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## **CBAO & BKD Spotlight Winner of BKD Award for Excellence & Innovation**

*13<sup>th</sup> annual award recognizes high-performing, pacesetting CBAO member banks & thrifts*

Cincinnati, OH – Robert L. Palmer, president and CEO of the Community Bankers Association of Ohio (CBAO), and Dave Tedtman, partner with the Cincinnati office of **BKD, LLP**, announced Consumers National Bank is the recipient of the 2011 BKD Award for Excellence & Innovation.



Co-sponsored by CBAO and **BKD**, one of the 10 largest CPA and advisory firms in the U.S., the annual award recognizes high-performing CBAO members that proactively ensure a healthy future for their bank and community.

“Congratulations to Consumers National Bank for being recognized for its creative marketing campaign...Consumers Community Cash. This is another example of the ability of community banks, such as Consumers National Bank, to offer both flexible and customized products and services to the communities they serve. The community banking industry is built on the philosophical foundation of providing the highest level of service to the customer and giving back to the community and Consumers National Bank strengthened that foundation.” said Palmer.

Steve Badman, vice president, marketing director, Consumers National Bank, in Minerva, commented, “We were honored to receive the BKD Award for Excellence & Innovation, and pleased our Consumers Community Cash program was recognized. The goal of the program was to help support our name recognition as a community bank alternative to the super-regional banks in our new Hartville market in Stark County. The campaign also reinforced our commitment to invest in the community and our community roots.” Consumers National partnered with area merchants, keeping the program benefits local as customers spent Community Cash with participating area businesses. The bank collaborated with local businesses, and point-of-purchase displays identified merchants as participating in Community Cash.

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Consumers Community Cash program deployed multiple communication channels to promote the campaign and included ads in local newspapers, postcard mailings, radio advertisements, billboard, press releases and message boards at its Hartsville location. Employees were trained on the operation of the program prior to the branch grand opening. Badman commented, “Consumers’ president and CEO, Ralph Lober, is a community banker through and through. His support of this program reflects his focus on helping Consumers establish or renew its relationship with local businesses and customers.”

Consumers has been successful in using this incentive to bring in new customers and brand Consumers as a community bank that invests in its local markets. It plans to run similar promotions in its other existing markets.

The award, presented August 19 at the 37<sup>th</sup> annual CBAO convention, held in Columbus, recognized Consumers National Bank for its demonstration of commitment, leadership and financial support to the communities it serves.

BKD National Financial Services partner Tedtman commented, “Recognizing Consumers National Bank as this year’s winner of the 13<sup>th</sup> Annual BKD Award for Excellence & Innovation is a celebration of a bank that respects its ties to the community. The bank’s creative use of the Community Cash program helped strengthen ties with customers and supported local businesses, resulting in a multiple benefits. In a highly competitive market that has multiple super-regional banks, Consumers found an effective way to rise above the clutter of new account promotions. The bank’s collaboration with area businesses is a great lesson on community connectedness. We applaud Consumer’s innovative campaign, its commitment to community, and we are pleased to present Consumers National Bank with the 2011 BKD Award for Excellence & Innovation.”

Past recipients of the BKD Award for Excellence and Innovation are: Andover Bank, Heartland Bank, The Citizens Bank of Sandusky, The Metamora State Bank, The Farmers & Merchants State Bank, Archbold; 1<sup>st</sup> National Community Bank, East Liverpool; North Valley Bank-Zanesville; ShoreBank, Cleveland; Hicksville Building, Loan & Savings Bank; Farmers Citizens Bank of Bucyrus; New Richmond National Bank and Heartland Bank, Gahanna.

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#### **About BKD**

**BKD**, the 10th largest CPA and advisory firm in the U.S., delivers its experience and service with a deep understanding of your business, your needs and what it takes to improve your business performance. BKD’s approximately 2,000 personnel, including approximately 250 partners, are based in 30 offices serving clients in 50 states. To learn more, visit [www.bkd.com](http://www.bkd.com). BKD National Financial Services Group works with more than 1,000 community-based financial institutions and provides solutions that help strengthen financial performance, improve operations and mitigate risk.

Praxity, AISBL, a global alliance of independent firms, enhances BKD’s ability to serve the dynamic needs of multinational clients. Praxity™ provides the gateway to tax, assurance and consulting services delivered by alliance firms committed to the highest standards required in international business.

The **Community Bankers Association of Ohio (CBAO)** is Ohio's oldest statewide financial trade association representing independent community bank and thrift institutions. CBAO has the influence to effectively serve, protect and promote the interests of its members through legislative and regulatory representation, an annual convention and trade show, special events, partner programs, insurance and financial services, education and training, communications, and other valued services. CBAO exclusively represents community bank and thrift institutions in Ohio who serve their communities through 1,320 locations and 16,230 employees, with more than \$61 billion in assets, \$48 billion in insured deposits and over \$45 billion in net loans.