

With an Exciting New Banking Center in Cynthiana, Kentucky, and a Commitment To Modern Craft Banking, Field & Main Bank is Positioned for Growth



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- Scott Davis

CEOCFO: Mr. Davis, what is the approach at Field & Main Bank?

Mr. Davis: We truly believe in the roots of a community bank being intertwined with the heritage of the places they serve. To be an integral

part of that makes a difference. It’s an investment, not only of our fiscal capital but our human capital in the places we serve, that makes places rich, better and focused on progressive action that allows our communities to thrive. We were in this community of Henderson, Kentucky, where we’ve been headquartered since 1887. For 128 years or so we were known as some version of Ohio Valley – Ohio Valley Bank, Ohio Valley Financial Group. In 2015, we merged with another community bank here in Henderson, Kentucky. Our idea when we merged was to rebrand so that our name has greater efficacy when we go beyond this market into other places. Ohio Valley River means something to us because we are situated here on the river banks, but when we moved out of this area, it did not connect quite so well. We came up with a name, Field & Main, which represents the things we speak to: our agrarian heritage and the fields of endeavor that drive us, Main Street banking and the Main Street places that are symbolic of the communities we serve in community banking.

CEOCFO: Your site sows “Welcome to modern craft banking.” What is that?

Mr. Davis: Modern craft banking marries both the modern conveniences of technology with the idea of craftsmanship – the attention to detail and relationships that are based on trust, respect and long-standing commitment to one another. It’s a banking experience that honors the old way of doing things with the new way of doing things. It’s continuing to invest in technological tools, like mobile banking, remote deposit capture and services that are of the electronic era, and having bankers who know their customers and who are committed to finding solutions for them.

CEOCFO: Why do you think so many banks skip over the relationship part? How do you understand it when so many seem to miss it?

Mr. Davis: I think as banks strive for scale, which we all must do to be able to afford all of these modern conveniences we want, the idea of building relationships often gets relegated to the junk heap of old ideology. We try to leverage those relationships more than may be practical. It is a balancing act to have the right mix of bankers to your customers and we struggle with that and have become more efficient, providing greater return for shareholders. That relationship is central to the long-term gain in community banking. That is the only piece we believe differentiates us from the large, mega banks.

CEOCFO: Are there many other community banks in your area?

Mr. Davis: As in much of rural America, there are many community banks. We certainly have our share of competitors who are worthy opponents. In this endeavor, we have a robust field of competition. We have regional and larger banks in our markets, along with very good community banks, which is ultimately good for the consumer.

CEOCFO: *What do you see as different about the geography and population you serve? What might stand out in your area?*

Mr. Davis: Our makeup is probably not too different from a lot of other rural America. We have agriculture in our area. Henderson County is a very large row crop farming area. We also have small businesses, small manufacturers and service organizations that serve a larger industry. We have automotive supply organizations throughout our area, including Toyota manufacturing, located about 45 miles north of us, and there is a good bit of support industry with that. We have the metals, including an aluminum plant south of us, and there is support business created from that. Some of the entrepreneurial activities in our area are small business related to a number of interests and areas that comprise our economic landscape.

CEOCFO: *Would you tell me about the services you offer? Is there anything you would like to add to the mix?*

Mr. Davis: We are fortunate in that we are a community bank that has a legacy of trust and investment expertise. We were initially chartered as Ohio Valley Banking and Trust Company. It is very much a part of our history that we offer trust services. We have a fairly significantly sized trust department in that we can offer the full gamut of services from individual trust and financial management accounts to large, employee benefit administration plans, where we invest and manage the retirement plans for companies. We also have a full array of services on the insurance side of the ledger. We provide property and casualty insurance, life products, health and benefit types of plans and have a pretty robust practice in the medical insurance area. Field & Main has a broad gamut in addition to the traditional commercial banking activities and consumer banking activities. As far as anything that we do not offer that we wish we did, I do not know if we really have a gap in terms of services we aspire to that we presently do not. There are some things in the consumer arena that we do not have scale for, but we are trying to figure out how to partner with others. One of those is a credit card, affinity marketing type of product that is very popular with consumers. Most community banks do not have the wherewithal from a size standpoint/scale standpoint to do that. If we discover a service that allows us to affiliate with a larger entity that provides both the connection to our customer in that service and meet the consumer's desire to have some affinity marketing points or some other cash back type of awards, we would be open to that.

