

# Traditionally

## S P E A K I N G

### Letter from the President

Although recent reports suggest a slowing pace, signs of economic recovery continue to emerge, such as a late-August report indicating that consumer spending in July increased at the highest rate seen in four months. The news on a day-to-day basis may be mixed, but it is important to focus on the big picture, which still indicates that a modest recovery is in progress.

Nevertheless, it is wise to prepare for a possible slow-growth period, especially given a potential lagging effect of such factors as high unemployment. However, we firmly believe that there is positive momentum—particularly in our strong Midstate region.

We are pleased to be among the area businesses creating new jobs, especially as we continue to staff our Mortgage Team and our new Branch on White Street. Our doors open officially on October 2nd at White Street, enhancing service to the West York area. And the growing Mortgage Team is already helping many customers realize the dream of home ownership.

Our optimism persists even in the face of our shared concerns across the industry about regulatory reform. We are monitoring the situation closely and remain steadfast in our commitment to manage through the changes while delivering exceptional long-term shareholder and customer value.

The regulatory environment may vary, but we will not change our focus on the Core Values that have made York Traditions Bank strong today— as evidenced by our continued growth in Assets (now \$233 million), Loans (now \$171 million), Deposits (now \$198 million), and Net Income that is up substantially for the year. We look forward to seeing the sound, traditional principles, that have driven our current success, continue to serve us well in the future.

Sincerely,



Mike Kochenour  
Chairman, President and CEO



### PRODUCT SPOTLIGHT

#### A Better Choice for Mortgages in York County

When you need a mortgage, you have many choices. But a friendly and efficient local team, dedicated to home ownership in York County? Now that is something special.

“Our Mortgage Team is seeing a remarkable increase in volume,” said Teresa Gregory, Managing Director of Mortgage Services.

Although a buyer’s market and historically low mortgage rates are driving much of that volume, Gregory believes that word-of-mouth about the level of service that York Traditions provides may be even more important.

“I’m proud to see our Team wowing customers over the ease of obtaining a residential mortgage,” she said, adding that realtors and builders have also been impressed with their efficient execution.

“York Traditions Bank goes the extra mile for loans,” said Stephanie Gomez-Wilson, a recent mortgage customer. “They will be getting all of our word-of-mouth recommendations.”

Donna Moyer, a local realtor, offered a similarly glowing review. “York Traditions has the best of everything for my clients,” she said. “They have assembled the most knowledgeable mortgage team around, and offer mortgage options I haven’t found at any other bank.”

## EITC Contributions Support Education in York County

Strong support for education is essential to any community's vitality, and community stewardship is one of the Core Values of York Traditions Bank.

To help maintain the vitality of local education, York Traditions Bank has capitalized on the benefits of Pennsylvania's Educational Improvement Tax Credit (EITC) program to provide just over \$25,000 in support this year to local organizations.

### York Traditions Bank 2010 EITC Contribution Recipients

Crispus Attucks Association, Inc.  
DreamWrights Youth & Family Theatre  
Junior Achievement of South Central PA  
Leg Up Farm  
Martin Library Association  
Susan P. Byrnes Health Education Center, Inc.  
YMCA  
York County Alliance for Learning  
York County Heritage Trust  
YWCA of York  
Christian School of York  
York County Community Foundation/  
Opportunities Scholarship Fund (for Logos Academy)  
York County Community Foundation/  
Opportunities Scholarship Fund (for York Country Day School)

## York Traditions Bank Sponsors York Junior Miss Scholarships

As part of our commitment to encouraging young women to make the most of their educational opportunities, York Traditions Bank was proud to sponsor the York County Junior Miss scholarship awards this year.



York County's new Junior Miss, Nicolette Drescher of Central York High School. She is one of eight 2010 York Junior Miss scholarship winners.

Junior Miss (renamed Distinguished Young Women as of June 30) is a national program empowering high school girls with skills for success in college and career.

"The sponsorship helped us award more than \$30,000 in scholarships—more than any other local program," said Lyn Bergdoll, President, York County Junior Miss. "We're pleased to see a local bank demonstrating such a commitment to York County."

## Consumers Turn to Local, Independent Banks for Safety, Soundness, and Community Commitment

According to *Forbes*, a Zogby poll earlier this year found that 14% of respondents had recently moved money from large banks to smaller, independent institutions like York Traditions Bank.

This points to a significant change in consumer attitudes. To understand why, let's take a look at how the value-based practices that York Traditions Bank prioritizes differ from those of many large banks, and the results of those differences.

York Traditions Bank never got involved in subprime mortgages, always basing loan decisions on sound fundamentals. To ensure safety and stability, we have remained well capitalized and have pro-actively managed our enterprise risk.

The strength of our approach is validated not only by our solid financial position, but also by our 5-Star Bauer Rating—a key industry measure of stability. We are one of only two area banks, large or small, with a 5-Star rating.

However, the benefits of banking with York Traditions run even deeper. We take the word community in community bank seriously. We're proud of our community and committed to doing our share to see that the savings of hard-working York Countians are re-invested locally.

That's the basis of everything we do, as we strive to provide quality deposit, wealth management, and lending products, and highly personalized service by our Best of Class Associates to our York County customers.

# Small Business Success Stories

## We're Big on Small Business!

This is the theme of our current small business marketing campaign, spreading the word that we're here to serve local businesses—with money to lend and an enhanced selection of innovative deposit accounts, checking products, cash management services, and more.

However, it's more than just a slogan. It's a promise, reflecting our commitment to building strategic relationships with businesses and providing a personalized mix of services.

What makes York Traditions Bank different? "We're willing to work hard for each and every customer," said Shawn Stine, Managing Director, Business Services.

"For example, many banks, let alone business owners, shy away from SBA or USDA government lending programs. They perceive the process as too difficult. But we strive to simplify it by taking care of the paperwork and following up with the right agency officials in a direct and timely manner. We go the extra mile to give each deal the best possible chance to close successfully."

Don't take our word for it: our customers tell the York Traditions Small Business Banking story best.

"I needed a startup loan for expenses while getting cashflow up to speed. Other banks said my amount was too small or wanted to use my home as collateral. York Traditions Bank was ready to meet my needs."

—Tom Weekley,  
*The Weekley Agency Inc.*

"Before my previous bank merged with a larger entity, the associates knew my name, recognized my voice on the phone, and understood my business. With York Traditions Bank, I have that personal relationship again."

—Harry "Bud" Bowman,  
*The Husband Helpers*

"Mike Huson and the Business Services Team were instrumental in assembling financing from the SBA, the Adams County Economic Development Corporation, and York Traditions Bank that helped us expand and acquire new equipment."

—Brian Greenplate,  
*Precision Cut Industries*

"We talked to several banks when we needed additional operational financing. York Traditions worked to understand our Web-based business and offered the highest line of credit."

—Matthew Forney,  
*KP Home Collection*

## Five Years on Eastern Boulevard

### On the 5<sup>th</sup> Anniversary of Our First Free Standing Branch, Associates Look Back

As we celebrate one milestone this year with a Grand Opening on White Street, we also look back at another defining moment for York Traditions Bank: the opening, five years ago, of the Eastern Boulevard Branch—our first expansion beyond our Headquarters on St. Charles Way.

Associates who have been at Eastern Boulevard since the beginning also see it as an important personal milestone.

"Having watched the walls go up and hired the first staff, I feel that the Branch has become a part of me," said Deb Dixon, Branch Manager. "And everyone who walks in becomes a part of the Eastern Boulevard Family."

Many Eastern Boulevard customers also share this sense of being part of a family.

"Congeniality is the first word that comes to mind," said George Trout, a long-time customer. "No matter what time of day we go in, or what our business is, they're always friendly, knowledgeable, and ready to help."

Dixon attributes this high satisfaction to the committed efforts of a close-knit team, three of whom have been at the Branch since the beginning—Dixon herself, Head Teller Shawna Wagner, and Senior Personal Banker Lisa Wilkins.

"The team's synergy is remarkable, and continues to grow," Dixon said. "It serves us well not only at the Branch, but in community initiatives we participate in, like the Great American Cleanup and the Easter Seals Office Olympix. We have created a great foundation of success in the first five years, and we look forward to building upon it even further in the years ahead."

# GO WEST, YOUNG BANK!

While York Traditions Bank opened its doors on St. Charles Way in 2002, it is still relatively young. But like our young nation in the 19th century, we've grown rapidly, first expanding from our St. Charles Way Headquarters to our second Branch on Eastern Boulevard, followed by the Susquehanna Trail Branch.

In our efforts to further expand our service throughout York County, we're following another pattern similar to the early United States: we're "Going West"—with a new branch at 2170 White Street in West York, opening officially on October 2nd.

"Having grown up in West York and graduated from West York Area High School, I'm especially proud to see us open a new branch in the neighborhood," said Mike Kochenour. "We look forward to doing business with new customers—and old friends as well—in the West York community.

