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# Milestones



*“We are also experiencing a stronger sense of community, a greater sense of caring, and a powerful sense of urgency.”*



## The Critical Importance of Community

What can be said about our current circumstances that has not been said already? The entire world is suffering from pandemic overload and fatigue, with daily case counts climbing higher and unprecedented business and living conditions creating problems for all. Months ago, The Victory Bank modified working conditions for its team and has taken many precautions to keep both clients and employees safe. Fortunately, these measures are working. We are very proud of how our employees have come together over the past year, helping each other and ensuring that all of our clients are receiving the level of service they have come to expect from Victory. Despite an untold number of obstacles, our experienced team has performed extraordinarily well and has not missed a beat.

Life has its highs and lows, but it does seem that the peaks and valleys are more pronounced than at any other time I can remember, and lately, it seems many problems are occurring at the same time. No sooner do we take care of one issue than another

complication comes along! This can be stressful and sometimes we feel overwhelmed. But there is hope; focusing on the problems we have overcome in the past helps give us the strength to face and overcome the next ones.

I believe the bank can continue to grow and even flourish at this time, but we cannot do so acting alone.



**Joseph W. Major**, Chairman and Bank Leader

In the midst of this abundance of challenges, we are also experiencing a stronger sense of community, a greater sense of caring, and a

*continued*

powerful sense of urgency. The critical importance of community is underscored every time we are forced to rely on each other to lend a hand or ask for help. The challenges of these times help us to understand the needs of every one of our clients

*“Genuine concern and empathy can go a long way to ease the burdens of others.”*

and employees, and helps us to build strong relationships, much like a family. Genuine concern and empathy can go a long way to ease the burdens of others. Knowing there is someone that “has your back” surely makes the load a little easier to bear.

When we opened the bank during the economic downturn in 2007-2009, times were difficult in a somewhat different way, but perseverance, strong relationships, and a company-wide dedication to helping our clients enabled us to achieve the successes we have enjoyed since then. Our shared determination to keep going is part of what keeps the bank and our entire nation on the road to progress. Coming together (even remotely) with old friends and new acquaintances reinforce our commitment to being the bank you can rely on and trust – no matter what.

As we are nearing the end of the year, please remember your own resilience and all of the hard work you have put into your many accomplishments, big and small.

Let those triumphs strengthen your resolve going forward. Know that we will be working right along with you to keep you on the path to fulfilling your dreams in the new year. It will be amazing what we can achieve together.

Sincerely yours,



Joseph W. Major  
Chairman and Bank Leader



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## Whatever Happened to Diana Liriano?

We are happy to let you know that Diana moved from our Banking Center and is now Diana Scott! She married shortly after she transferred to our Deposit Operations Department and was recently promoted to Bank Security Act (BSA) Officer.

She monitors transactions, manages bank audits, and supports the Deposit Operations Department in a wide range of functions. Diana is the founder of the Bank's Health and Wellness Committee where she and committee members encourage employees to live a healthy life style with fun activities and important information.

# Profile

## Helping Small Businesses = Huge Impact

### *Malcolm Weaver*



*“This time has made me more appreciative of my life and helps me understand where I can make an impact.”*

After having spent most of his career with a big conglomerate bank, Malcolm appreciates the environment of collaboration and autonomy, The Victory Bank philosophy brings to his work. “At the larger institution, it was about the numbers – not about the person or their story. Here I have the opportunity to make prudent, mitigated risk decisions based on transparent conversations with the businesses I am supporting.”

Since coming on board as a Commercial Relationship Manager in June, Malcolm Weaver’s growing portfolio of professional service and small business clients has allowed him to do what he loves to do most – make a difference.

“Small businesses are at the heartbeat and epicenter of what is going on during this pandemic,” shares Weaver. “Helping them gives us the opportunity to have a significant impact in our local communities. The leadership philosophy at The Victory Bank allows us to do the right thing for our customers. It’s not always about the bottom line.”

Onboarding with Victory has been a smooth process, even if 95% of the time, it was remote. “Everyone has been welcoming, patient, and helpful,” says Malcolm. “Overall, my experience has been great. I’m looking forward to the time when there is more face-to-face interaction with both my co-workers and clients.”

Malcolm’s client acquisition focus at this time is on professional service,

non-profit, startup, and real estate clients. Answering questions and assisting these small business owners in learning about the financial side of their business is all in a day’s work. “They know their business but may not understand how a bank can really help support them. Increasing their financial literacy is part of my job. It’s where I can make a difference to allow them to grow.”

