

7667 Tenth Street N
 Oakdale MN 55128
 651-332-5200 phone
 651-332-5201 fax
 www.platinumbankmn.com

“Community is Our Currency”

The Platinum Standard

Serving Both the Vision and the Visionary

A Newsletter For Our Clients, Friends & Community
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Cash Management Services Grow With You



What could make running your business easier? For most of our clients, the answer is less paperwork and an increase in cash flow.

By tapping into Platinum Bank’s menu of cash management services, you’ll find a happier balance between working on your business and working in it. For example, our **Secure Remote Deposit** service can be set up at your home or office to eliminate the need to stop at the bank and make a daily or weekly deposit.

Add **ACH Origination** services, and Platinum Bank can assist you with payroll direct deposit or collecting and paying debts electronically.

In addition, Platinum Bank’s cash management services can help you save money, offer additional payment options to your customers, improve your internal controls and receive paperless bank statements. Consider a few of these resources:

CD-ROM Imaging — Receive your bank statements by CD-ROM for easier viewing and storage.

Merchant Services — Provide your customers with the option of paying by credit card.

Sweep Accounts — Platinum Bank will automatically move cash to an interest-bearing savings account or any other account once your business checking account reaches a certain dollar amount.

Positive Pay — Protect your business from fraud by reviewing all checks before they post to your business account.

Wires — Transfer funds between bank accounts quickly and securely.

Armored Car Services — Protect your business by using a secure armored car service for your large cash deposits.

Choose one or several tools to support your cash management goals. Most are paired with online banking so that you can access account information 24/7. Additional cash management services are available. We’ll help you set it up! Talk to Relationship Banking Manager Krista Kook. For more information and to set up your cash management products today, Krista can be reached at 651-332-5215 or kkook@platinumbankmn.com.

Is Your Bank Safe and Sound?

by David Rom
 CEO, President and Director



Few bankers today have “skin in the game.” What I mean is that they are not owners. The actual owners serve on the board, but they are either semi-retired or non-bankers who opened a bank after making their money in another industry. The owners have hired smart banking people to run their banks. However, these bankers can’t make a decision about your loan or credit options on their own. This lack of actual ownership in the last decade, coupled with the unimaginable pressure and greed to write more business than the bank next door (and satisfy stockholders), is why our economy is in this situation today. It’s a mess, and everyone is affected.

Where do we go from here? There is no doubt in my mind that we will see more community banks fold before the end of 2009. Some banks already have negative equity. Some have stopped lending. When Platinum Bank opened its doors in 2007, we had a model that other banks are now claiming: old-fashioned community banking. We don’t have derivative products on our balance sheet, offer option ARM mortgages or approve land development loans to people with none of their own money

in the deal. We simply are traditional bankers. Our principal bankers are also owners in the bank. They make decisions at the bank. As much as I’d like to see it, it’s difficult for community banks to return to this simple model. Once they offer services beyond basic banking, they can’t just shut them down. Ownership that is decentralized can’t suddenly return to local ownership and operation. All community banks can, however, return to the fundamentals of sound banking. If I am lending money to a customer, I want to see their skin in the game: money down and enough equity available if something goes wrong with their business or personal life.

At Platinum Bank, we have money to lend. We also say no if the numbers don’t add up. Our customers appreciate that. In the long run, that’s why our bank is rated highly by BankRate.com. Our books are clean. As founder and a larger shareholder in Platinum Bank, I personally courted our investors. I oversaw the construction of our Oakdale location. I have an instant kinship with the business owners who trust me to oversee their loans and lines and give them solid advice...and these days even a pep talk.

We are not afraid, because we will never sacrifice tomorrow to make money today. That’s the Platinum standard. It’s not fancy. It’s just honest banking. If you want to feel safer, give us a call.

When Words Are Cheap, Results Gain Trust

by Charlie Weaver
 Executive Director, Minnesota Business Partnership



Trust. Authenticity. Credibility.

There is a reason why business people and politicians are using these words. But their meaning may be lost on you after too many years of broken promises and disappointment.

Right now, you may have more trust in Carl at your coffee shop than with your banker or insurance agent. He is there every day and makes your coffee just the way you like it. He asks about your kids. He’s real.

Familiar faces and consistent service bring comfort in this fast-paced Twitter world. Personal relationships are more important than ever. Here are some thoughts on how to give meaning to your stated business values of trust, authenticity and credibility so that people will believe you and seek you out.

Results Gain Trust

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Be Present

People can tell when you are distracted or disinterested in their needs. You may have problems of your own, but at work you need to concentrate on the needs of your customers. Close your email. Ask questions to show that you are hearing them. Perform a random act of kindness such as including their favorite food or beverage at a meeting. Make a point of using the person's first name (and their spouse's name) to address them.

