

# Member Spotlight – Associated Bank



Dennis DeLoye, Executive Vice President, Head of Community Markets, and Northeast Wisconsin Regional President

\$1 million into Greater Green Bay area nonprofits and other organizations to help our community thrive.

As Wisconsin's largest mortgage lender, Associated Bank has a strong team to help its customers build, buy, or refinance. DeLoye continues by saying: "With inflation at a 40-year high, this impacts our customers with higher interest rates and home values, so we need to stay well informed to help guide our customers."

Associated Bank strives to create the best banking experience for its customers and to grow the bank. The bank is on a path that mandates key technology investments, growing its core business, and engaging local talent in the surrounding communities. With evolving trends and a shifting global landscape, innovation is key.

The four pillars that will assist its growth are:

- Digital forward investments: Make banking easier for the customers and create internal efficiencies.
- Expanding lending: Associated Bank has invested in new lending verticals which are helping to boost loan growth (Asset Based Lending, Equipment Finance and Indirect Auto).
- Growing core business: Focusing on developing bankers and hiring the right talent that have a passion for winning and a relentless focus on people to help its customers and communities. "It's always about the people!"
- Giving back: Continuing its volunteer programs and generously giving back to the community.

DeLoye closes with, "We live and work in the communities we serve and as leaders, it is our responsibility to help strengthen our communities."

To learn more about Associated Bank, visit its website at [AssociatedBank.com](http://AssociatedBank.com).

Headquartered in Green Bay, Associated Bank has a long and rich history in the Midwest, with more than 160 years of being one of the leading banks in the area. Associated Bank offers 200 banking locations throughout Wisconsin, Minnesota, and Illinois, is connected to more than 100 communities, and serves approximately 1.3 million customers.

Associated Bank takes great pride in its communities and the customers it serves. Dennis DeLoye, Executive Vice President, Head of Community Markets, and Northeast Wisconsin Regional President, states, "It's always about the people, both colleagues and customers. We work hard to hire the

right people that have a passion for our colleagues, our customers and the communities we serve. We are committed to listening to our customers and colleagues to help guide us in our business."

The company keeps its finger on the pulse of the community by staying connected to the customers it serves, both large and small. Associated Bank takes pride in having partnerships with area nonprofits and encourages its employees to volunteer as often as possible. Last year alone, Associated Bank colleagues in Green Bay combined to volunteer an impressive 17,000 hours of community work! Additionally, in 2021, Associated invested more than

## CHAMBER EVENTS AT A GLANCE

### Power Networking Breakfast

Tuesday, July 5, 7:30 a.m. - 9:00 a.m.

Join us and other Green Bay business leaders for this perfect opportunity to introduce your business and its products & services to the area! Attendees will have 2 minutes to introduce themselves and their company in a round robin style format while enjoying breakfast and views of the National Railroad Museum.

### CYP Plays – Cornhole @ Badger State Brewing

Wednesday, July 13, 5:30 p.m. - 7:30 p.m.

Grab a friend and join us in a friendly cornhole tournament! Join us and member of Ambassador Committee, Parker Wolf, for a night of fun competition and networking with other CYP members. This is a perfect opportunity to meet and interact with other young professionals in an easy-going environment!

### Coffee Break with WIPFLI – Nonprofit Formation: Basics from A to Z

Wednesday, July 20, 9:00 a.m. - 10:00 a.m.

Grab a cup of coffee and join us and the WIPFLI team of professionals, to help understand all it takes to start a nonprofit organization. With a combined 40+ years of experience in nonprofit organizations, experts will help you navigate the IRS rules and state-by-state requirements.

### CYP After 5 – Parallel 44 Vineyard & Winery

Friday, July 22, 5:00 p.m. - 8:00 p.m.

Join us and other CYP members for the July After 5! Just a short drive from Green Bay, attendees will be transported to wine country to enjoy local wines, good food and music while relaxing on the patio overlooking the beautiful vineyard!

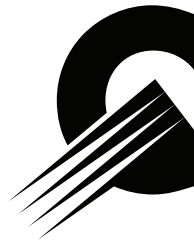
### CYP Dine N' Develop – Continuous Improvement and Innovation at Work

Thursday, July 28, 11:30 a.m. - 1:00 p.m.

Join us and guest speaker Jill Dequaine to learn more about communication in an era of digital transformation! During this interactive session attendees will: explore strategies to communicate effectively, practice empathy for those struggling, and self-reflect on opportunities for improvement.

Learn more about all events at [GreaterGBC.org/events](http://GreaterGBC.org/events)





Sponsored by:



# food FOR THOUGHT

**Topic: Active Shooter Threats**

Thursday, Aug. 4, 2022, 11 a.m. - 1 p.m.

The Automobile Gallery - Haddad Event Center

## Come hungry for knowledge at our August Food for Thought!

Help your business & its employees feel prepared to face an active shooter threat or other dire situations. Join Lt. Jeff Engelbrecht from the Green Bay Police Department at our upcoming Food for Thought event to learn how to assess threats and respond to them. Engelbrecht will go through an overview of Run-Hide-Fight strategies and other steps businesses can take.

Learn more &  
register here:



# COFFEE BREAK

WITH **WIPFLI**

HOSTED BY:



## Nonprofit Formation: Basics from A to Z

Wednesday, July 20, 9-10 a.m., The Urban Hub

Do you have a great idea for a nonprofit but don't know where to start?

Stephanie Cavadeas, CPA, and Terri Rexrode, CPA MST, from Wipfli will be leading a discussion on nonprofits. Attendees will learn pertinent IRS rules, requirements for the State of Wisconsin, applying for exemption status, filing and reporting requirements, and more. Limited capacity. Please register early!

Limited capacity,  
please, register  
here!



# DINE N' DEVELOP

Feed your body. Feed your brain.



## Connecting with your Company Culture!

Join us and speaker Jill Dequaine from SHRM-CP at our July CYP Dine N' Develop event! The topic will be Connecting with your Company Culture, company culture is often talked about but what is it really? By the end attendees will understand how to define company culture, how to impact and influence company culture, and how culture can make companies more effective and efficient! This is a perfect chance to learn about the culture within a company while networking with other CYP members and enjoying a provided lunch.

Limited attendees!

**Thursday, July 28**  
**11:30 a.m. - 1:00 p.m.**  
**Green Bay Botanical Garden**



Learn more & register now: