

MINNESOTA \ BEST IN BANKING

Building a Lifetime of Trust

Minnesota National Bank is humbled to be recognized as a two-time nationally award-winning bank for community giving and commitment to financial literacy.



Sauk Centre



Long Prairie



Pelican Rapids

In the same way that one turns to a local cafe or mom-and-pop shop over a national chain, customers who turn to Minnesota National Bank don't just receive a quality product; they contribute to their community.

"To us, banking is more than transactional," says Steven Jennings, CEO. "Our bankers are familiar faces to the community and often stick with the same customers their entire career. We've developed our company culture around customer education and team empowerment and are dedicated to showing up and building the community."

The bank has carefully crafted a team that matches the quality of service that it has been known for since their founding.

"Our values come through in our hiring process," shares Jennings. "We're not just looking for someone to fill a position; we're hiring candidates who fit our culture and share our values for creating relational banking experiences, rather than just fulfilling transactions."

Learning Real Lessons

Education lies at the core of Minnesota National Bank's philosophy. "We're teachers at heart, with a desire to educate people of all ages how to win with money through relevant and meaningful services," says Jennings.

This commitment to education goes beyond customers. The bank's team members volunteer their time and talent in the community

as mentors for teenagers, leading the bank's Financial Peace University classes, creating a Donuts & Discussions group for business leaders, and hosting meetings on preparing for Social Security.

Whether discussing fraud detection or business expansion, the conversations are humble and easy to understand. They aren't lectures and come from places of honesty, rather than trying to sell a service.

"We want to help the people who come to us," says Jennings. "We find what they need, resolve the issue, and talk them through anything else they may have on their mind," says Jennings. "Every conversation with a customer is a chance to build a meaningful connection, allowing them to approach us again when they have an issue or question."

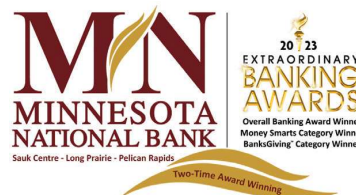
Do What You Love

Minnesota National Bank team members live where they work. They're a part of the communities they're serving and are encouraged to play an active role in shaping the area both on and off the clock.

"A part of our culture is community involvement, whether through a structured organization like an alliance club or volunteering with a church, fair boards, or conservation groups," Jennings says. "We have talents, and we want to use them in meaningful ways."

In addition to supporting community organizations through donations and volunteer work, the bank fosters community through reoccurring Food Truck Friday events that take place on the third Friday in June, July and August. They are a way to support local food vendors and the bank matches sales to a certain amount and donates it to a pre-selected nonprofit. These events have turned into great platforms for organizations to promote themselves, mingle with the community and enjoy amazing food!

"We're a part of this community and want to help our people fund homes, businesses, inventory, and equipment," says Jennings. "We process checks, but more than that, we help the community grow by making smart money choices."



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