

Year in **Review**

2024 / 2025



Supporting our members by fostering a banking environment that strengthens our communities.



2024-2025 Board and Staff



Joan Gile
Chair*

President/CEO
Piscataqua Savings Bank



James Brannen
Vice-Chair*

President/CEO
First Seacoast Bank



Christopher Logan
Treasurer

President/CEO
Bank of New Hampshire



G. Frank Teas
Secretary

President/CEO
Millyard Bank

*Upon Joan Gile's retirement at the end of March 2025, James Brannen was appointed Chair of NH Bankers Association Board of Directors.

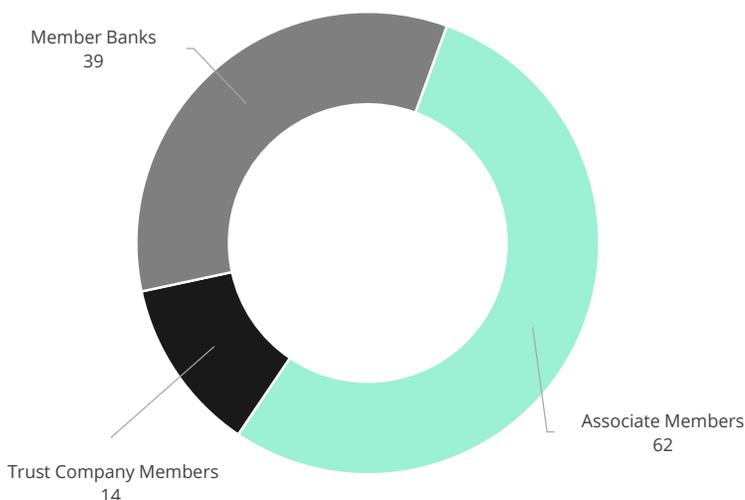
Directors

- Steven Byrnes** - SVP, Regional VP - Eastern NH - TD Bank
- Lloyd Hamm, Jr.** - President/CEO - River Run Bankcorp, MHC
- James Kisch** - President/CEO - Passumpsic Bank
- Linda Lorden** - President - Merrimack County Savings Bank
- Kenneth Sheldon** - SVP/Senior Relationship Manager
Global Commercial Banking - Bank of America

NH Bankers Staff

- Kristy Merrill** - President/CEO
- Sandy Tracy** - SVP/Chief Operating Officer
- Ryan Hale** - VP/Government Relations
- Sue McKee** - Marketing & Communications Mgr
- Betsy Beaulac** - Office Manager/Project Asst

Membership



Community Bankers Association of NH

Community Bankers Association of NH (CBA-NH) represents community banks statewide and is a wholly owned subsidiary of the NH Bankers Association. Our mission is to support the growth and strength of community banks serving individuals and businesses that live and work in New Hampshire. CBA-NH is operated through a Board of seven directors who are elected each year at its Annual Meeting.

Chair

David Finnerty

President/CEO
Claremont Savings Bank

Secretary

Gregg Tewksbury

President/CEO
NH Mutual Bancorp

Directors

Brian Bozak - President/CEO - Franklin Savings Bank

James E. Graham - President/CEO - Woodsville Guaranty Savings Bank

Mark Pitkin - President/CEO - Sugar River Bank

Josephine Moran - President/CEO - Ledyard Bank

Kristy Merrill - President/CEO - New Hampshire Bankers Association

NH Bankers Association Insurance Trust

The NH Bankers Association Insurance Trust offers any combination of medical (health), dental, vision and life products. As a self-insured medical plan, we now offer tiered rating. This allows you to benefit from your own experience and from scale, yet it also provides some insulation when bad claims inevitably hit.

Additionally, NH Bankers Services is able to serve as your broker of record for fully insured medical plans.

