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*“Seeking good,
for its own sake,
really does
matter.”*



Personal and Corporate Integrity –

*Our values stand the challenges of business, and the tests of time.
We do not compromise our values for personal or corporate gain.*

These powerful words are published and posted throughout The Victory Bank, in our statement of purpose, on our web site and annual report, and these values are taught to every member of our team in a class we call, “Culture and Values,” all in an effort to recruit principled people onto our team and to govern our day to day choices, so that we will choose to do the right things as we serve our clients and communities.

But do these efforts really matter, or are these just hollow words without underlying substance? We all know that “talk is cheap.”

Sometimes it is hard to know. This might be in part because our social fabric seems to have partially unraveled, and many of our shared values, at either a national or local level, seem to have vanished. Does honesty matter anymore? How about justice, fairness, self-control or the pursuit of truth? What about the value of music, beauty and the arts, as contrasted with just trying to accumulate wealth or keep school taxes as low as possible?

Historically, we looked to our leaders, whether in our local communities, our schools, our religious institutions, or our political institutions like Congress and the Presidency, to give us guidance and show us the path to righteousness. When we were



Joseph W. Major, Chairman and Bank Leader

not sure of what to do, it was incumbent upon our leaders to remind us that seeking good, for its own sake, really does matter. Sometimes in the heat of battle we made choices that weren’t always

continued

ethically or morally supportable, and in those times it has fallen upon our leaders to steer us away from darkness and back towards the forces of goodness, love, charity and respect for our fellow man, for all nations and for our planet. When we avoided making hard choices for far too long, it took the courage of our leaders to remind us of what we really stand for as a people.

But in our modern ideologically conflicted and materialistic age, fraught with “alternative facts” and an utter disregard for our nation’s traditional values, it seems harder than ever to stand for anything good. Sometimes I feel discouraged when I think about all of this. As we teach and reinforce our value system here at the bank, there are probably some folks out there who would scoff at us. “How could that local bank think they can make any kind of difference in the world,” some might be saying about us. Worse yet, the entire idea of trying to manage our bank in accordance with key shared values can often seem pretentious and condescending. Who are we to stand on a “soapbox” and claim we are better than anyone else? We are just human beings, struggling to do things right but prone to the same human weaknesses as everyone else. Sometimes we are tired and crabby, selfish and weak, lazy and indulgent, really no better than anyone else.

But we try very hard to remember that while we are not perfect, we can most certainly strive for that

perfection every day and in every exchange with mankind, meaning our communities, with our clients and with each other. The word “integrity” is usually understood to mean honesty and moral uprightness, but the root of the word actually refers to “wholeness,” and it is because of that meaning that it was chosen to represent this very

“We are just human beings, struggling to do things right.”

important key value. Do we conduct ourselves in ways that are consistent and complete? Are we deeply imbued with our values, so that they flow from us with ease, as we effortlessly and consistently reflect them in our day to day choices and behavior? Are we aware enough to notice when we miss the mark and can we humbly learn from our mistakes and self-correct, or are we so egotistical that we claim to be right and all-knowing all of the time?

When we stop for a moment to consider these questions, we are reminded that it is OK to make mistakes and be imperfect, as long as we are aware and modest enough to learn and grow from these poor choices and do things better the next time.

Despite the many challenges of the economy and the political scene,

I am encouraged when I remember that The Victory Bank has managed to close about half a BILLION dollars of loans into our local communities since it opened. Yep, half a BILLION! Those dollars build local businesses that provide employment and help build a sound tax base, pay wages to families and provide assistance to those of us who are less fortunate. We are proud of this work, and only hope that all of you who are our friends, clients and shareholders can realize how much we appreciate all of you, because without you this bank would not exist and we could not do this good work in our local communities or make a decent return for our shareholders. Our pledge to you is to continue on this path, doing good work and remaining true to our value system and the principles of high integrity, as we build an ever stronger and more successful bank.

Thanks from all of us for your support.

Sincerely yours,



Joseph W. Major
Chairman and Bank Leader

The Year in Review

Limerick Community Day



(l-r) Warren Major, Kaitlin Doyle and Betsy Knott in front of our booth

Phillies Game Day BBQ



Pink Concert



(l-r) Shelly Stockmal, Sarah Benson, Kelly Taylor

Perkiomen Valley Chamber "PV Stars Best of the Valley" Gala

Victory Bank receives "2017 Medium Business of the Year" award.



(l-r) Joseph Giunta, Vincent Raffeo, Saul Rivkin and Warren Major

To recognize International Women's Day, celebrated on March 8, 2017, the employees of The Victory Bank decided to "seize the day" and make a positive impact by creating awareness and benefiting women in need in their community. Over the course of the week, employees pulled their resources together with personal donations, which were then matched 100% by the bank. The total donation was delivered to Laurel House, an organization that works to end domestic violence by providing training, awareness and support services to women and families in Montgomery County.