Outside of banking, Malcolm’s life is like many others at this time – balancing working from home while sharing responsibilities with his wife to help their two school-aged kids navigate remote schooling. Add a two-year-old into the mix, and days are filled. He’s still managed to complete some house projects and reading and is very glad the professional basketball season resumed. He is looking forward to getting back to coaching basketball at the YMCA at some point as well.

Malcolm recognizes that we are in a period of transition, and no one is sure what ‘normal’ will look like in the coming months and years. But he believes the unseen benefit from this period is having the time to be more thoughtful about the decisions we make and how we choose to live our lives. “This time has made me more appreciative of my life and helps me understand where I can make an impact. It’s important to live life that way.”



# Greg Lingo – Rockwell Development



Greg Lingo

The abandoned industrial building at the corner of Cherry & Charlotte Streets in Pottstown, PA had sat idle for 40 years. It was once the bustling factory of Meyerhoff, Son & Company, shirt manufacturers, and more recently a laboratory for Mrs. Smith's Pie company. Situated at a gateway to Pottstown the historic structure is adjacent to the recently completed Hanover Square Townhome community.

"I looked at that building for eleven years as we developed the townhomes," shared Greg Lingo, creator and President of Rockwell Development Group, and constructors of Hanover Square. "The bones were good, and the location was great. We knew the ceiling heights would make appealing, spacious, and airy loft units with views of the Schuylkill River."

Rockwell, based in Media, PA, is a high end, custom home developer in the suburbs of Philadelphia, Delaware, and New Jersey. They focus on building projects in unique locations characterized by interesting architecture and historical associations. More importantly, they focus on relationships with their clients.

Alex Kroll, Senior Commercial Relationship Manager with Victory Bank, was the first banker to give Lingo funding when he was with the former company he founded, Cornell Homes. "I'll never forget that. When every other banker said no, Alex believed in what I saw. When Alex moved to Victory Bank– whose total focus is on relationships – our association remained strong."

The approval from Pottstown Borough to convert the 19th-century

building into 27 condominiums and apartments took nearly two years, and the \$2 million renovation project began in Fall 2019.

"The first thing," said Lingo, "was to get listed on the National Historic registry. Then we started to bring the exterior back to life. Despite the slowdowns and shutdowns of the pandemic, Hanover Square Lofts will be completed before the end of 2020."

Lingo credits the collaboration with Victory Bank in helping him bring this project to fruition. "They created a financial structure that worked for all and we were able to meet the needs of everyone to get this project completed. We are now working on another project with Victory Bank outside of Montgomery County and will continue to look to them as partners in our growth."



# Group/Hanover Square Lofts



While Greg and his company have been busy creating new communities in Drexel Hill, Phoenixville, Edgemont, and Newtown Square this highly recognized home developer has also been working on a project of a different type.

“Last Call”, a film written and produced by Lingo, will be released in the Spring of 2021. A comedy about a working-class community outside of Philadelphia named Darby Heights, the is story about friendship, community, and growing up. “It’s about life,” shares Greg. “The movie will resonate with people not only in the Philly area, but around the world.”

Whether creating a new community, restoring a historic structure, or writing a movie script – for Greg Lingo and Rockwell Development – it’s obvious it’s all about relationships.



*Tom Burleigh, General Manager*

On July 1, 1900, the Security Trust Company, commissioned local contractors Davidheiser and Wiand to build a 4-story factory that would be exclusively occupied by Meyerhoff, Son and Company. Prior



to the construction of the Meyerhoff, Son and Company Building, the site was occupied by 2-story twin wood dwellings, which faced Cherry Street, with three freestanding 1-story frame buildings to the south. The



construction of this factory was notable as it was the first factory designed specifically for the textile industry in Pottstown.



# Royersford Spring Company



Diversifying your business to minimize risk is always a smart move. Providing multiple lines of service and support to the same type of customer has been a key to success for Royersford Spring Company, located in Royersford, PA.

Their mission: Committed to developing and manufacturing high-performance products and providing reliable services to the mass transportation and furniture seating industries. The company includes:

- **Royersford Spring Company**, the original company founded in 1898, manufactures coil spring and board seat/back assemblies for rail and bus firms.
- **Royco Logistics** provides light assembly, receiving, and inventory management for these clients and high-end furniture manufacturers.
- **Royco Distribution** ships products and maintains lists of customer names for their clients, along with relevant information to monitor accounts, inventory, and shipments.

For Samantha Canestro, President and Owner of Royersford Spring Company,

this year has brought challenges and but also wins.