The Trust currently partners with The Richards Group serving as Consultant. Contact:

Ryan Cronan, REBC®, SHRM-CP
Account Executive, Total Rewards
rcronan@therichardsgrp.com

Cassie Westenfeld
Account Director, Total Rewards
cwestenfeld@therichardsgrp.com

Katie Wilder
Sr. Account Manager
kwilder@therichardsgrp.com

Chair

Mark Pitkin - President/CEO - Sugar River Bank

Executive Secretary

Kristy Merrill - President - NH Bankers Association

Insurance Producer

Sandy Tracy - SVP/COO - NH Bankers Association

Directors

Catherine Bardier - SVP, Chief People Officer -
Ledyard Bank

Valarie DiLorenzo - Human Resource Officer -
Woodsville Guaranty Savings Bank

Steffany Gallant - SHRM-CP, AVP/Human Resource
Officer - Piscataqua Savings Bank

Kathy Maguire - SHRM-SCP, SPHR - Granite Edvance

Kevin Miller - CPA, COO and CFO - Profile Bank

Amy Rankins - MS-HRM, PHR, SVP & Human
Resource Officer - Franklin Savings Bank

Government Relations

State Advocacy by the Numbers

↓
101

**Bills Reviewed
by NH Bankers**

↓
13

**Bills Actively
Lobbied On**

↓
21

**Meetings with
Legislators and Staff**

↓
7

**Bills having a direct or
potential impact on
the industry**

State - Top 5 Priorities

1. Bill SB 85, relative to chartered bank lending limits

Why this matters: This bill, filed at NH Bankers request, raises the legal lending limit for NH chartered banks from 15% to 20%, or up to 25% if fully secured. It also aligns New Hampshire's de novo period from 5 years with the FDIC's period of 3 years.

Status: As of publication, still waiting for final action

2. Bill HB 359, prohibiting denial of banking and insurance services based on any factor that is not quantitative, impartial and, risk-based as measured by an objective standard

Why this matters: We opposed this bill to prohibit banks from denying financial services for reasons like political affiliation and opinions, gun ownership, religious beliefs, and any involvement in the use or production of fossil fuels. Denials are permitted only on unique risk factors. The implications would make it difficult for banks to decline customers for reasons such as lack of expertise in a certain area, reputational risk, or safety concerns from difficult customers. It would likely subject banks to violations under the NH Consumer Protection Act.

Status: Retained in House Commerce and Consumer Affairs Committee

3. Bill HB 469, relative to membership of the public deposit investment pool advisory committee

Why this matters: HB 469 adds a member of the Municipal Managers Association and adds language requested by the industry to ensure the contract to manage the public deposit investment pool go before the Governor and Executive Council for approval.

Status: As of this publication, waiting for Governor's signature

4. Bill HB 195, relative to the expectation of privacy in the collection and use of personal information

Why this matters: We opposed HB 195 which prohibited third-party providers of information and services, including banks, from disclosing personal information unless the customer has given consent. The Attorney General would have the authority to bring a civil action against a violator and recover damages up to \$1,000 per violation.

Status: Inexpedient to Legislate

5. Bill HB 330, relative to establishing penalties for violations of the confidentiality of motor vehicle records

Why this matters: We opposed this bill to prohibit copying, scanning, or retaining driver's licenses. Under federal laws banks are required to store a customer's driver's license. Banks are held to a high standard by their regulator to protect customer privacy. Doing so by non-governmental entities would be a misdemeanor if committed by a real person and a felony if committed by anyone else. Violations would result in \$100,000 fines paid to the person whose information was collected, along with a lifetime of fraud protection.

Status: Retained in the House Criminal Justice and Public Safety Committee

Retained bills to be revisited by committee for a House recommendation at the start of the 2026 session.

Government Relations

Federal Legislative Focus

To position the industry well with key officials, prior to the election, we had great discussions with Kelly Ayotte (R-Nashua) who was elected as Governor and Maggie Goodlander (D-Nashua), who won the election to represent NH's second congressional district.

