

The only award recognizing elite, ambitious, results-oriented banks that stand out as the best in their community

















Music has the Grammy Awards, TV has the Emmy Awards, Broadway has the Tony Awards & BANKING has...



THE BANKY™ AWARDS

America makes buying choices based on these recognized names. What could this designation do for you?

In this noisy and competitive world,

Banky[™] Award winners stand apart... and above.

Imagine the buzz in your community when you become a Banky[™] Award winner and the competitive advantage you'll have.

[Winning The Banky] really showed our staff that we were different from our competitors. It gave us new confidence...then our calling programs really started to take off... and the results took off, too.

—K. Knudsen | CEO, Security Bank 2017 Extraordinary Bank of the Year™ Award Recipient

DON'T LET YOUR COMPETITOR OWN THE BUZZ AS THE BEST BANK IN YOUR COMMUNITY!

Fill out and send your application today.

THE NOMINATION DEADLINE IS JANUARY 28, 2022.





WINNER'S STATUS— AN ADVANTAGE UNLIKE ANY OTHER

Banky™ winners are members of an exclusive club. They've achieved a level of status that attracts the attention of the best customers in their markets. Winners enjoy a complete suite of promotional resources to communicate their elite status to the community.

- Professionally-produced video to use in your market to create extreme differentiation
- Social media and website logos
- · Red carpet photos of you receiving the award
- Official "Banky™ Winner" logo for your marketing materials
- Press kit

























FREQUENTLY ASKED QUESTIONS

The top questions about The Extraordinary Banking™ Awards

1. WHAT'S THE CATCH... IS THERE SOME HIDDEN FEE TO PARTICIPATE?

I get your skepticism, but there are NO hidden fees. There's no fee to nominate your bank, and if you are selected to receive a BankyTM Award, you won't pay to attend the Awards Ceremony or The Best Banks in AmericaTM Super Conference. (The ceremony is at the conference).

You will receive two complimentary tickets for the CEO and an accompanying exec or director. If you want to bring a larger team, you'll be able to do so at an exclusive "winner's rate." This will give you access to both the Super Conference and the Banky $^{\text{TM}}$ Awards.

2. WHAT IS A BANKY™ AWARD?

Great question! You've heard of the Emmys, the Tonys, the Grammys... each award of distinction sets consumer buying preferences for entertainment. The Banky™ gives the same level of distinction and differentiation for community banks.

3. WHY WOULD I WANT TO WIN A BANKYTM?

Unlike most banks that think differentiation means lofty platitudes like "we have great customer service" or "our people make the difference," you know that you need extreme, meaningful differentiation from your competitors.

Imagine the buzz in your market when you are able to announce that your bank is recognized among the Best Banks in AmericaTM. You'll soon find that

The Banky TM is a gateway to premium pricing.

4. WHAT AWARDS ARE GIVEN?

Hundreds of banks will apply, and dozens will receive a BankyTM Award, signifying their excellence in banking. Twenty select banks will be recognized as category finalists in their respective asset classes, in each of the five categories:

- BanksGiving[™] (Philanthropy)
- Above-and-Beyond Customer Service
- Thought Leadership
- Thank God It's Monday![®] Internal Culture
- Money Smarts (Financial Literacy Education)

Three elite banks will be selected as finalists for the Extraordinary Bank of the Year[™] Award. Each will present their accomplishments on stage at the Awards. Then the audience of topperforming bankers will vote to choose this year's Extraordinary Bank of the Year[™].

5. WHO JUDGES THE AWARDS?

We use a panel of three independent banking industry experts, as well as thought leaders, to review all the applications, and select BankyTM winners, category finalists and winners, and the three finalists for the Extraordinary Bank of the YearTM Award.

The identities of the judges are concealed until the awards ceremony to prevent banks from lobbying the judges.

6. DOES IT PAY TO "KISS UP" TO ROXANNE EMMERICH, FOUNDER AND CHAIR, TO IMPROVE OUR CHANCE OF WINNING?

I like your moxie, but you'd be better off plowing that energy into your nomination package.
Roxanne is not involved in the judging—it's completely independent. That said, she does enjoy dark-chocolate-covered strawberries.

7. WHAT DO THE WINNERS RECEIVE?

Banky[™] Award winners receive an award, a red carpet photo op, a complete PR/marketing kit, a video to promote their new Banky[™] Winner status. They also receive two complimentary tickets for The Best Banks in America[™] Super Conference and Extraordinary Banking Awards[™] Ceremony.

