



# MonumentNews

Your Quarterly Newsletter from Monument Bank

Winter Issue January 2010

## Community Banks: Strong in the Community, Strong in Lending

Amid the financial turmoil of the past two years, one fact remains unchanged. Community banks did not cause the great monetary crisis of 2008-2009, but they will play a significant role in the recovery. Why? Because the 8000 community banks nationwide may account for only 12% of total bank assets, but they make 35% of the loans below \$1 million to small businesses. It is also the commonly held belief that small business will drive the economic recovery through job creation, if they can get the financing they need.

At Monument Bank we are strong, we are growing and we know what we want to be. We want to remain local, delivering the best in financial products and services to our commercial and consumer customers, doing what we can to make our community prosper. Central to this goal is our lending department. Therefore, we would like to take this opportunity to share some of the types of lending we do, introduce our lenders and offer a preview of our plans for 2010.

(continued on page 4)

## In this issue

Save Time, Save Money	2
Meet Our Advisory Directors	2
Do-it-Yourself Publicity	3
Your Direct Line to Service	4

## Letter from the President



Dear Friends,

The year 2009 proved to be one of the most challenging years for financial institutions in recent memory. Although there are some signs of economic recovery, we are bracing for the reality that the recession will have lingering effects for some time to come. We are fortunate to be in the Washington market which has escaped the depth and breadth of problems associated with many other areas of the country. However, any notion that we are insulated from these issues has long since been dispelled.

In spite of the nation's economic woes, Monument Bank concluded a very successful year. Total assets grew to \$246.5 million at 12/31/09 compared to \$181.7 million at 12/31/08, an increase of 36%. We continued to lend as evidenced by gross loans growing to \$179 million, an increase of 20% over 2008. Deposits kept pace as they grew to \$176 million at 12/31/09, an increase of 24% over 2008.

Our loan portfolio continues to perform well with charge-offs, non-performing loans and delinquent loans consistently below industry and peer levels. In order to continue our conservative posture going forward, we placed a substantial amount into our loan loss reserves in the last two quarters. Even so, profitability was well above industry and peer standards. Pre-tax operating profit for 2009 totaled \$1.8 million compared to \$418 thousand for 2008.

We believe we are well-positioned to have an excellent year in 2010. We will continue significant but managed growth into the year and plan to add as many as 10 new employees to supplement our current staff of 32. Among those we look to recruit are staff members who will enable the bank to increase its lending activity in the small business community. Specifically, we plan to leverage on the incentives included in the stimulus package by developing an SBA lending profit center. So that our customers can learn more about our financing capabilities, we are committing a portion of this newsletter to highlight our lending department – who they are and what they do.

As always, my door and the doors of my staff are always open. Feel free to contact us at any time. We look forward to being your community bank in 2010 and beyond.

Sincerely,

H. L. Ward  
President & CEO



## Save Time, Save Money

At Monument Bank, we continually strive to offer ways to save you time and money. Here are two of those ways:

**Live Wire Notification:** This service, available to commercial and retail customers, offers up-to-the minute, automatic notification of incoming or outgoing wire transfers, even after normal banking hours. You can receive notices via email, phone or pager. When you sign up for Live Wire Notification you will be issued a username and password that will allow you to access the specific details of the wire transfer through a secure web site. Automatic notification means no more waiting and wondering if a wire has arrived or been sent.

For more information and a demo, go to our homepage at [www.monumentbank.com](http://www.monumentbank.com), click on Commercial Services/Cash Management Services/Live Wire. (When you click on the flash demo, please wait 5-10 seconds for the system to login to start the demo.)

**Allpoint®:** With over 37,000 ATMS nationwide, Allpoint is America's largest surcharge-free ATM network. In fact, there are almost 1,200 Allpoint ATMs within 50 miles of Bethesda located at such popular stores as 7-Eleven, CVS and Target. You can find the Allpoint locator on our homepage. And for even greater convenience, you can also download the Mobile Allpoint app to your iPhone®, BlackBerry® or Android® devices. For more information on the mobile download, go to <http://locator.allpointnetwork.com/AllpointMobile.aspx>.

We are pleased to offer you the savings of surcharge-free ATM transactions without having a branch on every corner – Monument Bank is a member of Allpoint!

**Another Time-Saver!**  
Re-order Your Checks Online!  
Click on **Resources** at  
[www.monumentbank.com](http://www.monumentbank.com)

## Meet Our Advisory Directors

Monument Bank's Advisory Board of Directors - these are not the men and women elected by our shareholders who vote on key decisions of the Bank. They are, however, vitally important to us in a consultative and business development capacity. Their broad professional expertise and ties to the communities we serve have helped the Bank achieve its strategic goals. We are pleased to introduce to you:

### Commercial Contracting

Vincent Browning, R&R Mechanical Contracting  
Robert Reaves, R. M. Thornton

### Healthcare & Dentistry

Thomas Clinch, Clinch, M.D., Vision Centers/Eye Doctors of Washington  
Dana Keith, D.D.S.  
Thanos Kristallis, D.D.S., The Washington Center for Image Dentistry  
John McDonnell, The McNor Group

### Accounting & Related Services

Geoffrey Brown, Bond Beebe

### Mortgage Banking

Steve Calem, Capital Funding Group

### Real Estate & Property Management

James Gibson, Gibson Builders, LLC  
Kimberly Hoover, Hoover Partners  
Walter Propps, Commercial Brokers, LLC  
Bruce Schulman, The Artery Group, LLC

### Insurance

Timothy Schilling, Early, Cassidy & Schilling

### Financial Services

Amy Holmwood, HK Ventures  
Kevin Reid, Blue Lagoon Advisors

### Business (General)

Brendan Quinn, Ernest Maier Block



**Left:** Golfers enjoy the day while raising over \$84,000 for Rebuilding Together Montgomery County. Monument Bank was one of the event sponsors.