We regularly meet with regulators and our elected officials to have discussions regarding our key federal issues, including:

- **House STABLE Act (H.R.2392) & Senate GENIUS Act (S.1582)** – Establishes regulatory frameworks for payment stablecoins. We advocate for protections to prevent bank disintermediation, which would reduce access to credit and banking services. We're also asking to prohibit financial incentives on payment stablecoins, limit master account access for nonbanks, ensure bank deposits are a viable option for payment stablecoin reserves, and enforce a separation of commerce and payment stablecoin issuance.
- **Small Lender Act (H.R. 941)** – To reduce the impact of the CFPB's Small Business Loan Data Collection Act on banks and their customers H.R. 941 would exempt lenders originating fewer than 500 small-business loans in each of the preceding two years and defines small businesses as having gross annual revenues of under \$1 million.
- **Homebuyers Privacy Protection Act (H.R. 2808/ S. 1467)** - After consumers apply for a residential mortgage, credit reporting agencies sell loan applications and contact information to third parties. These "trigger leads" create a flood of unwanted solicitations, compromise consumer privacy, and create consumer confusion and complaints. This legislation requires consumer consent or restricts sales to lenders with an existing mortgage relationship with the customer. Senator Shaheen is a co-sponsor of this bill.
- **Credit Card Competition Act** – This would impose government mandates on the credit card market, reduce the security of credit card transactions and eliminate important consumer benefits like credit card rewards programs. We're watching closely to make sure this doesn't get included in any must-pass bills and are raising industry concerns with our delegation.
- **Federal Deposit Insurance Corporation Improvement Act (FDICIA) Thresholds** – Senator Shaheen is drafting legislation, as a result of advocacy from one of our member banks, to update the \$1 Billion threshold to account for inflation and to index it going forward.



Maintaining the New Hampshire banking industry's strong voice and steady influence in policy matters means ensuring a healthy BankPAC, in addition to our grassroots and lobbying work.

Thank you for your generosity and commitment for those who contributed to our Federal BankPAC in 2025. Your support helped us to sustain our voice on behalf of New Hampshire's banks and thousands of hard working employees.

2025 FEDERAL BANKPAC DONORS

Ross Bartlett.....Bank of New Hampshire
 Daniel BrownBank of New Hampshire
 Cheri CarusoBank of New Hampshire
 Susannah ChanceBank of New Hampshire
 Gregory Goddard.....Bank of New Hampshire
 Benoit Lamontagne.....Bank of New Hampshire
 Chris Logan.....Bank of New Hampshire
 Michael Long.....Bank of New Hampshire
 Timothy Naro.....Bank of New Hampshire
 Kaitlin O'Neil.....Bank of New Hampshire
 Dianne Peterson.....Bank of New Hampshire
 Gayle Price.....Bank of New Hampshire
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 Timothy DarganFirst Seacoast Bank
 Erica Johnson.....First Seacoast Bank
 James McKenna.....First Seacoast Bank
 Paul NeeFirst Seacoast Bank
 John E Swenson.....First Seacoast Bank
 Jean Tremblay.....First Seacoast Bank
 Sharon ZachariasFirst Seacoast Bank
 Dorcas GordonFranklin Savings Bank
 Brian BozakFranklin Savings Bank
 Sue ParadisFranklin Savings Bank
 Jessica Price.....Franklin Savings Bank
 Amy Rankins.....Franklin Savings Bank
 Joseph Thornton.....Franklin Savings Bank
 Josephine MoranLedyard National Bank
 Clayton Adams.....Mascoma Bank
 Tyler Gilday.....Mascoma Bank
 Jim DirubboMeredith Village Savings Bank

