

**For Immediate Release****Company / Media Contacts:**

Amy Persyn, Marketing Director, 1<sup>st</sup> Vice President  
apersyn@fsb.bank  
www.fsb.bank

**Historic First State Bank First Oakland County Branch to Open**

(Rochester, Michigan) February 24, 2020 – A fixture in Macomb County for over 100 years, First State Bank will be expanding its footprint when their first branch in Oakland County opens on February 24. Located at 1575 S. Rochester Road in Rochester Hills, this full-service branch of the local community bank will deliver a broad range of accounts and services to individuals, families and businesses. The branch itself is a beautifully designed space reflective of First State Bank’s vision for the future.

The branch, located just north of Bordine’s, will be managed by Sharon Reinke, an experienced banking professional who has spent the last 15 years in the Rochester market. In her role as Branch Manager, Sharon embraces the opportunity to connect with her customers and help them with their financial needs. “My philosophy is to look at the big picture – by taking the time to fully understand a customer’s financial situation, I am able to better help them accomplish their financial goals.”

Joining Reinke in bringing the bank’s hometown banking style to the Rochester area are mortgage lender Ann Mickens, and commercial banker Vito Pianello. With over 30 years of banking expertise, Ann Mickens is a seasoned and reputable advisor who enjoys working with customers whether they’re on the hunt for their first home or seeking guidance for debt consolidation. Vito Pianello, an entrepreneur at heart, has a profound understanding of the passion, risk, and high level of care that goes into owning a business and has put that understanding to work in the community for over 20 years.

“First State Bank is excited to expand into Rochester and become part of the fabric of this vibrant community,” says Gene Lovell, President and CEO. “We are driven to provide a personalized banking experience, as well as the account options, financing solutions, and a level of one-to-one care that has been our hallmark for over 100 years. Our true value is in our



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commitment to supporting community initiatives and contributing to the financial well-being of the neighbors we serve. Although we have been building relationships, connecting with the community through events and chamber participation over the past two years it is great to have a branch that we can call home to welcome our neighbors into.”

First State Bank will be celebrating its branch opening with several “Welcome SWAGon” open-house events scheduled during the month of March. Much like the welcome wagons of yore, these events provide the opportunity for neighbors to get to know each other. FSB welcomes the community to attend, enjoy freebies, prizes, support local charities and the opportunity to get to know the new neighborhood bank. In addition, we are honored host a ribbon cutting ceremony with our partners at the Rochester Regional Chamber of Commerce on March 19, 2020. Event details can be found at [www.fsb.bank/rochester](http://www.fsb.bank/rochester).

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First State Bank is headquartered in St. Clair Shores, Michigan. Voted “Best Bank” in Macomb County for nine consecutive years, 100 years of service and \$775 million in assets, First State Bank serves Macomb/Oakland County with 12 branch offices located in Chesterfield Township, Clinton Township, Eastpointe, Macomb Township, Richmond, Rochester Hills, St. Clair Shores, Sterling Heights, Washington Township and a Loan Center in Clinton Township. For more information, please visit [www.fsb.bank](http://www.fsb.bank) or call 866-372-1275.

