

### VIEW & OVERVIEW

Winter 2009 www.JeffersonBankFL.com Issue 1 Vol 2

#### **CHAIRMAN'S LETTER**



Dear Fellow Shareholders,

On behalf of the Board of Directors and our team of Jefferson Bankers, I want to Thank You for your help in making 2008 a success. In spite of this unforeseen economy we ended the year with solid growth, a clean

balance sheet and ahead of our budgeted loss.

Total assets at year end were \$56,800,000 slightly below the budget of \$60,600,000 and loans at \$28,168,000, ended over-budget 17%. During the 4th Quarter of 2008, Loans increased 21%, Deposits 18% and Total Assets grew 15% and Shareholders Equity ended at \$18,553,00 or a per share Book Value of \$9.43.

As of January 29, 2009 total assets are \$61,224,000, net loans \$30,595,000 and total deposits & customer repurchases are \$34,114,000. We remain optimistic for 2009 as we continue to fulfill shareholder and former customer relationships. Most of the banking industry is distracted by problem loans and are either throwing out some of the good with the bad or ignoring their good customers' needs. This, with your referrals, remains our greatest opportunity.

During 2008 we added Renee' Jones, V.P. / Treasury

Management and Meredith Roun, V.P. / Branch Manager to our Jefferson Bank Team. Linda Jouben, BSA / Compliance Officer was also added to our Operations Team. These bankers bring additional skills and customers to Jefferson.

JEFF, Jefferson's Remote Deposit Capture is our primary focus as it presents the customer with the ultimate in convenience at the least cost to both the customer and the bank. We offer the convenience of courier service too. Traditional barriers to banking are location, convenience and not knowing anyone at the bank. Utilizing JEFF technology we provide our customers desktop banking with high-touch to create "A Better Banking Experience." We have over 35 customers using JEFF everyday and the number is growing!

We continue to explore branching opportunities which offer the best visibility and access at a reasonable price concentrating today in Palm Harbor and West Pasco.

Thank you for bringing your business and referring your friends and associates to Jefferson. Your continuing referrals are vital to our success.

Thank you,

Robert B. McGivney Chairman / CEO

#### JEFFERSON BANK OF FLORIDA OLDSMAR, FLORIDA December 31, 2008 (UNAUDITED)

#### **ASSETS**

### LIABILITIES AND STOCKHOLDERS' EQUITY

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Cash Due From Other Banks	\$404,000	Deposits	\$26,082,000
Fed Funds Sold & Investments	25,481,000	Customer Repurchase Agreements	3,359,000
		Total Deposits & Repurchase Agreements	\$29,441,000
Total Loans	28,516,000		
Allowance for Loan Loss	-348,000	Total Borrowings	8,193,000
Net Loans	\$28,168,000	Other Liabilities	300,000
		Total Liabilities	\$37,934,000
Premises & Equipment	1,594,000		
Other Assets	1,153,000	Stockholder's Equity	18,866,000
Total Assets	\$56,800,000	Total Liabilities & Stockholders Equity	\$56,800,000

# Jefferson Bank

## JEFFERSON BANK TREASURY MANAGEMENT SERVICES

At Jefferson Bank, we know the time and energy it takes to build and maintain your growing business. That's why we structured our online banking products to serve your daily and long term financial needs quickly and conveniently. Online payments, remote deposits, cash positioning, safeguarding account information, and daily reporting are just a part of what Jefferson Bank's online services offer clients. This allows for time to be spent on more important things.

#### **Business Online Banking**

With our Business Online Banking you can do your business banking anywhere, anytime, 24 hours a day, 7 days a week, all you need is a computer and Internet access.

- Check balances on all your business accounts
- View statements
- View paid check images, front and back
- View same-day electronic transactions
- Make online transfers between your Jefferson Bank accounts
- Create custom reports from account summary and transaction data
- Manage saved reports
- Initiate, review, and cancel stop payment requests
- Interfaces with Intuit QuickBooks and

#### Microsoft® Money

#### **JEFF Remote Deposit**

Enjoy the convenience of making deposits 24-hours a day, 365 days a year from your office. Rest assured that multiple layers of security are protecting your electronic deposits.

- Streamline your cash flow by consolidating funds from several remote locations into one bank
- Increase accuracy and efficiency with automatic deposit preparation and secure, internet delivery
- Extended deposit cut-off time
- No standing in line at the bank
- SEE DEMO AT www.JeffersonBankFL.com

#### **Positive Pay**

Keeps an eye on check fraud electronically by monitoring the checks clearing your account with our Positive Pay online protection service.

- Retrieve check images online
- Get online notifications of exception items instantly
- Facilitate fast payment or return decisions

#### **Business Bill Pay**

With Jefferson Bank's Bill Pay, a fast, secure, convenient and easy online bill payment process, you can streamline your accounts payable.

- Schedule both one-time and recurring payments
- Receive electronic bills
- Eliminate postage costs

#### **ACH**

Ease the volume of paper transactions by creating and transmitting electronic ACH files from your Jefferson Bank account. Use this service for:

- Direct deposit of your employees' payroll
- Direct debit of recurring payments such as dues or fees
- Electronic Tax Payments

#### Wire Transfer

Enjoy the convenience of completing a domestic or foreign online wire transfer right from your PC or laptop. It makes business transactions easier and saves you time.

