

## Jefferson Security Bank in Berkeley and Jefferson Counties of West Virginia and Washington County Maryland is Finding Success with True Community Banking by providing the Latest in Security Technology and Going the Extra Mile for their Customers



Cindy A. Kitner, CPA  
President and Chief Executive Officer

Jefferson Security Bank  
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“For us, it is about finding opportunities to make a difference by serving our customers and our communities.”  
- Cindy A. Kitner, CPA

**CEOCFO:** *Ms. Kitner, on the Jefferson Security Bank site, your tagline is “Banking the Way it should be.” Would you tell us more about your approach?*

**Ms. Kitner:** For us, Banking the Way it should be is our mission. We are a community bank that partners with our customers to enhance

their lives and enrich our communities through local decision-making. We share our mission throughout our bank and want all of our employees to model it every day. When working with our customers, we listen to them to identify opportunities to enhance their lives and better understand their true banking needs. That way we are able to offer them the right products and services that can make their lives easier.

**CEOCFO:** *Would you give us an example of how that would come into play day to day?*

**Ms. Kitner:** We go above and beyond traditional banking services to make our customers lives easier. We often have customers who have limited mobility – they may be elderly or hospitalized. So it’s not uncommon for one of our employees to go to them to have documents notarized or signed. We also have customers come to us to handle a basic transaction such as depositing a check. But in the course of that transaction, we’ll hear of a challenge they’re facing with an unexpected home or auto repair. We can offer them information on one of our products to help finance those needed repairs.

**CEOCFO:** *Would you tell us about the area you serve?*

**Ms. Kitner:** We are located not far from Washington D.C. and Baltimore, Maryland. Our primary service areas are Berkeley and Jefferson Counties in West Virginia and Washington County, Maryland. Our communities are diverse – a true mix of rural and urban settings. We have large employers to small and mid-sized family and locally owned businesses. Our customers work in manufacturing, agriculture, healthcare, retail, entertainment, academia, and numerous other industry sectors.

**CEOCFO:** *How do you reach out to the various constituents?*

**Ms. Kitner:** On May 19, 2017, we celebrated the 148<sup>th</sup> anniversary of the bank, so our roots are deep in our communities. Because of that, many of our new customers come to us through referrals, targeted marketing activities, and community service outreach interactions.

**CEOCFO: *What has changed since you took over as CEO?***

**Ms. Kitner:** I became President and CEO just over one year ago. Since then, my focus has been to shift our culture. We are moving away from the transactional mindset of simply viewing our interactions with our customers as a transaction and instead looking for an opportunity to serve them. I have been focused on helping all of our team members to identify our true customer needs and to be cognizant of their experience with us.

**CEOCFO: *Would you give us something you updated or changed and how it is now easier for customers?***

**Ms. Kitner:** Our enhanced fraud detection system...We take protecting our customers' information very seriously. We have worked diligently to ensure we have the proper technologies in place to monitor and alert our staff and customers of unusual activity. To make this easier for our customers, we have enhanced our fraud detection system to allow our customers to verify transactions in a real time environment. They can choose to verify their transactions via a phone call, text or email – whichever mode is the most convenient for them. We have also implemented an alert system which allows us to push out customized notifications to our customers through those same means. Our JSBe Alerts allow us to notify our customers when we have seen an increase in fraud in specific geographic locations or to simply let our customers know that an office will be closed due to inclement weather.

**CEOCFO: *How do you help your customers understand the need for increased security where perhaps you will call to verify something that may have gone through automatically, and while it is annoying it is also necessary?***

**Ms. Kitner:** This can be challenging in today's environment. However, I believe that as we see increased coverage in the media, on things such as the recent cyberattacks, our customers will appreciate our warnings and will innately become more aware. The best thing that we can do is to make sure that our employees are well educated on these risks and that they are educating our customers on them too. We need to take every opportunity to share what we know about the risks and then give specific examples of how we can work with our customers to protect their information. When our customers realize we are working to help protect their financial resources, they are more understanding of the verifications.

