

Crossroads Bank celebrates 5th anniversary for Columbia City branch



(Talk of the Town photo by Jennifer Zartman Romano) The Columbia City branch of Crossroads Bank is celebrating their 5th anniversary in the community. Joining in the celebration, above, from left are employees Tina Wood, Jody Klopfenstein, Cathy Heaton, Charlotte Lytle, Deb Roy, Jane Davisson, Casey Avery and Randy Holler.

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The Columbia City branch of Crossroads Bank turns five this month, and they're inviting the community to celebrate — through a customer appreciation day and a community food drive. On Friday, July 10, the bank will host a customer appreciation day at their 526 W. Connexion Way location, where they'll serve cookies and punch from the time they open at 8:30 a.m. until closing at 5 p.m. And don't miss the free hot dog cookout from 11 a.m. to 2 p.m.

Throughout the day, they'll also be collecting canned goods, baby items, hygiene products and cash donations to give to local food pantries. On top of all this, Crossroads Bank will contribute an additional \$500 to help feed the hungry in the community.

"It's our way of saying thank you to the community for a very successful five years," said Deb Roy, branch manager and assistant vice president of Crossroads Bank. "Since we opened the Columbia City branch in 2004, we feel fortunate to have grown alongside the thriving industry, business and housing markets. It's rewarding for us to see the positive impacts we have made within our community."

Some of the branch's achievements include being named the Columbia City Area Chamber of Commerce's "Business of the Month" in February 2008 and three-time "People's Choice Award" winner by The Post & Mail newspaper.

Another distinction of the bank, said Roy, is the employees themselves, who offer a collective 59 years of banking experience to the community. Incidentally, every staff member at the Columbia City branch is a Whitley County resident and involved in at least one local charitable or business-related group.

“As a locally owned bank, Crossroads is committed to enriching the community in which we live and work,” said Roy. “As we look ahead—whether it be 5 years or 50—we’re just honored and privileged to serve our great community and customers. A special thanks goes to them for making this milestone possible!”

About Crossroads Bank

Crossroads Bank is a wholly owned subsidiary of FFW Corporation, providing an extensive array of banking services and a wide range of investments and securities products through its main office in Wabash and four banking centers located in Columbia City, North Manchester, South Whitley and Syracuse, Ind. The bank provides leasing services at its banking centers and its Carmel, Ind., leasing and commercial loan office. Insurance products are offered through an affiliated company, Insurance 1 Services, Inc. The corporation’s stock is traded on the OTC Bulletin Board under the symbol “FFWC.OB.” To learn more, visit www.crossroadsbanking.com.

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