

FIRST RESOURCE BANK

Volunteering at Second Harvest

In September, the Minnesota Bankers Association held Community Impact Month, and First Resource Bank jumped in to help the communities we serve. FRB sent nearly every team member to volunteer at Second Harvest Heartland in Maplewood, MN to pack meals for those in need.



FRB Team at Second Harvest Heartland



“We were looking for a good place that we could help where we’re making a difference locally,” FRB’s Vice President Commercial & Retail Lending Deb Malmberg Smith said.

Over the course of three shifts at Second Harvest, the FRB team packed more than 30 pallets of food, which equated to 45,750 meals. Second Harvest helps distribute these meals to food shelves and other groups that deliver them to people and families in need throughout the year in the Twin Cities.

Smith said the experience was great, particularly with having so many involved with the service project. “Everyone felt a sense of purpose and a renewed sense of why they’re working at a community bank – to help the community thrive. We know we’re helping our community while we’re doing things like giving a small business a loan, or helping someone open a checking account,” Smith said. “But then, to help the community in this way just adds another layer.”

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*We’re extremely
happy to announce
we were named
“Rookie of the Year”
for Mortgage
Banking by
Merchants Bank!*

*FRB Members
Accepting the Award*

Fifth Annual Bring the Beef

The fifth annual First Resource Bank “BRING THE BEEF” campaign was held in October. The campaign focused on hallmarks of the bank’s continued success and growth—customer service and teamwork.

The campaign is premised on the story of Peter Shankman, who was on a flight scheduled to land at 7:00 pm. Prior to taking off, Shankman jokingly tweeted, “Hey @Mortons—can you meet me at Newark airport with a steak when I land?”

As he left the Newark airport, he was met by a man holding a sign with his name and a steak from Morton’s. The nearest Morton’s was 21 miles away. Shankman was amazed by the service. As a result, he vowed to never eat at another steakhouse, he told his friends about Morton’s, and they told their friends.



*2021 Bring the Beef Winner
Maddie Seidel*

The FRB campaign asks the question - “Like Morton’s, how do we provide exceptional service and ‘Bring the Beef’?”

To identify acts of service, bank employees were given referral cards called “Well Done” slips to nominate colleagues for exceptional service or teamwork.

Employee response was once again remarkable. Throughout October, the staff of 40 submitted 339 “Well Done” slips. Maddie Seidel was the winner for providing exceptional customer service.

The efforts were celebrated with an award week. Highlights from the week included grilling burgers at each location, bean bags tournaments at each location, and crowning this year’s winner.

Customer Spotlight—KO Storage

Principals of KO Storage have been First Resource Bank customers since 2018. Over the past 3 years President, Aaron Siegle and lender, Justine Seidel have been fortunate to work with the KO Storage team and watch their self-storage portfolio grow. KO Storage was co-founded and is owned by Andrew Freeman, Ryan Burnet, and Jon Marshalla.

The KO Storage brand was officially born in 2018. However, Freeman, Burnet, and Marshalla acquired their first self-storage facility in Black River Falls, WI in 2016. KO Storage now has three separate divisions: KO Management, KO Development, and KO Construction. The group also has numerous LLCs created to own and hold the self-storage facilities. KO Storage currently owns over 100 different facilities across 15 states in the US and has over 100 employees.

The three principals put a huge emphasis on the company’s culture. They drive a very casual, fun, family, and results-driven environment. The first word out of Ryan Burnet’s mouth when asked about culture is “humility.” A culture that promotes a humble team with no one thinking they are better or more important than the other is very important to them.

After working with the KO Storage team, lender, Justine Seidel can agree. Said Seidel, “Humble is a great word to describe this group, it’s an absolute pleasure working

with them, watching them grow, and mentor new team members. They are very purposeful about helping the next ones in line, which is admirable.”

As for the future, the three principals plan to continue with the same organic growth as they have cultivated over the past several years.



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