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FREE

Ameriana Bank's branch in Westfield has raised thousands of dollars for the community and volunteers often. Anne Essex, Rob Garrett, Melissa Hemingway, Chris Dell, and Dawn Beery are all very active in the Westfield area and want to support as many programs as they can.



COMMUNITY IS THEIR BUSINESS

*Indiana-owned bank, Ameriana, is redefining
what corporate citizenship is / P9*

Photo by Margaret Sutherland

A new day in Indiana's health is coming. January 2011.



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COMMUNITY IS THEIR BUSINESS

Indiana-owned bank, Ameriana, is redefining what corporate citizenship is

By Margaret Sutherland

Current in Westfield

A small Indiana bank is reimagining what it means to be a Community-focused business. Ameriana bank, headquartered in New Castle with branches throughout Hamilton County (including Westfield), is making corporate citizenship a priority in its business model.

Focused on delivering outstanding banking and financial services, Ameriana also is extremely dedicated to being an active part of the community.

"We don't just think that being a part of the community means being located in it, but participating," said Rob Garrett the assistant vice president and banking center manager at the Westfield location.

Though the Westfield branch may have only a few staff members, they are making a big impact in the area, raising money and goods for local organizations, and providing hours of volunteering. From their offices, Garrett and his team have made a point to serve as many community organizations and nonprofits as they can through their "Community Wall" inside the bank. The feature is

BE ON THE COMMUNITY WALL

To be featured on the Community Wall at Ameriana or get involved, Garrett suggests dropping by the bank, located at 3333 East State Road 32, or calling (317) 867-7740. Though 2011 Community Wall is almost entirely scheduled for the year, Garrett said lecting the bank know about needs was the best way to make sure they can help.

unique to their particular branch, and shines a spotlight on a local group that needs support.

"The Wall really allows us to support local organizations and help them," said Garrett. "People are I think still a little confused by the Wall and what it is doing in the bank. We are a community bank. We like to keep it simple. We know who we are here."

Each employee seems to have found his or her niche in the community and does a variety of service work. Some of the employees are heavily involved with Westfield in Bloom, others volunteer through churches and with myriad organizations. In addition to the community wall, Garrett and his bank plan to begin featuring a local business of the month - and not just Ameriana customers.

TOP DOWN MODEL

The culture of community being bred in Ameriana locations across the area however comes from what might be considered an unusual place: the CEO, Jerome "Jerry" Gassen. Gassen's focus on community began with his redefining of what it means to be involved in a community, and really identifying a need in that local businesses needed to reconnect with their customers.

The new model, centered on customer and community service, not only meant that Ameriana would allow its employees to volunteer during work hours, but would encourage it, and would create a banking atmosphere that felt less like a bank and more like a home.

"This all really started from our CEO," said Melissa Nobbe, a public relations coordinator for Ameriana. "We want to redefine the small community bank and are providing the services to do so. We let our employees volunteer during the day, since it can be hard to find the time."

In addition to being active in the community, each branch is

designed to feel homey with a coffee maker and television, and has a community conference room which is available for public use 24 hours a day.

"It's just good business," said Garrett. Following through with the model wasn't difficult for Garrett and his team. All Westfield residents, Garrett said it was one of his priorities to make sure his staff members were experienced bankers, and from the Westfield area.

MAKING A DIFFERENCE IN A SHORT TIME

More than anything, Westfield's Ameriana is proud of its successes, gained in approximately two years in the area. In 2010, Ameriana raised a little more than \$10,000 for the community and gave countless volunteer hours.

Sharon Hudson, president of the Amanda Strong Food for the Needy Inc, said that 2010 was an especially tough year for her organization, and was so helped by being featured on the community wall. "This is a really unique bank," she said. "They really helped us out a lot and, even though they wanted to collect (even) more toys for our holiday drive, every little bit this year really helped. They really care there; you can tell."

Garrett and his team, though, say they hope in the coming years as their business grows so, too, will the spirit for being active in the community and providing services for the Westfield.

"It's been fun so far," said Garrett.

LEARN MORE ABOUT AMERIANA

To learn more about the bank and their new commitment to corporate citizenship visit: www.ameriana.com