Category winners receive all of the above, plus special recognition as a category winner.

The Extraordinary Bank of the Year[™] Winner receives a NEW CAR—yes, really—wrapped with the winning bank's logo, announcing their win. Plus, a \$25,000 donation, made in the name of the bank, to fund the construction of a school in Africa. If you win, the car is yours to keep... forever.

8. WHERE IS THE AWARDS CEREMONY HELD?

The Awards are a part of The Best Banks in America™ Super Conference hosted by The Institute for Extraordinary Banking™ in Florida.

9. WHAT ARE THE DATES OF THE BEST BANKS IN AMERICA™ SUPER CONFERENCE AND EXTRAORDINARY BANKING AWARDS CEREMONY?

The Best Banks in America[™] Super Conference runs from April 21-22, 2022. The Awards are the evening of April 21st.

10. HOW DO I NOMINATE MY BANK?

Simple. Just have your marketing department or executive assistant complete the enclosed application form or download an electronic version at BankyAwards.com/Nominate.

11. WHY SHOULD I ATTEND THE SUPER CONFERENCE?

Some of the country's top community bank CEOs have attended the last three conferences and said they found two years' worth of implementation ideas at each event.

When you attend, you'll hear the real strategies used by award-winning banks—many performing in the top 5% of all community banks. These are strategies that will increase your profits. Not theory, but proven, results-driving, real-world, practical strategies that will grow your bank.

THE APPLICATION DEADLINE IS JANUARY 28, 2022.

Use the enclosed application or download one at BankyAwards.com/Nominate

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2022 BANKY™ AWARDS APPLICATION

HOW DID YOU LEARN ABOUT THE BANKY™ AWARDS PROGRAM?

BankyAwards.com Website	National Sponsor	Social Media
Extraordinary Banker® Magazine	Prior-year Participant or Attendee	Email
Print Media	Advisor (attorney, board member, PR firm)	Mail
Other, Please Indicate		

SUBMISSION INSTRUCTIONS

You deserve to be recognized as an extraordinary bank and use it to command premium pricing. Here's how you start... The 2022 Extraordinary Banking™ Awards application form may be completed and submitted electronically. Go to: *BankyAwards.com/nominate* to request an application form. Submit an application online or complete a fillable PDF and email to *Nominations@BankyAwards.com*

Please print or type only. Please write the name of the bank exactly as you would like it to appear in press releases and on trophies.

AWARDS

First Level - Banky Award

Bank meets the criteria of stringent standards of The Institute for Extraordinary Banking based on the quality of the information provided in the application.

Next Level

Category winner by asset class and one overall category winner recognized for each of the five categories – TGIM, MoneySmarts, BanksGiving, Above-and-Beyond, and Thought Leader. The asset class breakdown is Under \$300 Million, \$300-\$500 Million, \$500 Million, and Over \$1 Billion.

Highest Level

Extraordinary Bank of the Year – excellence in each of the five categories – three finalists will vie for the title of Extraordinary Bank of the Year LIVE at the awards ceremony.

The judges' decisions are final and may not be appealed.

ELIGIBILITY

To be eligible to receive an award, the nominee bank must be a community or regional bank in the United States and its territories.

All Banky[™] Award winners will become eligible to be considered for one of five Category-Level Banky[™] Awards and the 2022 Extraordinary Bank of the Year[™] Award—the top award for community banks.

To be considered for a Category award and as a finalist for the 2022 Extraordinary Bank of the Year[™] Award, each Banky winner must complete a Culture Survey, with 75% of the bank staff completing the survey. The Culture Survey will be weighted at 50 percent of the Thank God It's Monday! Culture Award, with the other 50% of the score coming from the judges' scores. Also, each bank that applies for a Banky will be phone Mystery Shopped. The phone Mystery Shopping score will be weighted at 50% of the Customer Service Award, with the other 50% of the score coming from the judges' scores.

The three finalists for the 2022 Extraordinary Bank of the Year Award will be determined based on a combination of the Judges' Score, Culture Survey Score, and Mystery Shop Score, with one-third of the overall score coming from each. The overall Extraordinary Bank of the Year Award is then determined by a combination of judge's scores and a vote by the attendees at the Banky Awards.

Previous Banky Award winners and Category-Level Banky Award winners may apply for the 2022 awards. Previous Extraordinary Bank of the Year winners-the highest annual award-are inducted into the Extraordinary Bank Hall of Fame and are no longer eligible for the Extraordinary Bank of the Year Award but remain eligible for Banky and Category-Level awards.

