential for maybe some regulatory relief. Interest rates are rising, which creates additional concerns for some of the farmers that borrow. We are here to help our customers through whatever the administration may send our way.