**CEOCFO: *Your website is [www.jsb.bank](http://www.jsb.bank). I have not seen many dot banks. When did you move to that and why?***

**Ms. Kitner:** We implemented the .bank domain in March of 2016. This was an important security measure for our customers and others wanting to bank with us. The .bank domain is only available to verified members of the banking industry who have met advanced security requirements.

**CEOCFO: *Is it recognized because it is a bank and that equals more security or is there another layer of security that comes with a dot bank name?***

**Ms. Kitner:** There is an extra layer of security that is required for a .bank domain. Additionally, when coming to our website, we want people to know that the website is authentic and that they are definitely dealing with a bank and not dealing with another company that could be misrepresenting itself as a bank. This is just one of the many security enhancements that we focused on to better protect our customers.

**CEOCFO: *What services do you see the need to add?***

**Ms. Kitner:** We are in the process of evaluating our customer needs to determine what we can offer to better serve our varied customer types. For those wishing to use the many technologies available, we have numerous services already available that can support their desired mode of doing business with us. For our customers, who prefer to bank in person, we will maintain traditional services as we look for opportunities to make enhancements to their in-person interactions with us. We have always focused on ensuring that our product offerings are easy for our customers to understand. We do not want to offer products that are complex, difficult or confusing in any way. It is important for us to focus on providing products that are geared to the specific demographics within our communities and meet our diverse customers' needs.

**CEOCFO: *Would you tell us about your community involvement?***

**Mr. Kitner:** There are a tremendous amount of opportunities for community involvement within the communities we serve. While we have always had a strong outreach in our communities, we are always looking for ways to have a meaningful impact on the lives of those in our neighborhoods. We participate in events at our local schools, or university, and in various events that support our local organizations and businesses. Our communities have numerous community-minded organizations and nonprofits. Some of our employees are very involved in our communities. To gain a greater appreciation of who we serve, we are encouraging more involvement from all employees and are working with them to find the right fit for their interests.

**CEOCFO: *What is the competitive landscape?***

**Ms. Kitner:** We have a lot of competition in our markets which includes banks of various sizes as well as credit unions and mortgage companies. So, like any other business, we have to stay diligent in focusing on our customers and doing

what we do best. When I think of competition, I also consider the nonbank competitors which are popping up online. We know with technological advances, many of our customers' behaviors have and will continue to change. This is why it is important for us to offer a variety of technologies as we continue to focus on serving and protecting our customers.

**CEOCFO: *What do you look for in the people you hire?***

**Ms. Kitner:** We are looking for people who are driven, motivated, willing to learn and who are interested in our communities. We look for people who are interested in helping others and who are looking for opportunities to make a difference in our customers' lives. We look for people whose professional desires match our mission statement and our values.

**CEOCFO: *What does the next year look like for Jefferson?***

**Ms. Kitner:** Over the next year, we will continue to focus on our customers. We will continue our employee training initiative to ensure our employees have the support and tools needed to best serve our customers. This has been a big focus over this last year and it will be a continued focus going forward. In addition, we know that we have kept product offerings pretty basic and simple for quite a while, so we need to look for opportunities to go deeper in our niches. We will be developing programs that are specific to our customer demographics.

**CEOCFO: *Why bank at Jefferson Security Bank?***

**Ms. Kitner:** Our mission statement says it all. We look at our customers and communities as partners. Because we are a community bank, we make our decisions locally. This can save our customers time when they are working to get a loan closed in a short time frame. When there is an opportunity for a loan that is a little bit different or complex, we are willing to go above and beyond to work with the customer to look for ways to get the deal done. Many if not all of our employees live within our communities and have for years. JSB has deep ties in the communities we serve. We care about our customers and we care about our communities. For us, it is about finding opportunities to make a difference by serving our customers and our communities.



*Banking the Way it Should Be™*