JUDGING PANELS AND CRITERIA

The independent panel of judges is comprised of community banking experts from throughout the industry who analyze each nomination across five dimensions:

- » Internal Culture: Employee engagement.
- » Customer Service: Commitment to exceptional and consistent customer service.
- » Financial Literacy: Commitment to financial literacy programs.
- » Philanthropy: Commitment to making huge impacts within your community.
- » Extraordinary Bank Practices: Commitment to raising the standards of banking practices focused on client success.

THE APPLICATION DEADLINE IS JANUARY 28, 2022

Use the enclosed application or download one at BankyAwards.com/Nominate



2022 APPLICATION FORM

1. NOMINEE INFORMATION	N							
Bank Name:	O OR PUBLICATION)	Main	Office / Main Pho	one #:				
Main Office / Main Address:								
City:	_ State:	Zip:						
Bank Website:								
Is there a different mailing address? (PO Box):								
CEO's Name:								
Email:		Direct Phone #:						
CEO Assistant's Name:								
Email:		Direct Phone #:						
Marketing Contact Name:								
Email:		Direct Phone #:						
Name of person nominating the bank:			Tit	le:				
Email:		Direct Phone #:						
Has nominee previously been nominated	for consideration?	Yes No	Years:					
What award level has the nominee previously received? (check boxes next to each of the following)								
Banky	Category Win	ner	Extraord	dinary Bank of the Year™ Winner				
Category Finalist	Extraordinary	Bank of the Year™ Fir	nalist					
2. GENERAL INFORMATIO	N							
In what year was the bank founded?		C-Corp	S-Corp					
How many locations?		Commercial	Retail	Other				
FDIC Certification #:								

3. PHOTOGRAPH

Please submit a professional photograph of the CEO and one of the bank offices (a branch or headquarters building, showing logo/signage). Specifications: Digital file, minimum 300dpi, JPEG format. The photo will be used on BankyAwards.com and in press releases to announce winners.

4. FINANCIAL DATA

If you whom and what dollar amount of the accept are:	th reflected in the financial data is attributable to the marger or accuration?
if yes, when and what dollar amount of the asset grow	th reflected in the financial data is attributable to the merger or acquisition?
5. EXECUTIVES AND BOARD MEM	DEDC
5. EXECUTIVES AND BOARD MEN	BERS
Please list below the individuals who have assisted t	he bank's growth and success.
President	Chief Financial Officer
Name:	Name:
Email:	Email:
Direct Phone #:	
Address is the same as HQ/Main	Address is the same as HQ/Main
Other Address:	Other Address:
City: State: Zip:	City: State: Zip:
Chief Operating Office	Head of Retail
Name:	Name:
Email:	
Direct Phone #:	
Address is the same as HQ/Main	Address is the same as HQ/Main
Other Address:	
City: State: Zip:	City: State: Zip:
Other Executives	Other Executives
Name:	
Email:	Email:
Direct Phone #:	Direct Phone #:
Address is the same as HQ/Main	Address is the same as HQ/Main
	Othor Address
Other Address:	Other Address:

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5. EXECUTIVES AND BOARD MEMBERS (CONTINUED)

Board Chair			Board Member				
Name:			Name:				
Email:			Email:				
Direct Phone #:			Direct Phone #:				
Address is the sam	ne as HQ/Main		Address is the same as HQ/Main				
Other Address:			Other Address:				
City:	State:	Zip:	City:	State:	Zip:		
Board Member			Board Member				
Name:			Name:				
Email:			Email:				
Direct Phone #:			Direct Phone #: _				
Address is the same as HQ/Main			Address is the same as HQ/Main				
Other Address:			Other Address:				
City:	State:	Zip:	City:	State:	Zip:		
Board Member			Board Member				
Name:			Name:				
Email:			Email:				
Direct Phone #:			Direct Phone #: _				
Address is the same as HQ/Main			Address is the same as HQ/Main				
Other Address:			Other Address:				
City:	State:	Zip:	City:	State:	Zip:		
Board Member			Board Member				
Name:			Name:				
Email:			Email:				
Direct Phone #:			Direct Phone #:				
Address is the same as HQ/Main			Address is the same as HQ/Main				
Other Address:			Other Address:				
City:	State:	Zip:	City:	State:	Zip:		

6. ESSAY

Attach (UPLOAD) required essay covering the topics listed below. You may include supporting documentation. The financial information and the narratives are critical evaluation tools for the independent panel of judges. Take this opportunity to "tell the story" of the bank. Most information for each question may be readily available on the bank's company website or marketing materials.