Marcus Weeks.....Meredith Village Savings Bank
 Sarah Mattson Dustin.....Merrimack County Savings Bank
 Linda Lorden.....Merrimack County Savings Bank
 Jay StewartMerrimack County Savings Bank
 Donald ChaseMillyard Bank
 Robert Friedburg.....Millyard Bank
 Gerry GartnerMillyard Bank
 Craig Jones.....Millyard Bank
 Peter Nash.....Millyard Bank
 David Petropulos.....Millyard Bank
 John Stabile.....Millyard Bank
 Peter TamposiMillyard Bank
 G. Frank Teas.....Millyard Bank
 Jack Tulley.....Millyard Bank
 Ryan Hale.....New Hampshire Bankers Association
 Kristy Merrill.....New Hampshire Bankers Association
 Gregg Tewksbury.....NH Mutual Bancorp
 Jim Kisch.....Passumpsic Bank
 Christopher Brown.....Piscataqua Savings Bank
 Margot Doering.....Piscataqua Savings Bank
 Joan GilePiscataqua Savings Bank
 Philip Pettis.....Piscataqua Savings Bank
 Elisabeth RobinsonPiscataqua Savings Bank
 Benjamin Wheeler.....Piscataqua Savings Bank
 Donna ElotmaniSalem Co-operative Bank
 Mark BodinSavings Bank of Walpole
 Maureen Hampton.....Sugar River Bank
 Ann O'Clair.....Sugar River Bank
 Mark PitkinSugar River Bank
 Robin WellsSugar River Bank
 James GrahamWoodsville Guaranty Savings Bank

Presidential Club **2024 STATE BANKPAC DONORS**

Thank you to our member banks for supporting our State BankPAC which is focused on state-level elected officials and helps strengthen our local relationships.

Mt Washington - \$5,001 - \$10,000

Bank of New Hampshire

Mt. Adams - \$2,501 - \$5,000

Enterprise Bank

Mt. Jefferson - \$1,001 - \$2,500

Bankprov
 Claremont Savings Bank
 Franklin Savings Bank
 Lowell Five Bank
 Mascoma Bank
 Merrimack County Savings Bank
 MVS (Meredith Village Savings Bank)
 Newburyport Bank
 Northway Bank

Pentucket Bank
 Piscataqua Savings Bank
 Profile Bank
 Savings Bank of Walpole
 Woodsville Guaranty Savings Bank

Mt. Monroe - \$500 - \$1,000

Bank of America
 Millyard Bank
 Sugar River Bank

BankPAC Breakdown

State BankPAC



Federal BankPAC



Financial Literacy Month Celebration



NH Bankers celebrated Financial Literacy Month in April by amplifying efforts done by our participating 21 member banks who dedicated themselves to promoting financial literacy throughout the month.

Members showcased valuable resources such as their own dedicated webpages about financial literacy, or the American Bankers Association's tools available. Some highlighted employee's financial tips that has helped them along the way. Some held classes on scams, credit or savings tips or taught children on financial literacy.

We appreciate all the efforts made during the month and throughout the year to all who dedicate themselves to provide your expertise to this vital initiative. Thank you all for your unwavering commitment to promoting financial literacy.

Professional Development

↓
24
Professional Development Events

↓
894
of Event Attendees

↓
327
Peer Group Members

↓
15
ABA Certificates Earned

Leadership Foundations Certificate Program with UNH is off to a great start!

Our inaugural class is half way through this intensive program for future leaders in banking.

Through a combination of readings, case studies, self-assessment, and experiential learning activities participants:

- Prepare for a management role or higher level management role
- Explore the distinction between leading and managing
- Develop strategies for managing change with a variety of constituencies
- Develop skills/experience in thinking strategically
- Enhance their leadership communication skills and confidence in navigating difficult conversations
- Understand the key drivers of team effectiveness



Contact Sandy Tracy for more information about enrolling for our next class!

ABA Certificate Recipients

NH Bankers partners with the American Bankers Association (ABA) to offer their certificate programs. Purchase individually, or train all of your employees for one low price by purchasing the Banking Foundations License. It includes training for Tellers, Branch Managers, CSRs, Supervisors and the Universal Banker, at a much lower cost.

This year, we also facilitated our own ABA Principles of Banking class, of which we had 5 students.

