

# ROBERT M. TURNER

## CHIEF EXECUTIVE OFFICER & PRESIDENT

— Maximizing Revenue, Liquidity, & Earnings While Dampening Costs —

### PROGRESSIVE BANK CEO & CATALYST FOR LASTING, SIGNIFICANT PROFITS



#### Cultivating Ties with Boards, Customers, Regulators, Employees, & Community

**Strategic community banking leader** recognized for sweeping improvements to efficiency, product development, and marketing, with oversight of \$860M in deposits and loans, plus \$140M investment portfolio.

**Trusted Board advisor** conceptualizing and creating revenue opportunities by leveraging “Main Street Bank” theme. Champion for significant expansion including 6 new branches (from \$500K–\$2.2M) generating \$45M+ deposit growth and 12,000-square-foot, \$1.2M operations facility.

**Respected banking industry official** skilled in attaining peak deposit levels, stabilizing operations, addressing volatile regulatory requirements, and upgrading product offerings to deliver optimal ROI.

#### AREAS OF EXPERTISE

Strategic Planning	Asset Liability Oversight
Leadership Development	Risk Mitigation
Market Research	Change Management
Product Development	Board Collaboration
Regulatory Compliance	Facilities Expansion
Marketing Campaigns	Customer Engagement

“Robert has an open style that creates productivity, yet requires accountability at every level.”

— **Board Member, HSM Bank**

“A gifted leader of people... Robert always faced any situation, no matter how difficult, with openness, honesty, and integrity.”

— **AVP & Director, HSM Bank**

“Robert took the reins of our association to drive much-needed change.” — **VP, Iowa Association of Community Bankers**

“As a colleague, I have long noted Robert’s ability to lead by example and with passion... an individual of great integrity and commitment to his community and his customers.”

— **VP, Midwestern Bank**

#### EXECUTIVE PERFORMANCE BENCHMARKS

- **51% first-quarter 2009** earnings increase from process improvements that slashed \$700K in costs.
- Administration for \$550M in assets and \$5.2M net profit representing **630% growth over tenure**.
- **60% rise in Primary/Secondary Liquidity** to \$100M, improving regulatory perception of bank stability.
- Increased profit (\$4.6M decrease in cost of funds)—even with economic pressures and declining rates.
- Workflow and **technology efficiencies** placing bank among the forefront in electronic offerings.

#### PROFESSIONAL HISTORY

##### HSM Bank Corporation (HSMBC), Davenport, Iowa ■ 1985 – 2009

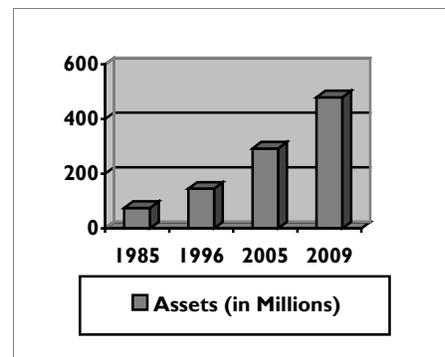
**Chairman, President, & CEO, 2007 – 2009**

**President & CEO, 2003 – 2007**

**EVP & Retail Banking Officer, 2001 – 2003**

**SVP & Retail Banking Officer, 1991 – 2001**

*Helmed bank throughout periods of industry change and growth, leading 7-member Board of Directors and spearheading profitability by designing customer-centric products, limiting expenses, and identifying areas of opportunity. Oversaw and led improved compliance, internal/external alliances, asset management, regulatory relationships, performance, security, and PR. Managed 16 direct and 175 dotted-line reports.*



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### Profit & Revenue Growth

- Magnified average deposit balance growth with “sweep” account structure allowing deposit retention and offering improved customer benefits (combined monthly statements, competitive interest rates, electronic notifications).
  - Met demand for new services—**despite intense competition from large banks** with additional resources.
  - Increased customer satisfaction among local government units and schools.
- **Improved Net Interest Margin**, lowering cost of funds 115 basis points while preserving core deposits.
  - Cut interest rates on excess deposit funds after holding personal executive meetings with area municipalities and school districts to assess impact to customers.
- Saved \$700K in vendor contracts, staff expenses, imaging costs, and statement mailing, driving cost initiative to review expense cut proposals from each employee—and improving year-over-year earnings for 2009.
- As EVP, created and chaired Asset-Liability Management and Strategic Planning Committees intensely involved with Board; set and achieved profit, technology utilization, expansion, and other long-term goals.
- Delivered deposit/revenue goal analyses as Pricing/New Product Development officer in SVP role.