In keeping with the Bank's traditional emphasis on contributing to the vitality and development of the communities we serve, York Traditions Bank has already committed to a sponsorship of a Bluegrass Festival in West Manchester Township in December. The Bank is also discussing potential initiatives to support education in the community with officials from the West York Area School District.



York Traditions Bank's newest branch located at 2170 White Street, York

## WANTED

**Customers who work or live in the West York area  
to join us for our Grand Opening -  
Western Style**

While the branch opens for business on September 13, the public unveiling of the White Street Office will take place Saturday, October 2, from 10 AM to 1 PM, with a fun-filled, Western-themed Grand Opening Extravaganza! Join us for:

- ★ Food
- ★ Pony Rides
- ★ "Panning for gold" and other Western-style games and activities
- ★ Special promotions and offers

**RECEIVE A  
FREE GIFT**

**When you open a new personal  
relationship account or CD**

# MEET THE WHITE STREET TEAM



**LAURA COMBS, *Branch Manager***

With an extensive background in Retail Banking, Laura most recently served as Branch Manager of the Sovereign Bank office on Bannister Street. Previously, she spent three years with Wachovia as a Financial Specialist. Her financial services background also includes several years of experience as a Mortgage Originator.



**GINA HENISE, *Personal Financial Specialist***

Gina Henise joins our White Street Office in the newly created position of Personal Financial Specialist. She brings to this position the value of more than 25 years of banking experience, all in various sales roles with Wachovia. Most recently, she worked in Wachovia's Private Client Group, where she specialized in managing relationships with high net-worth clients.



**STEPHANIE SIZER LEISENRING, *Head Teller***

Stephanie has an extensive background in finance and retail banking. Most recently, she served as Head Teller at the Bannister Street branch of Sovereign Bank. With the pride she takes in friendly, attentive customer service and her passion for community concerns, Stephanie sets an excellent example of the Bank's Core Values in action.



**ANDREA BEAKLER, *Senior Teller***

A graduate of Millersville University, Andrea's banking experience includes her most recent role as a Teller/Platform Team member with Metro Bank. Also a talented artist, Andrea recently had her paintings featured in an art show during the Mount Wolf Centennial Celebration.



**SANDY ALTHOFF, *Teller***

Sandy Althoff began her banking career in 1990 with Harris Savings and continued through the Waypoint Bank and Sovereign Bank mergers until 2009. Sandy joined York Traditions Bank in 2009 serving as a Teller at the St Charles Way office and now as the full time Teller at the new White Street Office.



**AMANDA UNGER, *Teller***

Amanda Unger began her banking career as a Teller for Sovereign Bank in March of 2009. Prior to her banking career Amanda was a Sales Rep for Ritz Camera. Amanda is also attending school part time for Paralegal Studies.

## Refer A Friend

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



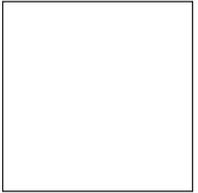
**YORK TRADITIONS**  
B • A • N • K

235 St. Charles Way  
York, PA 17402  
741-1770

2450 Eastern Boulevard  
747-2620

2305 Susquehanna Trail North  
747-2640

2170 White Street  
747-2660



Equal Opportunity Lender

Member FDIC

## Fueling the Success of Young Professionals

What does it take to build a business with over \$1 million in annual revenue? A CHAMBERfuel event September 29th at our White Street Branch will allow young professionals to hear from business leaders who have done just that.

The session is open to members of CHAMBERfuel, a York County Chamber of Commerce initiative that encourages business networking among people ages 25 to 40. We're proud to support this program to fuel the next generation of area business leaders. For membership information, contact the Chamber at 848-4000.

## PowerUp Your Checking Interest!

Local young professionals and other tech-savvy customers have been responding phenomenally to PowerUp Checking, the account that pays like a CD when you use convenient electronic services. Here's one perspective.

"Meeting the transaction requirements has been effortless. It just makes sense to earn money from the checking account you're actively using. PowerUp Checking is the best value on the market. I tell everyone I can about it."

—**Karla Heberlig**,  
*Donor Relations Manager, Martin Library*

**POWERUP**  
CHECKING

Be sure to check out [www.yorktraditionsbank.com](http://www.yorktraditionsbank.com), our redesigned Web site, featuring customer testimonials, thoughts from York Traditions Bank leadership on our unique approach to banking, and more!