



Invested in You.
Washington State Bank

**Spring
2025**

Staff Spotlight



Esmeralda Perez Aleman

Personal Banker

Esmeralda “Esme” is a graduate of West Liberty High School. While in school, she completed the Dual Language Program and received her Spanish certification from the Ministry of Education of Spain.

Esme began her career at WSB in 2023 in Teller Services for our Columbus Junction branch. She then moved into her current role as a Personal Banker.

Esme and her husband, Dylan, live in Conesville with their two dogs, Winter & Luka. She enjoys painting, going to art museums, spending time with family, traveling, and hiking in her spare time. Esme says her favorite thing about working at WSB is building relationships with her coworkers and assisting our customers with any issues or questions they may have.

Teaching Children to Save

April 24 was National Teach Children to Save Day. In celebration, Washington State Bank recommends using these strategies to introduce your children to the concept of saving.

Piggy banks – Piggy banks are a simple and effective way to introduce young children to the idea of saving. Piggy banks allow the idea of saving to become tangible and visual. Did you know you can get a free WSB piggy bank? Ask our Personal Bankers next time you stop in!

Savings chart – Parents can also teach their children to save using a sticker chart or other visual representation. Parents can teach their children to set small, achievable goals, then use the sticker chart to track the child’s progress toward the goal. Once the child hits their goal, reward them to positively reinforce the idea of saving and to help them stay motivated. The reward could be anything from a new toy to a family movie night.

Allowance and chores – Allowances can be useful tools, especially when tied to completing age-appropriate chores. This teaches the child the importance of earning as well as saving. By incentivizing children to complete their chores, parents demonstrate that hard work and responsibility pay off in the long run.

Play games – There are many board games that teach children about the value of money. Have a family game night and play Monopoly, Life or another financial-themed board game as an easy way to explain essential money skills to children.

Visit the bank – To teach children how banks work, bring them with you to WSB! Parents can show their children how they make deposits and withdrawals. In addition, parents can ask the banker to explain how the bank operates, how money is handled, and how an ATM works. While you’re there, help your child open their first savings or checking account if they are ready for that step.

By teaching children the importance of saving, starting at a young age, parents can set them up for a lifetime of financial responsibility. By using these strategies, parents better equip their children to reach their financial goals.

These tips are provided by the Iowa Bankers Association.

Invested in You - Washington, Fairfield, Columbus Junction, Pella

Celebrating the end of Tax Season

Each year we treat our local tax preparers with meat and cheese trays to show our appreciation for their hard work. Our staff delivered over 30 trays across our four communities at the end of March! Jen Bailey (Pella Branch Manager) and Jessica Anderson (Fairfield Personal Banker) are shown here making deliveries in their communities.



STEAM Night Fun

Caitlynn McClain, Erika Fisher, and Desi Hesseltine volunteered at Lincoln Elementary's (Washington CSD) STEAM Night. Our table had a fun activity where students had to recognize bills and coins and add them together on each sheet.

Easter Bunny Visits

The WSB Easter Bunny made its annual stops in the Columbus Junction area and Washington before the holiday! We visited four local daycares, welcomed guests into our lobbies to visit the Bunny, and made a stop at Colonial Manor in Columbus Junction. The Easter Bunny is shown on the right with our friends at Liv's Littles Daycare in Columbus City.



Kirkwood's Financial Literacy Fair

Mike Greiner, Dawn Ledger, and Terry Engelken volunteered as Financial Advisors at Kirkwood Washington Regional Center's Financial Literacy Fair. Local middle school students choose career paths and lifestyle choices and then have to see if their budgeting is correct. The Financial Advisors then check their math and discuss the student's choices and what changes they could make.

4 Locations To Serve You!

Washington - 121 S Marion Ave. | Fairfield- 1706 W Burlington Ave.

Columbus Junction- 134 Main St. | Pella - 703 Main St.

(800)-714-2287 washesb.com