### Business Expansion

- Increased deposits \$5M by establishing new, popular location and 3rd largest branch with **rare joint operating agreement** and purchase of AM Bank branch; attracted large volume of new customer accounts during unique closing process with previous bank.
  - Gained solid ROI on \$500K investment (including improvements).
  - Reached branch profitability within 18 months.
- Spearheaded new-market growth, **identifying optimal locations** with customer survey input and demographic analyses that aligned with bank culture and community profile.
  - Added desired amenities that spurred customers to open accounts, including late drive-through service.

### Community & Employee Relations

- Maintained approachable, community-friendly image, promoting brand message through speaking engagements, charitable activities, and relationships with media sources.
  - Brought in outside industry perspective by staffing marketing professional from sports franchise.
- **Enhanced standing among charitable organizations** and community, allowing paid volunteer work during business hours and donations during casual workdays; issued shareholder updates on community activities.
  - Positioned bank as key American Cancer Society Relay for Life sponsor, raising \$60K (\$21K in first year).

### Risk Management & Compliance

- Quickly turned around regulatory examination Order, facing documentation issues head-on with **methodology hailed as model for other banks** facing critical audits in wake of new regulatory practices.
- Cut liability and built profits, orchestrating **\$2M credit card portfolio sale** to third-party provider.
  - Influenced Board decision to eliminate auto loans by illustrating slim (1%) margin.
  - Built new, perpetual revenue stream that replaced original portfolio profits.
- Served as Bank Privacy Act Officer chartered with adherence to GLBA regulations.

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### Operations Leadership

- **Sharpened Board-to-Directorate** communications as Chairman, examining decades-long reporting practices, adding committees chartered with regulatory compliance and distressed asset review, and injecting Board presence into IT strategic planning process.
  - Oversaw document conversion to nearly 100% paperless imaging system.
  - Added review procedures used to monitor Regulatory Consent order and loan workout situations.
- Improved safety and workflow efficiency with low-cost solution to accident-prone utility easement area, negotiating with municipality that funded overhead for improvements.
- **Upgraded technology capabilities** with centralized, cutting-edge infrastructures; revitalized IT operations with changes to in-house staffing. Added e-statements and signature imaging functionality.

*“I have found Robert to be an extremely visible and approachable leader in his community. He is a man of tremendous integrity, and is respected by his employees, the shareholders, the customers, and by his banking colleagues across the State of Iowa. I would value any opportunity to work with him again.”*

— **Chairman, Greenwich County Bank and Trust**

*Other Roles:*

**VP & Branch Administrator; AVP & Branch Administrator, HSM Bank**

### EDUCATION

**University of Nebraska - South Graduate School of Banking, Kearney, Nebraska**  
***Executive Program Diploma – American Bankers Association***

**Dickinson College, Newark, New Jersey**  
***Master of Business Administration (MBA)***

**University of Phoenix, Mesa, Arizona**  
***Bachelor of Arts in Psychology***

### PROFESSIONAL & CIVIC AFFILIATIONS

#### **Iowa Bankers Association**

*Past Chairman and Trustee, Iowa Bankers Workers Compensation Fund | Past Chairman, MBA Group  
Board of Trustees, The William H. Nielsen School of Banking, Central Iowa University*

#### **Iowa Association of Community Bankers**

*Advisory Board Member | Past Vice Chair | Past Treasurer*

#### **American Institute of Banking**

*Board of Regents, The Southeastern Iowa Center for Banking Education*

#### **Rotary Club of Davenport**

*Past President | Past Treasurer | Past Director | Two-Time William Jackson Fellow*