



Boosting activity is the name of the game at an event for elementary school students.

By Symone C. Skrzycki

Community Bank Shares

WHERE POSITIVITY PAYS OFF

"I've got great teammates here. They're fun to be with and we're succeeding. We're bringing in new business every day. Any time you're growing and doing the right things, it's fun."

*Kevin Cecil
President and CEO
Your Community Bank*

Crunching numbers:

- Established in 1934 (as First Federal Savings and Loan Association of New Albany)
- Approximately 200 employees
- Operates two wholly-owned subsidiaries: Your Community Bank (serves Clark and Floyd counties in Southern Indiana and several branches in Kentucky) and The Scott County State Bank (four locations)

Three words that describe the company culture:

- Positive
- Fun
- Service-oriented

Lights, camera, action:

Employees walk the red carpet in formal attire at the company's annual Star Awards banquet. Inspired by the Oscars, the event honors individuals in categories such as best internal customer service, best manager and best new employee.

Weathering the Great Recession:

During the economic downturn, a spirit of optimism prevailed.

"It's like any cycle you go through from an economic standpoint; we knew there would be ups and downs. We focused on the positive. We've always tried to be an upbeat kind of place."

You're 'Unbelievable':

Humorous videos. Creative crossword puzzles. Fun facts. These aren't your average daily departmental meetings. Employees briefly review one company service standard (there are 16, which focus on areas such as remaining positive during all interactions with customers) throughout the week.

Cecil enjoys spreading the message to staff through the hit 1990s rock song "Unbelievable."

"What I always tell them is, we want unbelievable employees delivering unbelievable service to our unbelievable customers."

Community Bank Shares' annual STAR Awards recognize staff for their dedication.

