



## IBAT 2022 Best of Community Banking Entry

### Summary/Narrative

At CSB our tagline is **Relationships Matter!** Those two words are the heart of who we are and what we do. We pride ourselves in the fact that we have been building relationships with the communities we serve, since opening our doors in 1919. We are the epitome of Community Banking. We know our customers by name and truly develop relationships and become financial partners with them. When you call into CSB, you don't receive a recording or hear automation; instead, you reach a CSB representative. You speak with the same friendly people you see at the grocery stores and local football games. Customer Service is not just lip service to us, it is truly who we are. When we say relationships Matter – we mean it! Therefore celebrating 100+ years of banking we couldn't think of a better way than to include our community and those you have helped make the last 100+ years a success! CSB was honored to celebrate our 102 year anniversary in banking, during 2022. Due to covid we were unable to celebrate on our 100 year anniversary; therefore, we really pulled out all of the stops to celebrate 102 years in 2022.

The day began with CSB sponsoring a 5K Fun Run, "Dogwood Dash.

[https://www.tylercountydoggwoodfestival.org/index.asp?SEC=CD217161-FEDC-49D4-9E38-9DE3CC10490D&Type=B\\_BASIC](https://www.tylercountydoggwoodfestival.org/index.asp?SEC=CD217161-FEDC-49D4-9E38-9DE3CC10490D&Type=B_BASIC)" This fun run, dates back to the 1970's and is sponsored by our bank each year. The race was followed by CSB participating in the annual Dogwood Parade, where our CEO Johnny Brooks and Bank President Trey Allison, tossed frisbees to participants. The parade was then immediately followed up, with a community wide reception honoring CSB's 102 years! Participants from the parade with winning frisbees, were able to redeem the frisbees for \$102.00 (a hundred-dollar bill and a two-dollar bill- during the reception). Applause and bells rang out each time a winner was awarded. In addition to the community and local elected officials, Congressman Brian Babin, State Representative James White, Curt Nelson with IBAT, and various other guests attended the event. CSB was presented with accommodations on behalf of the Governor's office and the Texas Commissioner of Banking. It was a great celebration of CSB and the community we have supported for the last 100+ years. We consider it an honor and a privilege to support the communities we serve. Again, we appreciate your review and consideration of our marketing application.

### Attachments:

\*Entry Form \* Pictures from event \*Link to Dogwood Dash \*Ad from Newspaper – Inviting Community  
\*Social Media Posts \*Invitations sent to customers and guests \*Pictures of Signage