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FALL 2020

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# CELEBRATING 100 YEARS IN SOUTH DAKOTA

This is a very proud year for us as we celebrate 100 years in business! Over that time we have experienced many economic changes, added and acquired banks, changed our name a few times, and have grown to nearly 100 employees. Even with the abundance of change, our focus has been to serve Eastern South Dakota, and we look forward to continuing that tradition for the next 100 years.

Enjoy this fall edition of our newsletter.



Estelline	Hartford	Hayti	Hazel	Humboldt	Sioux Falls	Tea	Watertown	Watertown SW
211 N Main St (605) 873-2261	304 W Hwy 38 (605) 528-4000	117 Main Ave (605) 783-3616	11 W William (605) 628-2961	1003 W 2 <sup>nd</sup> Ave (605) 363-3808	608 W 86 <sup>th</sup> St (605) 306-2000	720 Kevin Dr (605) 498-3683	1401 4 <sup>th</sup> St NE (605) 886-6000	830 10 <sup>th</sup> St SW (605) 886-7700

## Sioux Falls Canaries Baseball Game



## Sioux Falls Make-A-Wish Golf Tournament



## School In-Services



## Tea Back to School Bash



## Watertown 4th of July



## South Shore 100th Celebration





## There for the Needs of Our Customers for 100 Years

by Jan Johnson

Reliabank's Centennial celebrations slated for 2020 are mostly on hold as COVID 19 continues to upend plans across South Dakota, the nation, and the world. However, we haven't forgotten to celebrate. Some of you saw our parade floats and participated in half-court shot contests November through March. Even now we are working on revising our history book to commemorate our 100th year.

With that in mind, we may think COVID 19 is the most challenging time since our bank's beginnings in 1920, but previous generations have also had times that tested their grit and determination. Here are some examples:

- Fred Beskow, founder of The Farmers National Bank of South Shore, moved the bank two times in the 1920's, finally settling on Estelline, SD, when another bank in the Hamlin County town was in the midst of failure. The 1920's ushered in hard times in the Midwest, far before the stock market crash of 1929. Many banks failed.
- As the Depression set in, Fred Beskow kept The Farmers National Bank of Estelline afloat by injecting his own money into the operation.
- Walter K. Johnson began his long career at The Farmers National Bank of Estelline, later Farmers State Bank of Estelline, in 1944, at the height of World War II. Citizens made many sacrifices during those years to support the war effort, with rations on most foods other than fresh vegetables and fruit. Harriet Johnson Scott remembers that children bought ten-cent stamps for their wartime E Bond books to help.
- Walter K. Johnson bought Farmers State Bank of Estelline from the Fred Beskow estate in 1967 but died in 1976, leaving his 23-year-old son David W. Johnson in charge of the bank.
- David W. Johnson might say that his banking career began with "baptism by fire." He took over bank management for his family during

a time when South Dakota was in the midst of a devastating drought and ushered the bank through the farm crisis of the 1980's. During that time, a disgruntled farmer and son ambushed and killed two ag bankers in Ruthton, Minnesota, leaving uneasiness throughout the banking industry.

Despite these examples, Reliabank has flourished. David worked for his family until 1988, when he and his sister Cynthia purchased the bank stock. In 2003, David, his wife Jan, and his children Reid and Ethan took over ownership. Since that 1988 purchase and with David's leadership, the bank, which changed its name to Reliabank in 1999, has grown from one to 9 locations.

Because of an awareness that not everything is easy and a commitment to its customers, Reliabank has been on the front lines of service during the COVID 19 crisis. It has delivered loans as part of the CARES ACT Payroll Protection Plan, implemented a plan to keep both customers and employees safe while still serving the community, and contributed to ONE Sioux Falls Fund and Watertown Disaster Relief Fund to help people suffering through job loss or underemployment.

Fred Beskow chartered the bank September 1, 1920. We celebrated our charter Sunday afternoon, August 30th, in South Shore, where it all began. Meanwhile, we are committed to working with our community today, at the pandemic's end, and into our second century.

Read more on our Bank BLOG  
[blog.reliabank.com](http://blog.reliabank.com)

# Shop Your Local Neighborhood Stores



**SMALL BUSINESS SATURDAY, NOVEMBER 28**, encourages holiday shoppers to patronize brick and mortar businesses that are small and locally owned. When you support a small business you are essentially giving money back to your community. A thriving local business will generate high levels of revenue, which means that the business will pay higher taxes, including local taxes. This money is then used for local police and fire departments as well as schools. Join us not just on Small Business Saturday, but every day to help support our locally owned businesses.