## Celebrating Good Works

### Spotlight on CSAAC



There are many worthy causes in our community. It is no easy decision as to whom we can donate our dollars or our volunteer hours. Difficult as they are, we are making those decisions and are proud to support CSAAC (Community Services for Autistic Adults and Children).

Founded in 1979, CSAAC observed its 30th anniversary on November 13, 2009 with a successful fundraising gala raising \$120,000 for CSAAC Foundation. Monument Bank was a proud sponsor of this event. Thirty years ago four families in Montgomery County, Maryland had a vision to create a non-profit agency to provide direct services to adults with autism. CSAAC's mission became "to enable individuals with autism to reach their highest potential and contribute as confident individuals to their community." Today, CSAAC serves both children and adults with autism, supports hundreds of families in the Washington metropolitan area and is the largest agency of its kind in the nation. Not only is CSAAC nationally recognized for its state-of-the-art services in housing and employment, but it has become a model for other non-profits developing similar services in their own communities.

CSAAC currently operates 52 community living residences for 130 residents in Montgomery County (April 2009), two school sites, an after-school program, an early intervention home-based program and a classroom-based preschool program. Across all programs, CSAAC serves nearly 300 families impacted by autism. For more information, go to their website at [www.csaac.org](http://www.csaac.org).



**Above:** Debbie Colliton of Monument Bank dances with CSAAC resident at its 30th Anniversary Gala.

## Your Financial Safety

We care about your financial safety. That is why we have established links on our website homepage ([www.monumentbank.com](http://www.monumentbank.com)) to take you to the FDIC, Federal Trade Commission and Equifax. Click on **Resources** in the left hand column to find the following:

**FDIC:** The rules of FDIC insurance can be confusing and they have changed recently in response to the current economic downturn. This site can answer many of your questions.

**FTC:** The FTC deals with issues that touch the economic life of every American. Just a few of the actions you can take through the FTC website are to file a consumer complaint, register for the Do Not Call Registry and request a free credit report. There are articles on identity theft protection, internet fraud and safety and credit and loans, to name only a few.

**Equifax:** The Equifax site offers the ability to purchase identity theft protection, to request a free credit report, credit monitoring or a program to assist with debt reduction. (This is not an endorsement for any services offered.)

## Do-it-Yourself Publicity

The argument has been made that a well-planned and executed public relations plan can surpass advertising campaigns in terms of branding your company and driving business to your door. One of the key advantages of PR is its ability to build credibility through a consistent plan of communicating image-building information about your business to your target audiences. And, it is inexpensive! Actually, it is FREE!

### Ten Good Reasons to Write a Press Release (and there are dozens more)

1. Key personnel changes such as a new hire, promotion or a retirement.
2. New jobs have been created (great press during this economy!)
3. You have done something "green" (excellent opportunity for positive exposure)
4. Your present facilities have been expanded or you have opened a new office or branch.
5. You are celebrating an anniversary of your business.
6. You have introduced a new product line or service.
7. An employee is named to a leadership role in a professional group or non-profit.
8. A new generation enters the family business (business continuity is a good story)
9. An "above and beyond" volunteer effort for a local non-profit.
10. You have purchased major equipment or machinery that allows you to serve your clients better (this can be especially meaningful in the healthcare industry)

**Start today to share your good news!**

## Your Direct Line to Service

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## Community Banking (continued from Page 1)

### What we do and who does it

Because we are a community business bank, our expertise has been harnessed largely to provide financing for businesses, especially in real estate related projects. Our lenders are making residential construction loans for builders and developers as well as providing construction, renovation and mini-perm loans for investors. Small retail centers and condominium complexes are just two examples of where Monument Bank is making loans. We also make residential construction loans for private home owners.

Many of our professional clients (doctors, dentists, attorneys, accountants) and general small business customers are seeking term loans for business expansion or purchases of fixed assets. Lines of credit are popular to provide short-term and seasonal working capital. Some of our more interesting loans to small businesses have been to a company who provides the drapery for the State Department and to an auto dealer specializing in classic cars.

EVP and Chief Lending Officer Loren Geisler heads up a team of experienced and talented commercial lenders including Steven Brunn, Ted Coleman, Matthew Markiewicz and consumer lender Harvey Dickerson. Their contact information is located to the left.

### What's happening in 2010

In keeping with its role as a community bank, Monument Bank will be substantially expanding its SBA (Small Business Administration) guaranteed loan program in 2010, possibly as early as the first quarter. The 7a and 504 programs associated with the economic recovery package will be attractive to small businesses and make good business sense to a lender.

Additionally, we will begin to build a residential mortgage program. This along with our existing HELOC product will expand our capabilities to serve our consumer customers.

A great deal of work lay ahead of us in 2010. We take our responsibility to small business seriously and look forward to the opportunity to help them succeed in the coming year.

**Right:** Monument Bank financed the office renovations for the Eye Doctors of Washington's office located at 1016 16th Street, NW.

**Inset:** Eye Doctors of Washington was listed among the Top Docs in the April 2008 edition of Washingtonian Magazine. Dr. Tom Clinch also serves as an Advisory Director for the Bank.