Be Nimble

Although technology has contributed in some ways to a lack of connection, you need to understand how these new tools work in order to communicate in the ways that customers prefer. While most people still appreciate a handwritten note, some will connect with you if you know how to use instant messaging or can share a photo of your family trip on Facebook. Educate yourself and your team about all of the channels at your disposal, then use them strategically for business growth and keep using the ones that work.

Be Connected to Your Employees

Most of the CEOs I know spend more time on developing talent within their organizations than on budgeting or product development. In truth, they are tomorrow's smart leaders. Your modeling to emerging leaders and staff will impact customer service. Your best talent will look to leadership to build a respectful and highly productive workplace.

Be in the Trenches

If you are disconnected from what is happening among your staff or in the minds of your best customers, it is time to get involved. You should also be aware of the global political climate that influences the future of your industry and life.

Whether at the coffee shop, at a university alumni event or in your office, one of your best business and competitive strategies is to be real. If you aren't willing to connect and invest at a more personal level inside and outside your organization, people may be unwilling to trust you with their ideas or hard-earned cash.

Charlie Weaver serves on the board of Platinum Bank and is the executive director of the Minnesota Business Partnership, whose nonpartisan mission is to work on a range of public policy issues relevant to all Minnesotans; www.mnbp.com.

Meet Our Leaders



Thomas D. Jacobson
Chief Operating Officer
and Business Development
Director

Tom serves as a sounding board for the other business bankers due to his many years of leadership and connections in the industry. Here, he answers a few questions about a chapter of his career that he didn't anticipate.

After retiring from Anchor Bank as President and CEO of a highly successful charter, you took some time off to figure out what you wanted to do or be next. What drew you to Platinum Bank?

On a personal level, I liked the idea of aligning with some very passionate bankers who were walking the talk of community banking. Secondly, many of my customers over the years have become close colleagues. I wanted to maintain those connections in the business world and show them what's happening at Platinum.

How do you define your role at Platinum?

I support the vision and overall business strategy. I keep us focused on growth areas and make sure that we are consistently pursuing new business. I also make sure that our largest business customers are satisfied with our service and are aware of the products and services we have to offer.

Who is an ideal customer for you?

Our biggest fans at Platinum are high-level business owners and entrepreneurs who expect reliability and sound advice on managing their financial matters. They want their banker to be an experienced business partner. They don't want the inconvenience of having to train the banker. They don't want to worry about changes to their loans or lines unless they have been actively involved in those changes. They appreciate honest answers.

What is Platinum's value proposition?

We provide the foundation of a strong community bank: convenience through tools like remote deposit and online banking and also involvement in our community. What really sets us apart, however, is a focus on small and growing businesses and authentic consideration of how those businesses support communities and even the level of general consumer banking that Platinum serves. We are part of a grassroots effort that places the local bank back in the center of community life. It's not a commodity and that can make a world of difference.



Targeting innovation

Photo: Charlie Baker and his team
("I can't do it without them!")

"Some years are better than others, but Platinum never gets wobbly legs about it. They look past the formulas and weigh the character of those running the business. They are relationship people and it really shows."

—Charlie Baker, firearms training product manufacturer and dealer; avid golfer

Case Study: Range Systems

Charlie Baker makes and sells firearms training products. His end users are police officers and military personnel who need to qualify on firearms or learn how to clear a building of bad guys. The company's range products and "shoot houses" protect the lives of U.S. soldiers, police officers and foreign allies. Yet his business has caused more than one banker to frown in misunderstanding.

It's not an easy business to finance. Mr. Baker's banker needs to understand the complexity of long lead government transactions and not flinch at the cash flow swings that are often caused by product being delivered into the United States, Canada, Iraq, Mexico, Japan, Jordan and Great Britain. Mr. Baker joined the family business a decade ago to move it from development to

launch. He knew the bankers at Platinum when they were with other banks; he appreciated their no-nonsense advice. Now that these smart bankers are at Platinum, he wouldn't think of banking anywhere else.

"They worked hard to get our business. They toured the plant and even tested our products. They made us an outstanding offer for the credit line we needed. My father-in-law is the majority owner and I've referred him to them for another business deal. They give you the straight scoop: if you're already getting a great deal somewhere else, they won't convince you to switch."

If you need a barometer on firearms training, talk to Mr. Baker. If you need a barometer for banking options, choose Platinum.

Community Corner

Host Your Next Group at The Loft

The Loft is taking reservations! Right inside Platinum Bank, you will find a premiere meeting space with comfortable amenities and the latest in audio/visual technology. We can host up to 30 people — at no charge to you.

This warm, yet professional environment was designed with recycled oak right from our building site. Free use by public and private groups supports Platinum Bank's commitment to building stronger communities. The Loft is bringing back the hospitality of the community bank.

The Loft has played host to everyone from Girl Scout troops to networking groups to small business owners.

Visiting The Loft

Schedule a tour at your convenience and consider how you or another group might use The Loft. For more information, please contact us at 651-332-5200 or visit our website at www.platinumbankmn.com.

We look forward to seeing you soon!

the
loft