



What's Your Purpose?

Year-End, a Time for Reflection by Jamie Shinabarger, President & CEO

Here at Springs Valley Bank & Trust in 2020, the Board and Management recognize how hard the staff has pulled together and focused on a positive outcome, despite the massive disruption that COVID-19 brought into our homes, businesses, and schools. They have repeatedly shown resiliency and followed the advice of beloved animated character Dory who urges repeatedly, "Just keep swimming!"

Day after day, I'm inspired to see our employees working with a collaborative, committed, and caring mindset. We are genuinely focused on our PURPOSE – the difference we are all trying to make to our customers and communities. Our Mission Statement speaks to how we go about fulfilling that purpose: "We will enhance the quality of life in our communities by focusing on you!"

Can I go off-script a moment and connect the dots? When we heard that our savings customers needed a bigger menu of options, we listened by offering a fixed annuity product through our Financial Advisory Group. Focused on you.

Or, as another example, the way in which our MLOs and loan support staff answered the call when historically low mortgage rates drove extraordinary volume through our doors this past year (>\$92M). We continue to put thousands of dollars back in the pockets of those households at a time when some incomes are down, and expenses are up. Our Commercial Lenders responded to the PPP, Care Act program, generating almost \$22M in primarily small, forgivable payroll loans. By standing in the gap with small business owner/operators faced with furloughing employees

while their business was shuttered or throttled way back, we helped most of them live to fight another day. *Focused on you*. That's our Mission at Springs Valley.

I would encourage all of our Sentinel readership to seek out your own personal purpose and mission in life in the coming year. Maybe you are passionate about a specific charity, about a cause, or maybe you are simply heavily invested in the life of a child or grandchild. Whatever your "purpose" in life is, let me encourage you to find it, grow and develop it, and finally align it with others where it overlaps to exponentially expand the impact.

Yes, 2020 has been a year of challenge, frustration, and fear, but medical advancements and the optimism that inherently comes with the prospect of a New Year gives me hope that in 2021 we will not only "just keep swimming" but will find a renewed sense of purpose along the way .

All the best for a safe, blessed 2020 Holiday Season and a Happy New Year!



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