- HISTORY AND CURRENT ACTIVITY (250 words) Describe the history of the bank. Is the founder still involved in leadership? Why did
 he or she found the bank? If the bank is family-owned, describe the generational history and milestones. Describe any significant
 obstacles the bank and its leaders have overcome to create the current level of success.
- WHY ARE YOU THE BEST BANK IN AMERICA? (1250 words) Explain why your bank should be recognized as one of the Best Banks in America™ and awarded with the Banky™ designation. What makes your bank unique—distinct from your competitors? Describe the market and customers your bank serves and why your bank is driven to serve those customers. Include the number of branches, the geographic reach, and the number of employees.

Be sure to include the following topics in your essay: Bank Culture, Financial Literacy Education, Philanthropy, Customer Service, and Innovative Approaches. The bank may be eligible for additional awards of excellence in these categories.

TGIM / Bank Culture

Describe the bank's culture and how that culture was accomplished. What were the guiding principles that shaped the culture? Describe the engagement of the bank's employees in the mission and vision of the bank – include specific activities that highlight employee engagement. Describe your education and systems to develop human potential, the systems you use to align your team to your corporate values, and the process to measure and improve culture each year.

Money Smarts / Financial Literacy Education

How does the bank address the community's need for financial education? What makes your financial literacy program unique? Who on your bank is involved in your literacy programs, and how?

BanksGiving / Philanthropy

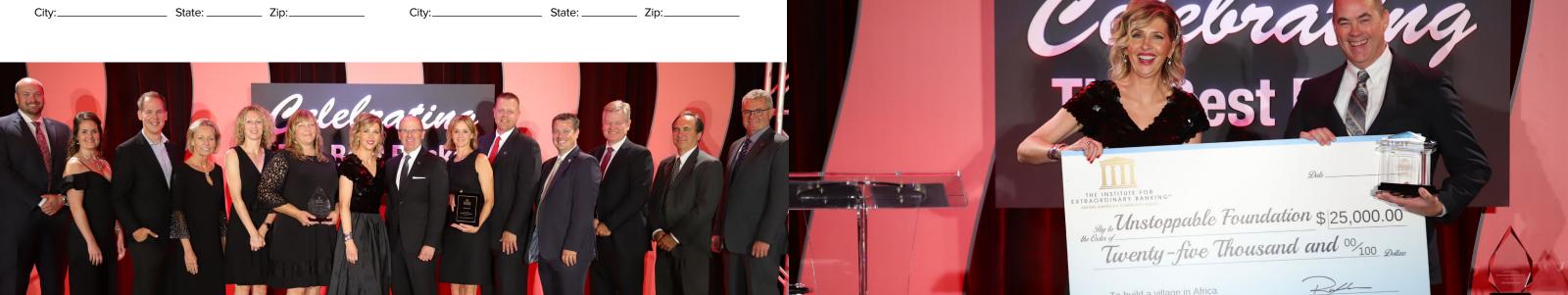
Tell us about the bank's philanthropic activity. How is philanthropy integrated into the culture of the bank, and what makes it unique? How does your bank's philanthropy program help improve the communities you serve? How do the bank employees participate in the bank's philanthropic efforts?

Above-and Beyond / Customer Service

What are the bank's systems used to manage the consistency and quality of customer service? What are your key indicators and metrics of customer service excellence? Include scores and speak to score-improvement processes. Have you been recognized in your region for excellence in customer service? If so, what was the recognition received?

Thought Leader / Innovative Approaches

What is the bank's unique approach to delivering value to customers? Do you have a unique or effective program that you use to attract new market segments and new high-porfit, low-risk clients? What is your leadership team's vision for future growth and profitability? How do you align each employee in your organization to both the strategic plan as well as to profit?



NO FEE OR PAYMENT IS REQUIRED TO NOMINATE A BANK FOR THE BANKY™ AWARDS.

Winners will be responsible for any federal, state, and/or local taxes due on prizes if any. Winners receive two complimentary tickets (for CEO and one executive or board member) to attend the Awards Ceremony and The Best Banks in America™ Super Conference, April 21 - 22, 2022, in Florida.

