

MEMO

DATE: January 14, 2019

TO: Managing Officers, CRA & Marketing Officers

FROM: Emily T. DeMasi, Vice President/Director of Communications

RE: NJBankers Community Service Award Program

NJBankers wants to give your bank the opportunity to get the recognition it deserves for its community service initiatives.

The Community Service Award program highlights the significant impact New Jersey banks have on their local communities. Without your help, we cannot tell your story. Members are encouraged to submit information and photographs that show how their financial institution makes New Jersey's communities' better places to live, work and play.

We compile a book that includes the submissions and then distribute it to the media as well as to Legislators and Regulators. This book is shared with media outlets to prompt interest in your bank's programs and reinforce the impact the banking industry makes on the communities that members serve.

Please pass this information to the appropriate individual at your institution.

For samples of entries from 2018, please visit www.njbankers.com under the Community Outreach tab and click on Community Service Awards.

Participants will be recognized by their peers at the 2019 NJBankers Annual Conference.

NJBankers will again ask members of the New Jersey Chapter of the Public Relations Society of America to judge the entries. Awards are selected by deposit size.

The format:

- 1-3 pages, portrait, with the option of including embedded photos in a pdf document with your bank's logo;

William D. Moss
Chairman
Chairman/President/CEO
Two River Community Bank
Tinton Falls, NJ

Thomas J. Kemly
First Vice Chairman
President/CEO
Columbia Bank
Fair Lawn, NJ

Thomas J. Shara
Second Vice Chairman
President/CEO
Lakeland Bank
Oak Ridge, NJ

John E. McWeeney, Jr.
President/CEO
New Jersey Bankers Association
Cranford, NJ

- **Include a brief profile of your bank which could include asset size, number of branches, year founded, number of counties served, and number of employees;**
- List your top community service initiatives from calendar year 2018, with brief descriptions;
- **Importantly, if possible, please identify projects by legislative districts since legislators are particularly interested in hearing about activities in their districts;**
- Include photo captions if you use photos;
- Submissions must be sent by **February 20, 2019** to be included in our Community Service Book.

Please pass this information to the appropriate individual at your institution.

For samples of entries from 2017, visit www.njbankers.com under the Community Outreach tab and click on Community Service Awards.

Send your entry to Emily DeMasi at edemasi@njbankers.com; If there are any questions, please contact Emily at 908-272-8500, ext. 610 or Erin Suckiel at esuckiel@njbankers.com or ext. 629.

Thank you for your anticipated participation!