

NEWS RELEASE**Contact:**

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FOR IMMEDIATE RELEASE**LAKEVILLE BANKER COMPLETES
ABA SCHOOL OF BANK MARKETING AND MANAGEMENT – EARNS CFMP DESIGNATION**

Lakeville, CT – July 28, 2016 – Julianna Sinchak, Marketing Manager of Salisbury Bank and Trust Company, recently graduated from the American Bankers Association (ABA) School of Bank Marketing and Management.

“The ABA School of Bank Marketing and Management gave me the opportunity to learn from the best in the field, and to exchange information and ideas with peers across the country,” said Sinchak.

The only national school of its kind, the program provides marketers, managers and specialists with an intensive education under the guidance and direction of faculty advisors comprised of distinguished marketing and banking professionals. Students developed strategies to promote new products and received a solid foundation in marketing principles and management practices.

“Juli is a key member of the Salisbury Bank management team and her marketing credentials will help us better serve our community,” said James E. Cotter, Executive Vice President and Chief Operating Officer.

The school prepared her for the Institute of Certified Bankers (ICB) Certification exam which she took following graduation. The ICB, a subsidiary of the ABA, promotes industry excellence and continuous career development for bankers through a wide range of job-specific professional certifications. Developed by experts in the financial services industry, their certifications are acknowledged industry-wide as the symbol of excellence in banking skills and knowledge. ICB professional certifications are awarded only to those financial services professionals who pass a rigorous examination and maintain their level of knowledge with ongoing education. Sinchak earned the Certified Financial Marketing Professional (CFMP) designation through the ICB.

Salisbury Bank is a full-service community bank headquartered in Lakeville, Connecticut and presently operates full service branches in Canaan, Lakeville, Salisbury and Sharon, Connecticut; Great Barrington, Sheffield and South Egremont, Massachusetts; as well as Dover Plains, Fishkill, Millerton, Newburgh, Poughkeepsie and Red Oaks Mill, New York. The Bank has been serving families and businesses for over 160 years and offers a full range of consumer and business banking products and services as well as trust and investment services.