CEOCFO: *Is your history important to your newer customers?*

Mr. Davis: I think having some substance about your brand is important, but we debate internally about that frequently, because we do believe in investing significantly in our community. Part of how we spend a good number of our discretionary profit dollars or marketing funds, goes into sponsorship of community activities. One of those keynote activities is the W.C. Handy Blues and Barbeque Festival held in Henderson. W.C. Handy was a great blues musician, composer and was from Henderson. This community organizes an incredible, four-day festival every summer, and we are the underwriting sponsor of that. Our customers and community members recognize the significance of making an investment of that magnitude back in the community, but I think often it is not front of mind for as many consumers as we would like. We hope that it makes a difference to all of them, but we know it is not quite the case. Part of it is also a generational thing. As we age and mature, we see those points of connection being more valuable. It is a very direct reflection of who we are and it is what we will continue to do because we believe it is important to build up community.

CEOCFO: *Would you tell us about the brand new banking center in Cynthiana, Kentucky?*

Mr. Davis: We got to Cynthiana by way of acquiring a charter up there when BankTrust, the organization we merged with, purchased Harrison Deposit Bank. That was probably four or five years ago. They were in a facility that was in great need of upgrade. It was a very aged, antiquated and dated facility that had some obsolescence. For example, the retail lobby space was about a block and a half away from the drive thru, which required separate staffing. We knew that additional investment was warranted there and we committed to doing that by building a new banking center. In designing the Cynthiana banking center, we looked for elements that fully reflect our brand so that you recognize the modern craft banking ideal. The Cynthiana design is in keeping with Field & Main's banking center design concept, which was first introduced in our headquarters market, Henderson. In both banking centers, we installed elements that speak to that the modern craft ideal. We put in some fixtures, like teller pods, which are standalone type desks. They have currency recyclers built into them so that you no longer have that isolation of a monolith teller line that creates a demarcation between the customer and the banker. The pods are standalone desks that enable the banker to actually move around to the side. Or conversely, the customer can slide around to the side and look at the transaction on the screen. It creates a much higher level of engagement with that customer and more privacy in that the banker is not speaking across the counter and giving out a balance, for example. Rather than reciting some transaction history, there is actually a visual connection there. When we went to Cynthiana, we had a blank slate. We tore down the building that housed our former drive through facility and had a clean, fresh site to work on. We were able to create a banking center that we felt more fully expressed this modern craft ideal, the juxtaposition of old things that are good, solid and traditional with modern and progressive. You see various architectural themes from steel crossbeams in front of the building to stone parts of the

façade. Internally, you see a plank flooring with more modern fixtures within the retail space. Therefore, Cynthiana got to be this opportunity for us to showcase what we hoped customers and communities visualize when they think of Field & Main and the idea of modern craft banking.

CEOCFO: *What has been the reaction from your customers?*

Mr. Davis: The outpouring by the community in Cynthiana has been so positive. I was working in the banking space up there last week and we had an advisory board meeting. I was occupying one of the extra offices. We got to be there and greet customers and it was so positive with things that they would say about what a great investment in the community and how it looks so nice now when you cross the bridge, because we are in a prominent place going into downtown Cynthiana. People are also enamored with it being a nontraditional type of layout. It does not look like the expected bank branch with a colonial or ranch-style building where there is a teller line that creates that point of demarcation between the client and the banker. We have a greeter desk right as you come in the door, which is a counter-level desk so you are high level with the banker who is there to greet you. It has a very different look and feel. There is a social area that opens on to a patio that is very bright, welcoming and warm. We really thought about the elements that spoke to the deposit banking experience we wanted to create, and people have embraced it so well in Cynthiana.

CEOCFO: *Did you give the old building to the city of Cynthiana?*

Mr. Davis: We did. It seemed there was a need there and it was something fitting for us to do. It speaks to our commitment of building community. When you look at our core values, the first letters spell craft. The words are community, relationships, actions – that support the values we say we stand for – finesse, which is a way of saying going the extra mile to do the things that create that crafted experience, and then teamwork with our professionals – connecting the products and services that we have to offer to our customers so they feel there is indeed a crafted solution for their financial service needs.

CEOCFO: *What is next for Field & Main?*

Mr. Davis: Now that we have built this exciting, new banking center in Cynthiana, it has heightened our commitment to move forward and with some other centers. Next on the docket is we are building a banking center in downtown Lexington Kentucky, right on Main Street. It is tough to find a vacant spot on Main Street and all the places you want to be but it worked out in Lexington. We are buying a first floor space in a five-story commercial and residential building being developed there by a local developer in Fayette County. It will be the Field & Main building that will be prominently featured, and we will incorporate some of these same elements that speak to our brand aesthetic.

CEOCFO: *Why choose Field & Main Bank?*

Mr. Davis: Here is a forward-thinking, progressive-minded bank that is looking for the most progressive and up to date ideas of how to deliver services to you with a team who is committed to continuing to hone your experience from how you interface with us on our online banking and mobile banking products to what you find when you walk in our front doors. We engage in a less traditional way, but in a way that honors the important things of building up the places where we live. Our point of differentiation as a community bank is totally committing to community by providing an unseen level of service to craft solutions for our customers.