Bank of New Hampshire

- Joseph Connelly
- Banking Basics
 - Bank Teller Certificate
 - Bank Solutions Provider Certificate
 - Personal Banker Certificate
 - Universal Banker Certificate
- Peter Maheu
- Bank Solutions Provider Certificate
 - Bank Teller Certificate
 - Branch Manager Certificate
 - Community Bank Suite – Sales Skills
 - Universal Banker Certificate

Claremont Savings Bank

Keegan Carpenter - Principles of Banking

First Seacoast Bank

Elizabeth Moody - Digital Banker Certificate

Franklin Savings Bank

Whitney Hall - Bank Teller Certificate

Millyard Bank

Prerna Jain - Principles of Banking
 Joy Wheeler - Principles of Banking

Passumpsic Bank

Jaime Gaboriault - Supervisor/Team Leader Certificate

Piscataqua Savings Bank

Leah Colbath - Bank Teller Certificate
 Ellen Martin - Certificate in BSA and AML Compliance
 Megan Mika - Bank Teller Certificate

Profile Bank

Blake Stoll - Certificate in Business and Commercial Lending

Sugar River Bank

Sarah Burnham - Principles of Banking
 Marissa Purslow - Principles of Banking
 Jenny Wheeler - Bank Financial Management

Banking Industry Branding Campaign

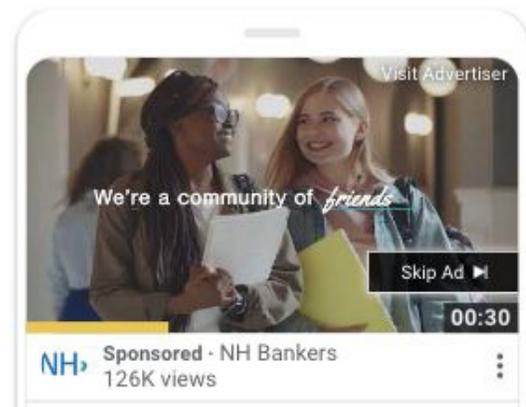
Our strategic plan included a 6-month two-pronged public awareness campaign to highlight the important role the NH banking industry plays in our communities, and to appeal to younger customers by offering digital solutions backed by local and personal relationships. We allocated funds from our reserves to create two videos at various lengths along with digital display ads strategically placed to reach our target audience. These ads brought the audience to a page on our website, where they could find a bank branch located closest to their location. The campaign consisted of two key concepts:

Appeal to Younger Customers

The targeted audience was those under the age of 40 who likely prefer local banks or in-person banking, who may be underserved or unaware of the services community banks bring to their evolving banking needs. The driving message was to demonstrate digital banking products and services our banks offer, while still valuing the personal touch that local banks can offer.

Tell the Story of the Foundational Role Banks Play In Our Communities

This ad targeted potential bank switchers who are small business owners, high-income individuals, or those who may prefer local banks. Our strategy was to successfully emphasize the benefits of personalized services (small business loans, residential loans, savings accounts and digital services) and the essential role of local banks through giving back to our communities, offering rewarding careers, and educating people to improve in their financial well-being.



Results

The branding campaign demonstrated strong results, and continually beat benchmark metrics during its 6-month campaign duration, effectively increasing visibility and audience engagement across targeted platforms.

- **Strengthened Brand Awareness of NH's banking industry:** The campaign was successful in increasing NH banking industry brand awareness with target audiences and expanding the industry's reach in choosing local banking services.
- **Achieved High Message Saturation:** The campaign videos were watched in their entirety more than 4 million times across social media platforms, premium connected devices (like Roku), and YouTube.

Want to see the videos? Go to: <https://bit.ly/3YKqRUQ>!

#NHBanksGiveBack 2024



In October of 2024, 30 member banks participated in #NHBanksGiveBack, a volunteer celebration during the month by the New Hampshire banking industry to celebrate the impact banks in New Hampshire have in their communities.

