

Area banks branch out to meet changing economy

Financial institutions in the region alter established processes to better serve customers

By Shannon Joyce Neal
B2B Contributing Writer

As the Dayton economy changes, so must its banks.

A decline in manufacturing jobs and rise in small businesses, military contractors and service-oriented companies have altered the way local banks serve their customers and the community.

“There has been a great deal of change in the Dayton region; in the types of jobs people

have to the kinds of companies we serve,” said Joey D. Williams, Western Ohio president and CEO for Chase Banks.

Many local companies no longer have their capital in large factories, but rather invested in their employees. Those same employees may not have long-term financial benefits like pensions and retirement plans.

“We need to make sure all our employees

are seen as a trusted adviser,” said Jim Hoehn, president and CEO of National City Bank of Southwest Ohio. For many personal banking clients, banks help plan for retirement, college and health care costs. As a result, they spend more time and resources making sure employees have the necessary expertise to guide clients through those decisions.

The region’s growth of small businesses

DOING BUSINESS WITH DAYTON’S BANKS

These banks provide financial services in the Dayton region. Here’s a list of their key executives, main phone numbers and web addresses.

| COMPANY, CITY | FULL NAME | TITLE | WEBSITE | PHONE | EMPLOYEES |
|---|--------------------|-----------------------------|----------------------------|--------------|-----------|
| Fifth Third Bank, Dayton | Raymond J. Webb | President & CEO | www.53.com | 937-229-8484 | 825 |
| Liberty Savings Bank, Dayton | James R. Carpenter | President | www.libertysavingsbank.com | 937-224-4572 | 651 |
| National City, Dayton | James Hoehn | President & CEO | www.nationalcity.com | 937-226-8535 | 640 |
| Chase, Dayton | Joey D. Williams | President & Market Manager | www.chase.com | 937-449-7400 | 520 |
| KeyBank, Dayton | Ed Reilley | President of Southwest Ohio | www.key.com | 937-586-8667 | 500 |
| U.S. Bank, Dayton | Ron Amos | President | www.usbank.com | 937-640-7601 | 240 |
| Huntington National Bank, Dayton | Ron Cloyd | President | www.huntington.com | 937-443-5920 | 97 |
| Sky Bank, Beavercreek | Dave Walton | District President | www.skyfi.com | 937-429-7229 | 45 |
| Union Savings Bank, Dayton | Dayna Sheehan | Manager | www.usavingsbank.com | 937-434-1254 | 30 |
| The Citizens National Bank, Huber Heights | Denise O’Neil | Branch Manager & AVP | www.banktcnb.com | 937-424-4888 | 15 |
| Oak Hill Banks, Centerville | Mark J. Sarver | Branch Manager | www.oakf.com | 937-291-0062 | 11 |
| First Financial Bank, Dayton | Roger Furrer | Market President | www.bankatfirst.com | 937-425-6734 | 6 |
| Lebanon Citizens National Bank, Dayton | Stanley Castleman | Vice President | www.lcnb.com | 937-704-9490 | 5 |
| Park National Bank, Dayton | Dan Turben | Vice President | www.parknationalbank.com | 937-436-5000 | 5 |
| WesBanco Bank Inc., Springfield | Mark Whitt | AVP, Business Banking | www.wesbanco.com | 937-327-1115 | 5 |

Source: Dayton Area Chamber of Commerce

STAFF GRAPHIC/ JOHN HANCOCK

"It's important to have a local presence. The Web is a great service to offer local clients, but the Internet hasn't replaced brick and mortar branches."

**– Ray Webb,
CEO/president,
Fifth Third Banks,
Ohio Valley**

sparked a similar change. Fifth Third Bank worked to make its small business services easier for owners to manage. Ray Webb, president and CEO for the bank's Ohio Valley region, said products like a renewing line of credit and its Web-based system for electronic check deposits help small businesses better manage their finances.

"It's important to have a local presence," Webb said. "The Web is a great service to offer local clients, but the Internet hasn't replaced brick and mortar branches."

