



Press Release



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Cooling named President at Pioneer Bank New role for Swenson

One of southern Minnesota's strongest community banks announced changes to leadership roles in their Central Market branches of Madelia and Lewisville. David Krause, CEO of Pioneer Bank introduced the new roles this week.

"I'm proud to announce that Steve Cooling has been named President of our Central Market that includes our Madelia and Lewisville branches," said Krause. "Steve has demonstrated the leadership and relationship building skills that are so important to leading a team. We are very excited about what he can bring to his new role." Cooling's transition to his new role will begin immediately. Krause explained that Cooling's lifelong commitment to Madelia and the surrounding area make this promotion particularly appropriate. "Steve is Madelia. His commitment to this community has made Madelia a better place. That's what being a community banker is all about", said Krause. "I'm so proud of the work he's done over his lifetime, and I'm confident that work won't stop now".

Cooling fills the position previously held by Dennis Swenson. Swenson will assume a new role in the bank's ag banking division, providing leadership and guidance to ag bankers throughout the organization. "Few bankers have achieved what Dennis has over his 30 plus year career in Madelia. Pioneer Bank and the Madelia and Lewisville communities owe much to Dennis for his commitment and service" said Krause. Swenson said he's looking forward to what Cooling can bring to his new role. "Steve has earned this next step in his career. The community and this bank are in very good hands".

While the new roles for Cooling and Swenson are official on January 1, the two will work closely together over the next several months to ensure a smooth transition. Both bankers noted that no changes in philosophy or policy are expected with their new roles. After the ag renewal season and the transition in roles is complete, Swenson plans to retire. While the retirement date has not yet been set, he believes it will be around mid-2017.

Pioneer Bank has grown to over \$400 million in total assets and has offices in Mankato, North Mankato, St. James, Mapleton, Madelia, Lewisville and a loan production office in Lake Crystal. The bank was recently named one of the top three extraordinary banks in the United States by the Institute for Extraordinary Banking® in a special ceremony in Chicago, Illinois. The bank was recognized with the Institute's Overall Excellence Banky® for exemplary performance in five areas of banking – philanthropy, customer service, thought leadership, workplace culture and financial literacy education. For more information on the award, go to www.BankyAwards.com.

The bank's website is www.bankwithpioneer.com.



Steve Cooling



Dennis Swenson