

2022 IBAT BEST OF COMMUNITY BANKING AWARDS PANDEMIC RESPONSE CATEGORY



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Summary Pandemic Response

Community Financial Institutions are here to serve the community and Citizens National Bank sees that as much more than just a commitment to supporting financial success. During the pandemic we had a responsibility to assist our communities like never before. Strategies to keep both team members and clients safe and healthy were quickly put in place but one of our largest impacts was our speedy response to the Paycheck Protection Program to aid in the health of local businesses.

CNB was one of the first banks in the country to approve loans in the PPP program helping ensure businesses had the funds they needed to stay open.

Narrative

Helping Business Owners

With so many small business owners struggling we knew it was important to act and to act quickly to help ease their stress and worry about how they could keep their business running.

In House Experts

CNB President and CEO Steven Wise was quick to setup a dedicated inhouse Paycheck Protection Program team that met weekly to discuss updates and a communication plan with calls, emails, videos and a dedicated landing page for frequently asked PPP questions in order to keep small business owners informed giving them piece of mind. This team also kept our lenders up to date with the latest information so they could proactively reach out to clients getting the help as fast as possible.

The value of community banking and the importance of relationship banking was highlighted during the pandemic response.

Quick to Help

One client shared how CNB got their PPP loan funded before their previous bank even returned a phone call. "Jack Stapleton and I own the real estate brokerage, Realty Texas, LLC. When COVID 19 started to become prevalent in our country, we started to think ahead as to how we could continue to run our business without any layoffs of our 8 staff members who are instrumental for our business to run smoothly. We looked into the Paycheck Protection Program to help us sustain through the storm that was about to hit.

We went to several large banks, and they were nowhere near ready to help and so we heard about Citizens National Bank. The customer service was great, the process was painless, and the communication was fantastic. We were very impressed and look forward to doing business with Citizens from here forward. BTW we already had our loan for weeks before our 'other' bank called to say we could apply, hmmm," said client Leisa Ormsbee, Manager/Owner/Realtor of Realty Austin.



Pandemic Response - Client Testimonials

We could not be more delighted that our clients felt well taken care of in such a volatile time for their businesses. Here is what a few clients said about our pandemic response:

"During these trying times, it gives me great comfort to know that the Citizens Bank of Texas is out there helping individuals and businesses throughout Central Texas. My family owns a small business, Glass The Florist, in Cameron, TX. It was important for the florist to get the PPP loan, as the Covid-19 crisis resulted in a significant loss in sales.

Joe Mahan and the team at the Citizens branch in Cameron, were very knowledgeable and professional as they guided us through the steps of obtaining the PPP loan. Cameron is very lucky to have a banking team like that."

John B Glass, Owner – Glass The Florist

"I just wanted to give a shout out to my business banker, Jeff Baker at Citizens National Bank. There are several branches in the Austin area and Jeff is at the Cedar Park one near Lake Line Mall. They have been an invaluable partner in my small business' growth. They have continued their excellent personalized service to me to help navigate through crisis and I highly recommend them to anyone seeking a new business relationship."

Stephanie Landers, Owner – Landers Premier Flooring

"Mueller Automotive, Gerald and Deron Mueller, would like to thank you for all the effort and assistance that was given to us as we worked through this loan application and process. We were treated professionally and with respect throughout the whole process. This has changed our banking thoughts and we would like to stay working with Citizens National Bank from now on with our company accounts. While we work our way through this virus situation, we will continue to work on moving from our other bank to Citizens National Bank for our primary banking needs."

Gerald Mueller, Owner – Mueller Automotive, LLC

"We were so thrilled with our experience with Joe Mahan and the team at CNB. As a new business in Cameron and new customer of CNB, we were astounded by the level of communication, personal attention and care we received, not to mention the expeditiousness of the entire process from account setup to loan processing. We are very appreciative and look forward to a long relationship with CNB. Thank you!"

**Spring Janke & Marilyn Willie, Owners - Central Avenue Enterprises, LLC
(Central Avenue Bistro & Marketplace)**



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Pandemic Response - Communication

Staying Informed

Our communication plan had a multi channel approach including, client phone calls, weekly email updates, social media channels, videos and a dedicated landing page with frequently asked questions with up to the minute updates.

Helping Local Farmers

Our Cameron Branch President Joe Mahan proactively reached out to hundreds of local farmers before they were even aware of the PPP loans to walk them through their options and help them quickly get PPP loans approved.



Paycheck Protection Program

2 years ago · 13.2K views



PPP round 2 portal open

a year ago · 7.2K views



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Understanding The PPP Audit Process

The Small Business Administration (SBA) has begun auditing Paycheck Protection Program (PPP) loan forgiveness applications for both First Draw and Second Draw PPP loans, including for both for profit and nonprofit organizations. As part of these audits, the SBA is requesting supporting documentation for the loan calculation, affiliation, the eligible expenses incurred, and the loan necessity analysis. Read more on our recent blog.

<https://...> See more



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PPP Loan Forgiveness Updates

Dear CNB Borrower:

We wish to update you on the unfolding PPP Loan forgiveness situation. Many of you have reached out to the bank over the past week to inquire about the next steps you should take to have your current loan forgiven. The short answer is that we encourage you to not rush to apply for forgiveness and here is why....

Congress has been inundated by PPP Borrowers, Chambers of Commerce, Trade Groups and Bank Advocacy Groups to simplify the forgiveness process and to ease some of the initial parameters placed upon borrowers who applied and received PPP Loans.



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