OVERALL BANKY AWARD WINNER WILL RECEIVE A DONATION IN THEIR NAME TO BUILD SCHOOLS AND VILLAGE INFRASTRUCTURE TO SUPPORT SUSTAINABILITY!

The Institute for Extraordinary Banking™ will award a **\$25,000 donation** on behalf of the overall 2022 Extraordinary Banking Award winner to help build a school in Africa.

THE BANKY AWARDS IS THE ONLY EVENT IN BANKING WHERE YOU COULD WIN A CAR!

The 2022 overall Extraordinary Banking Award™ winner will receive A NEW CAR! The car is custom-wrapped with YOUR branding, to say loud and clear to everyone in your community that you are The 2022 Extraordinary Bank of the Year™ winner.

The car is yours to keep this year and beyond!



Save the Date THE BEST BANKS IN AMERICA™ SUPER CONFERENCE

April 21 - 22, 2022

For more information, visit ExtraordinaryBanking.com/SuperConference

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TERMS AND CONDITIONS

THE PROMISES YOU ARE MAKING

You are promising that what you send as a Banky™ Award nomination entry:

- 1. Yours to share.
- 2. If it shows pictures of clients, staff, etc., that you have the right to give The Institute for Extraordinary Banking™ the right to publish this material.
- 3. Actually describing items being implemented at your bank presently.
- 4. Accurate, if you are supplying data.
- 5. Not breaking confidentiality requirements of your bank and holding company.
- 6. If someone sues The Institute for Extraordinary Banking™ because you gave us something and didn't have permission to give it to us to publish, that you will indemnify us and pay all costs and fees associated with our defense of that suit.

LICENSE

LICENSE TO DISPLAY: CONTESTANT, BY SUBMITTING A NOMINATION FORM, HEREBY GRANTS THE INSTITUTE FOR EXTRAORDINARY BANKING™ THE RIGHT TO DISPLAY THE CONTESTANT'S NAME, IMAGE, AND OTHER INFORMATION ON OUR MARKETING AND PROMOTIONAL MATERIALS (INCLUDING SPONSOR BOOTHS AT TRADE SHOWS AND THE SPONSOR'S WEBSITE) BOTH DURING AND FOLLOWING THE TERM OF THE PROMOTION. THE WINNER OF THE 2022 EXTRAORDINARY BANK OF THE YEAR™ COMPETITION WILL BE AUTHORIZED TO DISPLAY THE "EXTRAORDINARY BANK OF THE YEAR™ WINNER'S BADGE" ON WEBSITE, MARKETING MATERIALS, ETC, AND WILL KEEP THE CAR WRAP ON THE CAR THAT IS WON PER THE SPECS DELIVERED BY THE INSTITUTE FOR EXTRAORDINARY BANKING™ TO PROUDLY PROCLAIM THEY WON THE AWARD. ALL THOSE WINNING BANKY™ AWARDS CAN DISPLAY WINDOW CLINGS IN THEIR LOBBIES TO PROMOTE THEIR DIFFERENTIATION AS WELL AS DISPLAY THE BANKY™ LOGO ON THEIR WEBSITE, AND SEND PRESS RELEASES AS PRESENTED TO THE BANK. THE INSTITUTE FOR EXTRAORDINARY BANKING™ WILL SUPPLY PHOTOS AND VIDEO OF THE PRESENTATIONS OF THE FINALISTS WHICH THE FINALISTS ARE LICENSED TO USE AS THEY SEE FIT. THE INSTITUTE FOR EXTRAORDINARY BANKING™ MAY VARY THE MATERIALS DISTRIBUTED TO WINNERS FROM TIME TO TIME, AND THE CONTESTANT WILL BE ADVISED OF THE SPECIFIC MATERIALS TO BE RECEIVED AND ANY RELEVANT LICENSES GRANTED AT THE TIME OF RECEIPT OF THE MATERIALS.

