



President's Message

1st Quarter 2012

Building for our Future

Following our mild winter it should be no surprise that spring has come early. Most of our farmers are chomping at the bit to get into the field and get their crops planted. Agriculture looks bright again in 2012.

Spring brings new energy and new life. Everyone is ready to start new things. At the Gothenburg State Bank we are continually looking forward. We have a forward looking commitment to all of our customers. Our commitment is that "no customer of GSB should take a step backward in products or services when they choose to bank at the Gothenburg State Bank."

We live in a progressive area and we expect to meet our customers' needs and wants. We have been able to meet and exceed our commitment. In addition to our lengthy list of online products, we have added Mobile Banking and Mobile Alerts to more efficiently allow our customers to have access to their information.

Our most recent addition is the introduction of our Facebook page. We believe social media is a viable means of conveying ideas and information. Our Facebook page will keep you up-to-date with what's going on and hopefully brighten your day. Visit our Facebook page at www.facebook.com/GothenburgStateBank and "like" us. If you "like" us now you will be registered to win a Kindle Fire.

Products and services are important and necessary; but at the Gothenburg State Bank everything is based on our commitment to help people. We enjoy seeing our customers use our products to help them with their everyday needs. We thank our current customers for their business and hope they will recommend us to their friends and neighbors. We are Still Pioneering.

Matthew H. Williams
President

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