



BUSINESS

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Bank promotes message of partnership with businesses

By Elaine Kauh

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Wisconsin Business Bank has a Web site designed for its specialty — helping growth-oriented businesses with their long-term financial needs.

The site was developed about four years ago, soon after the bank was established.

It's among the member banks of Heartland Financial USA, which all have Web sites that share general product information.

"We chose to personalize our Web site to deliver a bigger message — that as a team we're all business bankers; we're also creative consultants," said Wenda Roycraft, vice president at Wisconsin Business Bank.

The site includes statements from the bankers for the markets they serve and news about the businesses themselves.

"Our Web site is used extensively to highlight client success stories," Roycraft said. "We think our Web site has been an effective tool in our primary message that we partner with our clients."

The site features detailed information on the bank's services, which include business lending, specialty lending, government-guaranteed loans and financial management.

Online banking services allow clients secured access to accounts. "That also gives us an opportunity to improve communication with them," Roycraft said. "We consistently update our Web site."

To suggest a Web site for this weekly profile, call business reporter Elaine Kauh at (920) 431-8359 or e-mail ekauh@greenbaypressgazette.com.

E-profile

Site:

<http://www.wisbusbank.com>

Company: Wisconsin Business Bank

Location: De Pere

Employees: 7 in De Pere offices; 11 in Sheboygan offices

Description: Branch of Wisconsin Community Bank, offering financial services for growth-oriented businesses in Wisconsin and beyond.