LIMIT OF LIABILITY

THE INSTITUTE FOR EXTRAORDINARY BANKING SHALL NOT BE RESPONSIBLE OR LIABLE FOR ANY LOSS, DAMAGE, COST, OR INJURY THAT ARISES FROM OR RELATES TO THE INSTITUTE FOR EXTRAORDINARY BANKING SUSE OF LICENSED INFORMATION, THE CONTESTANT'S PARTICIPATION IN THE PROMOTION, OR WINNING OR USE OF A PRIZE, INCLUDING, BUT NOT LIMITED TO: (I) LATE, LOST, DELAYED, DAMAGED, MISDIRECTED, INCOMPLETE, OR UNINTELLIGIBLE ENTRIES; (II) TELEPHONE, ELECTRONIC, HARDWARE OR SOFTWARE PROGRAM, NETWORK, INTERNET, OR COMPUTER MALFUNCTIONS, FAILURES, VIRUSES OR DIFFICULTIES OF ANY KIND; (III) FAILED, INCOMPLETE, GARBLED, OR DELAYED COMPUTER TRANSMISSIONS; (IV) THE DOWNLOADING OF ANY MATERIAL IN CONNECTION WITH THIS PROMOTION; OR (V) ANY OTHER CONDITION THAT MAY CAUSE THE PROMOTION TO BE DISRUPTED OR CORRUPTED. THE INSTITUTE FOR EXTRAORDINARY BANKING RESERVES THE RIGHT, IN ITS SOLE DISCRETION AND WITHOUT PRIOR NOTICE, TO SUSPEND OR CANCEL THE PROMOTION OR ALTER THE RULES FOR ANY REASON, WITHIN THE INSTITUTE FOR EXTRAORDINARY BANKING BUT NOT LIMITED TO, IF AT ANY TIME A COMPUTER VIRUS, TECHNICAL PROBLEM, OR OTHER UNFORESEEABLE EVENT ALTERS OR CORRUPTS THE ADMINISTRATION OF THE PROMOTION.

RELEASE

CONTESTANT RELEASES AND AGREES TO INDEMNIFY AND HOLD HARMLESS THE INSTITUTE FOR EXTRAORDINARY BANKING™ AND ITS AFFILIATES, DIRECTORS, OFFICERS, EMPLOYEES, INDEPENDENT CONTRACTORS, PARTNERS, AND AGENTS FROM ANY LIABILITY WHATSOEVER FOR ANY CLAIMS, COSTS, LOSSES, OR DAMAGES (INCLUDING INFRINGEMENT OF PROPRIETARY RIGHTS, RIGHTS OF PUBLICITY OR PRIVACY OR DEFAMATION) ARISING OUT OF OR IN CONNECTION WITH: (I) THE ENTRY SUBMITTED BY CONTESTANT, AND/OR THE INSTITUTE'S USE OF ANY LICENSED INFORMATION; (II) CONTESTANTS ENTERING AND/OR PARTICIPATING IN THE PROMOTION; AND/OR (III) ACCEPTING OR USING ANY PRIZE. ANY LAWSUIT MUST BE BROUGHT IN HENNEPIN COUNTY STATE COURT IN MINNEAPOLIS, MN. IF YOU WIN THE CAR OR ANY OTHER PRIZE, YOU WILL ASSUME ALL LIABILITY FOR THE PRIZE AND ANY DAMAGE CAUSED BY THE CAR OR OTHER PRIZE, AND HOLD HARMLESS AND IDEMNIFY THE INSTITUTE FOR EXTRAORDINARY BANKING™ RESERVES THE RIGHT TO CHANGE THE RULES AT ANY TIME WITHOUT NOTICE AND IN OUR SOLE DISCRETION. NO FEE OR PURCHASE IS REQUIRED TO ENTER THIS PROMOTION.



ABOUT THE EXTRAORDINARY BANKING™ AWARDS

Hundreds of banks will receive a Banky™, the Mark of Excellence for community banks —like a seal of approval endorsing them as a highly-effective, community-focused bank. Five will be singled out as category award winners in each of these categories:

- Thank God It's Monday!™ Culture Banky Award for Outstanding Workplace Culture
- Money Smarts Banky Award for Financial Literacy Education
- BanksGiving™ Banky Award for Philanthropy
- Above-and-Beyond Customer Service Banky Award
- Thought Leader Banky Award

All five of the category winners will receive over \$25,000 in business building and public relations resources designed to help them show their community that they truly are Extraordinary Bankers! In addition, the Institute for Extraordinary Banking™ will donate \$25,000 to the Unstoppable Foundation on behalf of the 2022 Extraordinary Bank of The Year Award winner to sponsor the construction of a school in Africa.

PLUS the 2022 overall Extraordinary Banking™ Award winner will receive A NEW CAR! The car is custom-wrapped with YOUR branding, to say loud and clear to everyone in your community that you are the 2022 Extraordinary Bank of the Year™ winner. The car is yours to keep this year and beyond!

Application Inside!



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