(l-r) Saul Rivkin, Diane Helm, Shelly Stockmal, Beth Sturman and Betsy Kilkenny.

A Healthy Workplace Means A



I love that the level of attention around “Health and Wellness” in the workplace has been growing over the years, but I hate to say the attitude around the topic is still dangerously negative. Whether it’s a CEO, a Human Resources Manager, or a Sales Representative, I still do not think that enough people fully grasp the significance of this vital topic! Even though, at the end of the day, the decision falls on the individual employee, I strongly feel a lot more can be done by companies to encourage a greater participation in the areas of health, wellness, fitness, and nutrition in the workplace. In this article I will share some tactics, suggestions and reasons why and how this needs to be addressed sooner than later.

We know that healthier people are happier people, which means that healthier people make better employees. Therefore, why wouldn’t all companies want to invest in the health of their employees and make their company the

most coveted place to work? I honestly don’t know the answer, but I have met many people who work for companies like that and they always work this topic into the conversation when they talk about what they do for a living.

If you are already starting to think of ways to improve the health and wellness culture at your company, then you are already more than 50% of the way there! If you are wondering why that is, being healthy and living a healthy lifestyle starts MOSTLY with a healthy mindset. After coaching and speaking for over 8 years, I can say that the mindset is almost more important than any other aspect. Once a person has a “want” and the reasons to make the necessary decisions to be healthy, they will do it. Therefore, altering the mindset in the workplace is the first and usually the most fun place to start. The mindset also affects the stress level of the individual. Aside from being the number one killer these days, stress has a long list

of symptoms associated with it; one of them being heart attacks, which according to scientific studies are more common to happen on a Monday due to the dreaded start of the workweek.

However, what if it didn’t have to be this way?

Try this simple exercise - close your eyes and visualize the following: imagine it’s Monday morning and you just walked through the front doors at work, you’re walking towards your desk and notice that people are smiling, overhear people are being positive, happy, and loving life! Hearing this brings a huge smile over your face and makes you feel grateful to be at work! One of the reasons that you are witnessing this (and feeling it yourself) is because the weekend was filled with great fun, exercise, family time, good food and relaxation.

The second reason is because they actually like coming into the office. They know that they will be working and spending time alongside like-minded individuals in an environment that is encouraging and health-conscious. The culture of your workplace plays a huge part in creating scenarios like this, so let’s start there.

The first thing I encourage all employers to implement is the mandatory use of vacation days. It’s unfortunate that we have to “make” people value their own time, but if that’s what it takes to create change, then let’s support them by doing so. So many vacation days go unused every year. In fact, according to [Project: Time Off](http://www.projecttimeoff.com) (www.projecttimeoff.com); “55% of Americans did NOT use all of their vacation time in 2015”, which

Bright Future.

by Jim Burdumy

lead to a record breaking 658 million unused vacation days. I'm sure I don't have to list the benefits of taking time off and the therapeutic effects it can have on a person mentally, physically and emotionally. Now that we have employees valuing their time and taking their hard earned vacation days, let's move on.

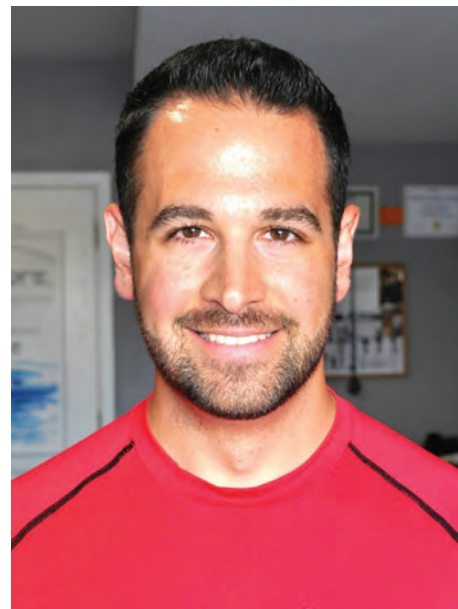
The second thing is to properly educate and motivate employees. One way to do this is to implement a series of informational and practical health seminars throughout the year. It's great to have presenters come in and speak about various topics, but the key to change is practicality with consistency. Therefore, it is important to make sure that the workshops provide valuable and practical information that can be implemented in the workplace as well as the individuals' daily life. This helps create a healthy community and a higher level of consciousness in the workplace, making it that much easier for people to improve their lifestyle. Plus, there is strength in numbers. The level of change is greater when there are other people involved in the process. There is a level of comradery that creates motivation, excitement, and longer lasting lifestyle changes. Let's face it; that IS what this is all about... changing someone's lifestyle for the better.