#### **Sweep Account**

Jefferson Bank offers Sweep Account options to optimize your end of day balances by automatically transferring funds into an investment, transferring from your Zero Balance Accounts, or paying down your Jefferson Bank Line of Credit.

#### **Business Loans and Lines of Credit**

Jefferson Bank offers financing for almost any business need, regardless of the size or type of business you operate. Trust us to provide a quick response, as well as, flexible and creative access to the funds you need to meet your individual requirements.

#### **Repurchase Agreements**

Maximize your earnings with a Jefferson Bank Repurchase Agreement. Excess funds are swept daily to a fully collateralized investment\* so you can earn interest on your funds.

\*Not insured by the FDIC; Not a deposit or other obligation of, or guaranteed by Jefferson Bank; Subject to investment risks, including possible loss of the principal amount invested.

#### **Escrow Account**

If your business requires you to have segregated escrow accounts, we offer a master account and as many sub-accounts as you require.

#### **Merchant Services**

At Jefferson Bank, we are ready to help you with the fastest and most cost effective method of accepting and processing your personal check and credit card transactions.

#### **Courier Service**

For businesses with important things to do, Jefferson Bank offers a commercial courier service to get your deposits or important documents to the bank.

For more information on Treasury Management Services give Renee a call at 813-749-2780 or E-mail her at Rjones@JeffersonBankfL.com.

# Jefferson Bank

#### **Jefferson Bank Board of Directors**

Gary L. Blackwell, Real Estate Developer and Investor

Melvin S. Cutler, Investor and Founder of Cutler Associates, a Design/Build firm with offices in Tampa, Massachusetts and Pennsylvania

Stephen H. Jacobs, M.D., Board Certified Internal Medicine and President of Morton Plant Mease Primary Care

> Robert B. McGivney, Chairman/CEO, Jefferson Bank of Florida

Joseph L. Oliveri, A.I.A., Oliveri Architects

Paul J. Wikle, CCIM, Coldwell Banker/Wikle Properties/Real Estate Investor

#### Jefferson Bank of Florida Officers

Robert B. McGivney Chairman/CEO

James P. Nelson President/Chief Operating Officer Senior Lending Officer

Mickey Orr EVP/Chief Financial Officer

Bill Ecob Vice President/Operations

Maggie Mathey
Vice President/Loan Operations

Joseph M. LaRussa
Vice President/Commercial Lending

Linda Jouben BSA/Bank Compliance Officer

Meredith A. Roun Vice President/Financial Center Manager

Renee K. Jones
Vice President/Treasury Management Officer

#### **Jefferson Bank Focus**



Renee K. Jones, VP, Treasury Management Officer, has 19 years of banking experience between the Tampa Bay area and the Ohio Valley area. Mrs. Jones is a member of the Tampa Bay Association for Financial Professionals. Previously, Mrs. Jones served as VP, Treasury Management Officer for Whitney Bank from 2005

to 2008. Prior to that, Renee held the position of AVP, Treasury Management Officer for Sky Bank, New Castle, Pennsylvania and was President of the BNI Lawrence County STAR Chapter.

Renee and her husband of 30 plus years live in Safety Harbor, where Ron Jones is a nationally certified First Assistant Surgical Tech for Laser Spine Institute in Tampa. Their daughters Brittany and Heather are both married. Dr. Brittany Jones-Goss, graduated with her doctorate from LECOM in Erie, PA and lives with her husband Joshua and their 2 children in St. Petersburg. Brittany is currently working on fellowship in rheumatology through Bay Pines.

Heather Jones-Rogers, a marketing manager at Send Tec Corporation and lives with her husband Joshua in Pinellas Park.

In 2005, Renee left New Castle, PA after receiving a call from Bob McGivney. At that time Bob was with Whitney Bank, and recruited her to get Treasury Management Services up and running in the Gulf Central Region of Florida. Renee and family made the decision to leave Pennsylvania because they were tired of the extreme cold and their daughter, who resided in Florida, was expecting their first grandchild.

Renee is available to you for all your Treasury Management Services. If you want to know how Treasury Management Services can help YOUR business give Renee a call at 813-749-2780 or Rjones@Jeffersonbankfl. com.



# Jefferson Bank

### Jefferson Bank Celebrates it's Birthday

On December 3, 2008 Jefferson Bank celebrated its 1 Year Anniversary. Toasting our shareholders and our first incredible year is (L to R) your Jefferson Bankers: seated, Amanda Barnett, Mickey Orr, Renee K. Jones, Kelly Reinbolt, Rose Fasano, Jodi Dorsey, Maggie Mathey, Suzan Frijouf, Kathleen McPhillips, Eleanor Riela. Back Row standing L to R: Bob McGivney Bill Ecob, Jim Nelson, Joe LaRussa, and Peter Fletcher.



#### Jefferson Bank's New Video

You will notice on our website JeffersonBankFL.com, that we completed our first video. Click on "Discover the Jefferson Experience" and "JEFF - Jefferson Electronic Fast Funds" to watch the latest video and demo. With the help of some local business people and JGS Video Company our Jefferson Bank Story is on our website.

Thank you to the following: Robert Carr; Brandon Construction, Joyce Sanders; Jameson

Laboratory, Melody Williams; Coldwell Banker/

Wikle Properties, and Mike Lamando, Amici's Catered Cuisine, for being our "actors".





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