



A LOOK BACK AT THE BEGINNING OF SECURITY FINANCIAL BANK

90 years in communities that *believe in us.*

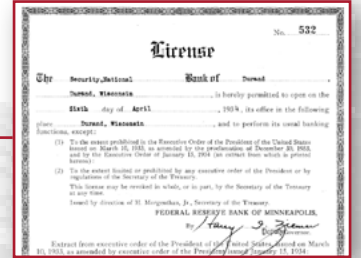
This month marks a significant milestone for Security Financial Bank as we celebrate the bank's 90th anniversary. First opened on April 6, 1934, in the middle of the Great Depression, SFB quickly became a trusted depository for its clients and a financial resource for area businesses, farmers, and community members.

Now 90 years later, we continue to prioritize the needs of our clients while focusing on business, agriculture, and the insurance industry. SFB has grown to about \$900 million in assets and has more than 130 employees with offices in Alma Center, Black River Falls, Bloomer, Durand, Eau Claire, Ladysmith, and River Falls. All of us at SFB are incredibly proud of achieving 90 years of being a trusted, local, community bank. Without the dedication of our team members and the support of our clients and communities over the years, this would not be possible.

We are the Bankers Who Believe in You. Thank you to everyone who believed in us for the past 90 years. The best is yet to come.



**APRIL 6, 1934**  
Security National Bank (SNB) started in Durand, WI. SNB succeeded First National Bank, which began in 1915.



**ORIGINAL BANK CHARTER**  
Security National Bank's National Charter 1934.

*The Security National Bank is now not only one of the largest small city banks in the state with assets of over \$5,500,000 but has one of the finest banking houses to be found in any small city in the northwest.*

Durand Courier Wedge circa 1948

**1947**

John X. Bauer, William Dresden, John Brunner, and Gus Schiefelbein discussing a new bank building to better serve the community.



**1948 GRAND OPENING**

Security National Bank's new building at 212 W Prospect St. in Durand, WI. The branch is still servicing at this location.



**2000 - SECURITY FINANCIAL SERVICES CORPORATION**

The holding company of Security National Bank, was formed.

**2007** The bank converted from a national charter to a state charter and the name was changed to Security Financial Bank (SFB).



**2005**

Our second branch was opened as a full-service banking location in River Falls, WI.



**2009**

SFB opened a third branch as a full-service location in Eau Claire, WI.



**2014**

SFB acquired People's State Bank in Bloomer, becoming our fourth full-service location.



**2018**

SFB acquired Pioneer Bank of Wisconsin in Ladysmith, which became our fifth full-service location.

**2021**  
SFB acquired Jackson County Bank in Black River Falls, WI and opened our sixth, seventh, and eighth branch locations; Alma Center, Motor Bank and Black River Falls Main.