Take a moment to think about the impact something like this could have on the lives of millions of people around the world. Consider this... there are 120 hours in a 5-day work week. If everyone gets the 8-hours of sleep they should be getting (which they aren't), that means people are sleeping 40 hours during the

work week. For the sake of numbers, let's say someone is works 40 hours per week. Factoring in drive time to and from the office, that means people are literally spending more time in the workplace than they are at home 5 out of the 7 days in the week. Therefore, the habits they adapt at work can and usually do trickle into their everyday life. My point is; if we can teach people in the workplace to value their own time, learn about nutrition, exercising, and allow them to feel the positive effects of living a healthy lifestyle, then we have dramatically improved their quality of life as a person!

Even though you can't put a "price tag" on those things for the individual, you can as a company. Nowadays it's extremely common that insurance premiums increase at least 25% from the previous year equaling millions of dollars spent. What would the insurance premiums look like for the company that had those types of employees? Instead of putting that money into the pockets of the insurance companies, it could be better spent on healthier food, fitness outings, health programs and more for the benefit of the employees.

I agree that encouraging people to have an interest in improving their lifestyle and health can be challenging. However, if we give them the proper tools, information, and the proper environment, it makes the process and success rate so much higher. The first step is to lead by example. Once that happens, others will follow. Just as the old saying goes, "If you build it, they will come." It may not happen right away, but when the culture is created, the



Jim Burdumy

habits are formed and the vibration in the workplace is elevated; that's when it will spread like an infection, an infection that everyone will want to be a part of. That will then be the day when being healthy becomes cool, when showing up to work with a smile isn't "creepy", and when the world starts to improve for the better, both mentally and physically.

About the Author:

Jim Burdumy, Holistic Lifestyle and Fitness Coach, is the owner of Elite Core Fitness, LLC in King of Prussia, PA. With over 8 years of coaching and speaking experience in the fields of health, wellness, nutrition, fitness, sleep, stress and mindset, Jim is committed to helping people take back their health and become the healthiest versions of themselves. Jim can be contacted at 215-858-3148 or Jim@EliteCoreFitness.net

CLIENT SPOTLIGHT

Eden Day Spa and Salon

Eden Day Spa and Salon which is housed in a charming Historic Building, is a sanctuary for those looking to find more balance, relaxation and beauty in our high-stress world. It is a place where local residents visit to escape the everyday and be pampered, relaxed and leave feeling a little lighter and a little more beautiful.

The three and a half story Victorian Mansion is in Trappe, Pennsylvania, a quaint village now celebrating its 300th Anniversary. Built in 1787, the house retains much of its original architecture: original glass works, three story solid wood curved banister, exterior doors, window accessories and more, which combine artfully with the modern conveniences and designs of today, all incorporated with delight and relaxation in mind.

The current location has been a Day Spa and Salon (previously LeJardin) since 2001 when Jolinda fell in love with the architecture and transformed the previous residence into what is today know as the area's finest Day Spa and Salon.

Jolinda and Edward Bizzell came together in 2011. Edward, having earned his MBA from the Wharton School and Jolinda, having spent all her adult life in the Beauty and Wellness field, combined their talents to develop the new and improved identity and culture that launched as Eden Day Spa and Salon in 2012. Eden Day Spa and Salon routinely appears in Best of Montco and has received numerous awards, including "Philly Hot List" in 2014, and the highly coveted "Best of Philadelphia" from Philadelphia Magazine in 2015.

Not only was their business transforming in 2011, but their needs in a banking relationship and financial partner were transforming also.

"That's when we found the Victory Bank" says Edward. "Jolinda had previously been banking with a larger bank that didn't have the attentive personal service we needed.



Victory Bank client, Jolinda Kusy - owner Eden Day Spa and Salon, earns a "Best of Philly"!

We started the search for a smaller, local bank that would really pay attention to our small business environment. The Victory Bank was the best fit."

With the new name and face of Eden came a revived sense of excitement in both customers and employees alike. "We (the entire team of 34) are dedicated to ongoing education and maintaining knowledge and expertise of the most up to date and advanced beauty services and products," says Jolinda. "We travel to New York on a regular basis, and yearly to the International Beauty Show, which showcases the latest and greatest in the Salon & Spa worlds, as well as regular ongoing local and online educational opportunities; it's one of the many aspects that sets us apart, in addition to of course, our desire to create a little more peace and relaxation in our part of the world!"

"I love all things beauty and pampering, and skin care is my personal love, so we have become known for our advanced skin care & facials, including our Hydra Facial, which uses a patented technology to create beautiful healthy skin in under 30 minutes. We combine pampering with state of the art technologies for corrective

& relaxing services" says Jolinda.