When Canestro bought the company from its previous owner in 2015, she had been working the administrative side of the business for 13 years. "I say I grew up in the business. I knew every side of it. When the previous owner said he was selling, I knew I wanted to see it grow even bigger." And she has.

When the world 'stopped' with the onset of the Coronavirus in March 2020, Canestro contacted her bank of the time about a PPP loan. "We were considered 'essential,' so we could stay open. Things slowed down a bit, and funds were needed to keep my employees paid and operations going," she shared.

Representatives at that bank told her to fill out the application on the portal on their website and wait for a link. For three weeks, links never came, calls and emails were not answered, and Samantha was afraid she would miss this opportunity.

While scrolling through social media, she saw a friend's post praising The Victory Bank and how they helped that small business owner secure a PPP loan.

Samantha reached out to her friend and got connected to The Victory Bank. Within 24 hours of her introduction to Jeremy Bucci, her application was started.

"I was in awe," says Samantha. "Victory Bank understands small business. They care about people. They really wanted to help me." Within three weeks, she not only had the PPP funds, but she had also moved her accounts from her previous bank to Victory, set up a line of credit, and was assisted by Jeremy and the Victory Bank team in keeping her business going.

"The PPP fund enabled us to keep everyone on payroll and continue operations. With all that in place, we were also able to take on a new opportunity."

In April 2020, in the thick of the pandemic, Royco obtained distribution rights to a powerful, tested antimicrobial spray called ClearSpace. ClearSpace, powered by PreventX, is a non-toxic coating that protects and mitigates the germ level for all furniture, fixtures, office accessories, and interior equipment. It is also used in the aerospace industry.

With exclusive rights to mix and distribute ClearSpace in the United States and Canada, Royco is shipping this much-needed solution to clients old and new in the furniture, fixtures, and hospitality industries. The contract could not have been timelier.

Canestro says business is at about 95% of where they should be at this time of year. "Staffing is up to meet all customer needs. We are doing well and can continue business as usual, thanks to the talented team at Victory Bank."

# Profile

## We Are Helping to Fulfill Dreams

### *Jon Swearer*



*“I am excited about opportunities to continue to make dreams come true.”*

In his new position as Chief Credit Officer of Victory Bank, Jon Swearer has gone from working with one set of customers to help oversee the bank's entire portfolio of customers.

“Since July, my time has been split between personally transitioning clients to their new Relationship Managers and learning what it is to be in a leadership position, responsible for all the lending for Victory Bank,” shares Jon. “I’ve gone from soliciting new business to helping manage the credit risk of the bank, and it’s a role I am excited about and am ready to assume.”

Jon had been a Senior Lender at a Pennsylvania regional bank when he was recruited by former co-worker Rich Graver to Victory Bank in 2013. In his role as Relationship Manager, Jon enjoyed the customer-facing side of the business and being a personal guide to the small business owners with whom he interacted.

“The lending side of the banking business doesn’t always result in immediate gratification,” shares Jon. “However, when you have those personal relationships with your clients, you listen to their stories, work with them toward what they want, and then, over time, see how your decisions have helped them accomplish their dream. It is extremely rewarding.”

Stories from clients were amplified when processing the PPP loans that were administered as part of the CARES Act during the coronavirus pandemic. “Small business owners came to us after their existing

bank ignored or refused to process their loans. When we told them it was approved, for many, it was a very emotional moment. It was the difference between staying in business or closing their doors.”

Jon shared how Victory Bank closed 600 loans totaling \$60 million in just six weeks. “The only reason this happened,” tells Jon, “was because of the people who work at The Victory Bank. Our lenders and support staff all have heart - and they made it happen. All of this was done while employees were transitioning to working from home. It was amazing to see how everyone here truly cares about our clients and our community.”

Home-based out of Northern Chester County, PA, Jon lives with his fiancé and five-year-old labrador retriever. A self-described outdoorsman, hunting and fishing occupy much of his non-work time. He also likes to travel and is looking forward to the time he can explore new places again.

Jon is also looking forward to learning more about being an effective leader and lender. “You learn so many things in this job – what and why people do things for a living – what they make, sell, supply, and fix. Some have crazy, innovative ideas – and as lenders, we help make those ideas come to life. As Chief Credit Officer, I am excited about opportunities to continue to make dreams come true.”





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## Third Drive-Thru Lane Now Open

The Victory Bank is committed to providing a safe environment for our clients and staff. We have opened a third drive-thru lane that will have access to a large drawer to accommodate bulk and coin deposits as

well as documents. All lanes are available for standard transactions. Please feel free to contact us if you have any questions or would like more information.