Thank you to our participating members:

Bangor Savings Bank
 Bank of America
 Bank of New Hampshire
 BankProv
 Bar Harbor Bank and Trust
 Claremont Savings Bank
 Enterprise Bank
 First Seacoast Bank
 Franklin Savings Bank
 JP Morgan Chase

Kennebunk Savings Bank
 Ledyard Bank
 Lowell Five Bank
 Mascoma Bank
 Meredith Village Savings Bank
 Merrimack County Savings Bank
 Millyard Bank
 NBT Bank
 Newburyport Bank
 Partners Bank

Passumpsic Bank
 Pentucket Bank
 Piscataqua Savings Bank
 Primary Bank
 Profile Bank
 Salem Co-operative Bank
 Savings Bank of Walpole
 Sugar River Bank
 Walden Mutual
 Woodsville Guaranty Savings Bank



Community Banker **of the Year**

Marcus Weeks

President, Meredith Village Savings Bank (MVSB)

“Marcus has a wonderful story of community banking and began his career as a high school student teller and continued to rise through to ranks to serve as the bank’s President. He has been a strategic driver of the bank’s growth, is a servant leader who has cultivated an employee-first culture and has dedicated his professional career to supporting his community -- as evidenced in his recent recognition as Business Leader of the Year.” - Kristy Merrill, President/CEO NH Bankers

A New Hampshire native - born and raised in the Lakes Region – and with over 29 years in the banking industry, Marcus Weeks was unanimously chosen by our independent panel of judges: Senate Democratic Leader Donna Soucy; Representative John Hunt, Chair of House Commerce and Consumer Affairs Committee; and Senate Majority Leader, Sharon Carson.

In addition to a lifetime and career devoted to community service, Marcus has championed efforts to address the lack of affordable housing in NH. Under Marcus’ leadership, MVSB continually supports organizations who are working toward adding affordable housing, and those that are addressing the secondary issues created by our current crisis, such as food insufficiency, affordable healthcare, and economic development.

Highlights from Marcus Weeks’ Career and Service:

- 2024 Business Leader of the Year – Business NH Magazine
- Lakes Region Visiting Nurse Association - Board of Directors Executive Team Member – Current Vice Chair, Immediate Past Chair and Member of the Finance and Executive Committees
- Boys & Girls Club of Central New Hampshire - Member of the Executive Committee
- Geneva Point Center - Policy and Governance Committee & Current Vice Chair
- Spaulding Academy & Family Services – Board Member & Member of the Governance Committee
- New Hampshire Bankers Association - Legislative Affairs Committee member

Marcus is known as a true community champion, whose involvement spans far beyond the list of formal roles above. He takes most pride in the relationships he has built by being engaged in local events and happenings. He is present and listens, which gives him unique perspective and insight into the opportunities and challenges facing the people and businesses in MVSB’s communities. He is always ready to help bring people together or open doors to support doing good.



MAKING CONNECTIONS, PROVIDING SOLUTIONS

Our Preferred and Referral Partners Offer Solutions for Your Bank's Needs

We work hard to find the highest quality products, services and solutions the industry has to offer to help our members become more efficient and effective. We select only those companies we believe will benefit you.

Consider using a Preferred or Referral Partner for appropriate opportunities, which will further support NH Bankers Association.

To learn more, scan the QR code or contact Sandy Tracy at stracy@nhbankers.com or 603-224-5373.