Jolinda explains that Eden customers look forward to the Seasonal Menu offerings, like in February when the entire Spa "goes Chocolate" and in the Spring and Summer when a particular flower is highlighted and guests can take advantage of the accompanying aromatherapy that permeates the air with each Seasonal Menu change. "We are currently offering our Ageless Autumn Menu that incorporates aromas and ingredients in season, with warm and cozy undertones, like the Bourbon Bubbler Warm Stone Pedicure, a Coffee Body Polish, Red Wine Body Wrap and Country Caramel Massage. We add a dash of fun and aromatherapy to our Seasonal Menu to keep it fresh!"

Through the many seasons The Victory Bank has been a terrific partner, Edward says, "not only in the way they operate, but the personal attention you feel when you walk into the bank and everyone knows your name and who you are as a person. Victory and its employees take the time to learn about our business and continually look for ways to partner with us so that we can grow and do the things we want to do as a business."

Profile

Providing a level of service that drives customer loyalty.

Warren Major



“We’ve taken banking back to the basics and our customers appreciate that.”

Just shy of two years ago, Warren Major started at The Victory Bank in its retail department and quickly transitioned into electronic banking. It was apparent early on that Warren was great with people, so he was asked to assume a full-time business development role.

“I’ve always thought of myself as an introvert,” says Warren, “so moving into a people-centric position caught me off guard. As it turns out, I like getting to know people—I really like it. I’ve come out of my shell, so to speak, and this new role has developed me as a person.”

Through his role in electronic banking, Warren became skilled in the omnipresent role of technology in the financial services industry.

“The Victory Bank processes about 70 percent of its deposits remotely,” he says, “a lot of which is through smart phones. Nowadays, you can just snap a photo of your check and the image is processed almost immediately. Our team helped design and implement the app, which works alongside our back office tools.”

Using this expertise, Warren visited business customers (who deposit many checks) to install check scanners, teach them how to use the technology, and troubleshoot any issues.

His current title, Business Development, has added a new dimension to his banking expertise and allows him to better articulate what The Victory Bank is all about and how it’s uniquely positioned to provide a level of service that drives customer loyalty.

“I usually emphasize that we don’t charge fees for the majority of our accounts,” says Warren. “We don’t charge for checks, and we don’t take advantage of our customers. We’re a niche bank. We’re local people, and we serve local businesses.”

When big banks recently began shaking up the industry, consumers lost faith for many reasons: lots of fees, impersonal customer service, irresponsible lending policies, and their deposit money leaving their communities.

“We’ve been here the whole time, not

charging fees and not taking advantage of people,” Warren says. “It’s about trust, mostly. We’re a full-service bank offering deposit accounts and commercial/ SBA lending. When you walk into our door, you see smiling faces, you get a handshake and a fresh cup of coffee. We’ve taken banking back to the basics and our customers appreciate that.”

Warren and his twin brother, James, are highly involved with music, mostly with recording and producing. The moment they graduated from high school, they moved to Orlando, Florida to attend Full Sail University. Warren earned an associate’s degree in recording arts, and a bachelor’s in music business.

“James and I opened up our own home studio, and then spent a little time on the road,” says Warren. “We were actually pretty successful. We had three songs that we co-wrote and produced that went to the top 40 on iTunes.”

As the years passed, Warren developed an interest in the business world, so he called his biggest hero, his father, and said, “Hey, I’d love to come back home and see what banking is about.” The accomplished banking professional, Joseph Major, invited his son to come to work on The Victory Bank’s retail floor, which appears to have been an excellent decision.

“I’ve just read a great book called, ‘All In’ by Adrian Gostick,” Warren says. “It talks about culture and why it’s so important for keeping employees happy and engaged. That’s the kind of culture we have here at The Victory Bank. When you walk in, you notice that everyone has a kind of positivity about them. We genuinely like, trust and have fun with each other.”

The secret, says Warren, is the bank’s Statement of Purpose. “One of the fundamental tenets of this statement is, ‘open, direct and honest communication’.

“I’ve taken such a turn here,” he continues.

“I’m doing things that I never felt that I would. I’m meeting people and I’m discovering alignment with the values my father helped establish from the beginning. It’s amazing, and I’m grateful.”



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The Victory Bank Awarded “Worksite Wellness Initiative Award”.



The Victory Bank was awarded the TriCounty Area Chamber of Commerce “Worksite Wellness Initiative Award”. The initiative was a 6 month program supervised by the Pottstown Health and Wellness

Foundation. The foundation helped the banks’ Health and Wellness Committee to organize and promote wellness in the workplace. The Victory Bank employees completed their initial health screening at the beginning and at the end of the initiative completed the final health screening.

During the six month program, the bank developed weekly challenges, a walking club, and newsletters for all bank employees to enjoy. The committee also held lunch and

learns covering different topics to further promote a healthier lifestyle.

Following the conclusion of the first initiative, many of those employees have adopted many of the healthy living changes for the better!