Ron Amos, president of the Dayton Region of U.S. Bank, said busy clients expect to be able to walk into a branch on weekends and evenings, a change that helped drive the bank to open branches in local grocery stores and keep them open 70 hours a week.

"We don't just help people open a bank account," Amos said. "We ask people what they want to do with their money."

A new computer profiling system helps branch employees match the bank's products to customer's needs for retirement and other investments.

Ed Reilly, president of KeyBank's South-west Ohio Region, said the bank's on-line service allows it to extend its reach into areas without a branch office. Banks in the Dayton region face intense competition for deposits, Riley said, and must find ways to stand out.

"At the end of the day, responsive, reliable and personal service makes difference," Reilly said.

One problem local bank officials said hasn't affected their growth is the upheaval in the subprime mortgage market. Many traditional banks decided not to offer any subprime loans, and have seen customers return to their more traditional products in recent months.

"We have actually seen a pickup in mortgage business," Williams said. "They want to make sure they go to institutions they trust."

Traditional banks also have more liquidity than a mortgage brokerage to finance the loans, Reilly said.

"People who have been fortunate enough to maintain good credit shouldn't have trouble accessing capital," Reilly said. Like other major banks, Key didn't enter into the subprime market, he said.

Webb said the problems with subprime



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“We don’t just help people open a bank account. We ask people what they want to do with their money.”

**– Ron Amos,
president, Dayton Region
of U.S. Bank**



Name: Ron Amos
Age: 53
Bank: U.S. Bank
College: Wright State University, BS, MBA
Favorite business book: *10 Truths About Leadership* by Pete Luongo
Viewpoint: “Yes, we’ve lost some manufacturing jobs, but we’re gaining jobs through Wright-Patterson (Air Force Base) and small businesses. Every bank in the region needs to adjust to that.”



Name: Jim Hoehn
Age: 45
Bank: National City Bank
College: Cuyahoga Community College, Cleveland State University, BS; Case Western Reserve University, MBA
Resides in: Washington Twp.
Favorite business book: *Execution*, Larry Bossidy
Viewpoint: “If you take great care of your clients, look out for their interests, and have the best people, you win.”

lending have increased interest in the products like Federal Housing Administration loans.

“It’s a good alternative for somebody who doesn’t have a lot of assets,” Webb said.

More than three quarters of the banks mortgages are traditional, 30-year fixed rate loans.

“Long-term, (subprime lending) didn’t make sense, so we decided to stay out of it,” Webb said.

Hoehn said some of the problems that have come to light in the subprime industry can affect homeowners with traditional loans, especially when other economic issues come into play. As the Dayton region loses manufacturing jobs, it may see homeowners having trouble paying their mortgages.

“A lot of the issues are symptomatic of the economy overall,” Hoehn said.

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Name: Ed Reilly
Age: 54
Bank: KeyBank
College: Eastern Kentucky University
Resides in: Sugarcreek Twp.
Favorite business book: *From Good to Great*, Jim Collins
Viewpoint: "The needs today aren't too dissimilar from the past ... Our clients are looking for advice, counsel and reliable, responsive, error-free service."



Name: Ray Webb
Age: 42
Bank: Fifth Third
College: University of Notre Dame, BS; Western Michigan University, MBA
Resides in: Bellbrook
Favorite business book: *Winning*, Jack Welch
Viewpoint: "Small Businesses are a phenomenal opportunity. They're growing and bringing new jobs to the region."



Name: Joey D. Williams
Age: 41
Bank: Chase Bank
College: Central State, BS; Ohio State University, MBA
Resides in: Dayton
Favorite business book: *Execution: The Discipline of Getting Things Done*, by Larry Bossidy and Ram Charan
Viewpoint: "We have actually seen a pickup in our mortgage business. In the past, they may have gone with a business they'd never heard of, or a telemarketer. People aren't responding to that anymore. They want to come to names they trust."



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