<p>BOARD/BANK MANAGEMENT</p>  <p>FinPro is a full service management consulting firm specializing in providing advisory services to the financial institutions industry.</p>	<p>COMPLIANCE</p>  <p>Not just a compliance solution, Compliance Alliance is a regulatory bank compliance advisory that works in partnership with your institution.</p>	<p>COMPLIANCE</p>  <p>Since their inception in 2000, we have helped banks across the country earn guaranteed CRA credit for ensuring safe senior living environments through our turnkey crime prevention program, Senior Crimestoppers.</p>	<p>CHECK PRINTING CONSULTANTS</p>  <p>Check Printing Contract Consulting (CPCC) negotiates check printing agreements on behalf of community banks. Its principal had a 32-year track record as a top sales performer for one of the country's largest check printers.</p>
<p>CORE PROVIDER NEGOTIATIONS</p>  <p>Since 1994, ICI has been a leading bank advisor nationwide. ICI is a consulting firm that supports financial institutions by providing core processing assessments, vendor evaluations, contract negotiation and conversion services.</p>	<p>DIGITAL MARKETING SOLUTIONS</p>  <p>ARP is a digital marketing company that works with state and national associations to provide advertising opportunities allowing industry companies to reach association members and industry professionals.</p>	<p>FINANCIAL SERVICES</p>  <p>ICBA Payments is the wholly owned payment services subsidiary of the Independent Community Bankers of America® (ICBA) and has been managing payments solutions for the nation's community banks since 1985.</p>	<p>FRAUD/SECURITY</p>  <p>Through its Identity Trust Management, FIVerity offers innovative technology that empowers community banks to enhance security, reduce fraud, and streamline compliance processes.</p>
<p>HUMAN RESOURCES</p>  <p>BankTalentHQ is the premier talent management site for financial industry careers, brought to you by an alliance of state banking associations working together.</p>	<p>INSURANCE</p>  <p>ABA Insurance Services, a Member of Great American Insurance Group, provides D&O, bond and cyber insurance to financial institutions, including trust companies and banks in organization, through our Preferred Partner Program.</p>	<p>INVESTMENT</p>  <p>ICBA Securities provides a full suite of investment products and services for community banks through its exclusively endorsed broker, Stifel.</p>	<p>OFFICE PRODUCTS & PROMO PRINT</p>  <p>W.B. Mason is a rapidly growing supplier in Northern New England of office products, print and promotional products, coffee and promotional supplies.</p>
<p>REAL ESTATE SERVICES</p>  <p>A sale leaseback strategy can unlock the hidden potential of your real estate assets. Convert depreciated properties into significant financial gains. Use these funds to increase capital, pay down borrowings, restructure investments or fund M&A.</p>	<p>REVENUE GENERATING SOLUTIONS</p>  <p>As recurring revenue experts with retail banking backgrounds, StrategyCorps brings the subscription revenue model (think Amazon, Netflix and Spotify) to retail checking.</p>	<p>SCHOOL</p>  <p>The Paul W. Barret, Jr. School of Banking is a non-profit independent school created by and governed by a Board of Regents, whose members are executives from banks and other firms involved with the financial services industry.</p>	<p>STRATEGIC SOLUTIONS</p>  <p>SRM provides advisory services across payments, artificial intelligence, organization design, and more. They also offer a proprietary account growth tool, SRM Account Boost, for banks to complement their existing acquisition and retention efforts.</p>

2024 Sponsors

Thank you to our member sponsors this past year.
We thank you for your support!

Agri-Access	ICI Consulting, Inc.
Allied Solutions	Independent Community Bankers of America
American Bankers Association	Integrated Security Group
Anthem	IntraFi
Baker Newman Noyes	Ledyard National Bank
Bank of America	M&M Consulting, LLC
Bank of New Hampshire	M&T Bank
BerryDunn	Mascoma Bank
BHG - Bankers Healthcare Group	Merrimack County Savings Bank
Career Management Associates (CMA)	Northeast Delta Dental
COCC	Passumpsic Bank
EPG, Inc.	Performance Trust Capital Partners
Federal Home Loan Bank of Boston	Strategic Resource Management, Inc.
Fiverity	The NBS Group, LLC
Gallagher, Callahan & Gartrell, PC	The Richards Group
Granite Edvance	Travelers Insurance Company
Griffin Financial Group	Wolf & Company PC

2024 / 2025



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