

Pilot Rock Newsletter

Volume 19 Issue: Special

Editor: Virginia Carnes

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541.443.2011 www.cityofpilotrock.org

email: cityofpr@ccenturytel.net/vcarnes@ccenturytel.net

Editor reserves the right to edit any and all articles for content.

CITY HALL IS AVAILABLE TO
ASSIST THE COMMUNITY
MONDAY-FRIDAY 8 AM-5 PM

December 11, 2012

Mayor: Virginia Carnes

City Council

Mike Balazsens, Ray Corwin,

Jim Hinkle, Shawna Kirk,

Kacie Moss and Misty Row

Progress, Pride & Possibilities

Special Edition

An Open Letter to the Community from Ezra Eckhardt, President Sterling Bank and a Recent Guest in Our Community

*Ezra cared enough to come to Pilot Rock.
Please take the time to read his letter and return the courtesy.*

This Newsletter Sponsored and Paid for by

The Committee to Retain Sterling Bank/Banking Opportunity in Pilot Rock-Karl Jensen, Terry Hamby,

Richard Carnes, Rick Aster, Steve Draper and Virginia Carnes

The Pilot Rock Chamber of Commerce

The Pilot Rock Downtown Association





**111 N. Wall Street
Spokane, WA 99201**

December 10, 2012

Dear Pilot Rock Community,

I would like to take this opportunity to personally introduce you to Sterling Bank.

We are one of the largest community banks headquartered in the Pacific Northwest. We are a commercial bank with a strong consumer presence. We have nearly 180 bank branches and numerous other mortgage and commercial banking offices, 350,000 customers, 2,600 employees, and total assets approaching \$10 billion. We are in your town, Pilot Rock, and we want to be your bank.

Our mission is to improve lives and strengthen communities. We take our role as a community bank seriously and have a strong sense of responsibility to our employees, customers and communities. Last year, we volunteered more than 44,000 hours to organizations throughout the Northwest, and we are on track to exceed 50,000 hours this year. In 2011, Washington's secretary of state recognized Sterling Bank's contributions with the Corporations for Communities Award. In 2010, we won the J.D. Powers and Associates award for the highest level of retail customer satisfaction in Oregon and Washington.

At Sterling Bank, our goal is to be a bridge to the possible. We want to earn your trust and help you fulfill your dreams to own your homes, run strong businesses, accomplish your goals and live happy lives. We take pride in having knowledgeable employees who deliver good products at a fair price with convenience. Part of that convenience means meeting you where you want to be met...in Pilot Rock.

We feel that we have made a meaningful investment in Pilot Rock by supporting key activities, serving as a respected local presence, and upgrading our offices to better serve you. The power of community is rooted in people sticking together, supporting common interests, rallying for mutual objectives, and caring for the environment that makes up a "community." These sentiments, however, are meaningless if Sterling Bank cannot create value for you and satisfy your personal and business needs.

Earlier, I said "introduce you to Sterling" because we are not currently this community's bank. While we are the sole bank in Pilot Rock, we serve only 16 percent of the deposits and less than 50 percent of the households. Without local support, your gas station, restaurants, grocery store, and other small businesses will not be successful. The same is true for your town's bank. On December 3rd, I met with Mayor Carnes and a small committee to discuss Sterling's

presence in Pilot Rock. Several citizens all expressed grave concerns about how Pilot Rock would be impacted without a financial institution to serve it.

The world is a very competitive place governed by some very basic forces. Our viability depends on supplying products and services to meet the demand that exists in the market. Without sufficient demand, we simply cannot afford to supply banking services. If Sterling cannot find a way to viably survive in Pilot Rock, we will transition out of the market.

I have one simple request for you. Let Sterling Bank be a bridge to the possible — for you personally, for your small businesses and for your community. Trust us to provide great, convenient banking service. Your money, confidence and personal information are safe with us. They are protected by the security of the bank, our systems, the FDIC and numerous governmental regulations. Trust is paramount to who we are. If we are not the trusted financial institution for you and your community then we are committed to helping find a better solution.

We have a single, clear purpose: to support your needs and thereby grow our presence. We need to create value for you, earn your business and expand your trust. If we cannot accomplish our purpose, then we will sadly transition out of Pilot Rock. However, we will gladly honor our commitment to create a smooth transition to a new solution provider who may be better suited to serving this community.

We need your trust and confidence in accomplishing this purpose. We also need to show significant and measurable progress by the end of March. Let us serve you and by extension better serve your community. Please support Sterling as your bank...the best bank for the people, businesses and community of Pilot Rock.



Ezra Eckhardt
President
Sterling Bank

STERLING BANK



Cordially Invites
The Community of Pilot Rock
To an Open House
Wednesday December 19, 2012
From 3pm to 7pm
We would like the opportunity
To talk with the community
About Sterling Bank and
your local branch.
Come join us for
Refreshments and Conversation.

Joan Harrison, Branch Manager

Nancy Krosting, Personal Banker

Kristi Erickson, Customer Service Representative

Priscilla Saling, Customer Service Representative