November 27 - Dec 31, 2020

# 'Tis the Season to **SWIPE & WIN**

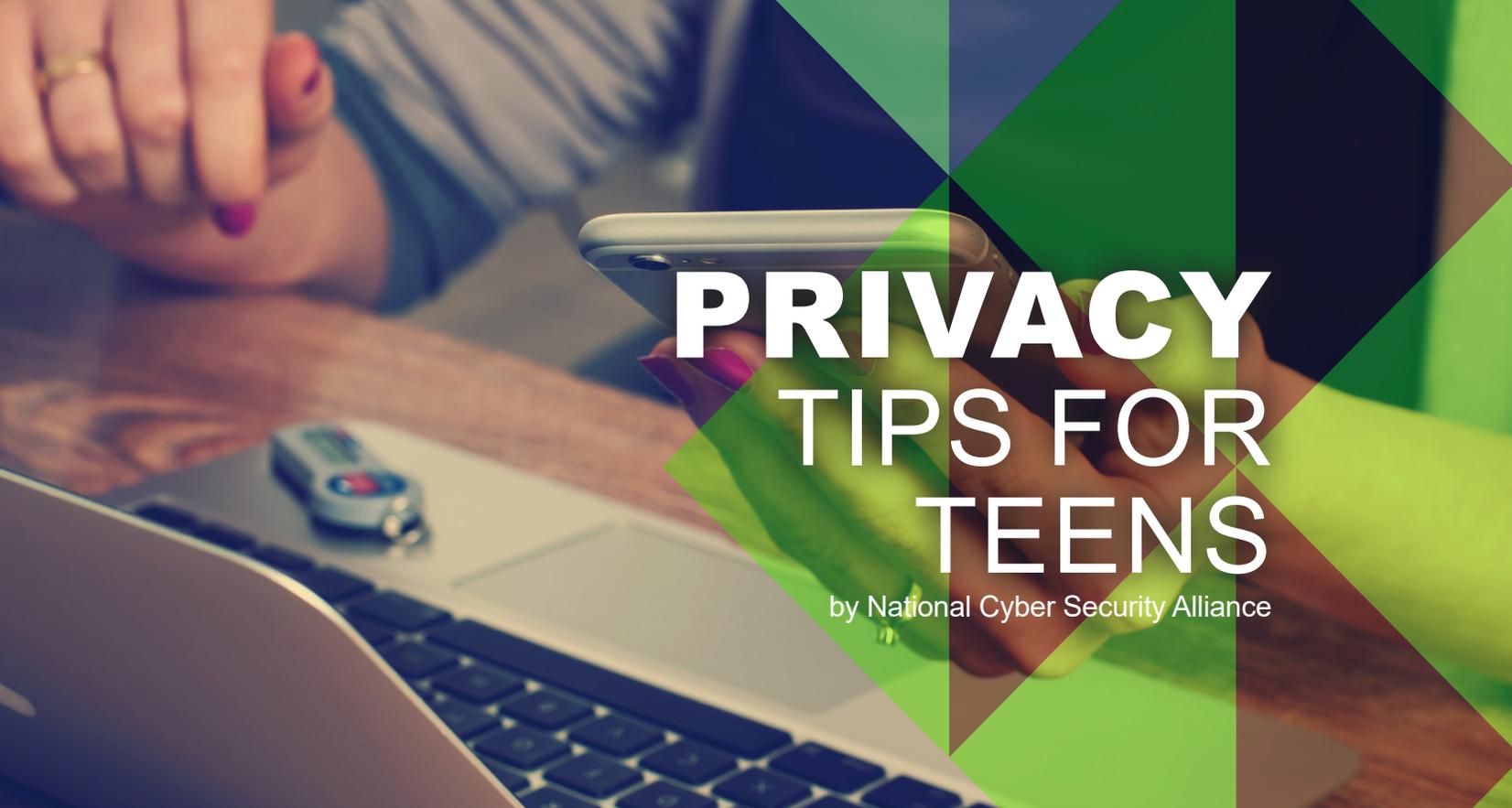
**RELIABANK**

Use your Reliabank debit card for purchases this holiday season and you could WIN!

**\$100 WEEKLY CASH PRIZES & \$1,920 GRAND PRIZE WINNER!**

Promotion runs November 27-Dec 31, 2020. \$5 minimum purchase to qualify.  
Winners will be randomly selected. All winners will receive a 1099INT.  
Visit [Reliabank.com](http://Reliabank.com) for details.





# PRIVACY TIPS FOR TEENS

by National Cyber Security Alliance

You learn, connect with friends and play games online. Just as you look both ways before crossing the street (which we hope you do), be sure you are using the internet more safely and securely.

## Share With Care

- What you post can last a lifetime: Before posting online, think about what others might learn about you and who might see it in the future – teachers, parents, colleges and potential employers. Share the best of yourself online.
- Be aware of what's being shared: Be aware that when you post a picture or video online, you may also be sharing information about others or personal details about yourself like where you live, go to school or hang out.
- Post only about others as you would like to have them post about you: The golden rule applies online as well. Ask permission before you tag a friend in a photo.
- Own your online presence: It's OK to limit who can see your information and what you share. Learn about and use privacy and security settings on your favorite online games, apps and platforms.

## Personal Information Is Like Money. Value It. Protect It.

- Know what's being collected, who is collecting it and how it will be used: Information about you, such as the games you like to play, what you search for online and where you shop and live, has value – just like money. Be thoughtful about who gets that information and how it's collected through apps and websites. Only use a product or service if the company is open and clearly states how it will use your personal information. If you're not sure what a business will do with

your information, ask your parents. Think twice if an app wants permission to use personal information (like your location) it doesn't need before you say "OK."

- Secure your devices: Use strong password, passcodes or touch ID features to lock your devices. Securing your device can help protect your information if your device is lost or stolen and keep prying eyes out.
- Get savvy about WiFi hotspots: Public wireless networks and hotspots are not secure – this means the possibility exists that anyone can see what you are doing on your laptop or smartphone while you are connected to it. Think about what you are doing and if you would want another person to see it. If you use public WiFi a lot, think about using a virtual private network (VPN) that provides a more secure WiFi connection.
- Now you see me, now you don't: Some stores and other locations look for devices with WiFi or Bluetooth turned on to track your movements while you are within range. Turn off WiFi and Bluetooth when not in use, and limit your use of free public wireless networks, which stores and locations can use to track what you do online.
- When in doubt, throw it out: Links in email, tweets, posts, and online advertising are often the way bad guys get access to your personal information. If it looks weird, even if you know the source, it's best to delete.



# WE DO MORTGAGE WE DO WOW



Reliabank's Mortgage Lending Team will help simplify your home financing by offering a quick and easy home mortgage process with outstanding customer service.



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**Contact a Reliabank Mortgage Team member today!**

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