

## **Business Lender Opens in Former Green Bay Chamber Building**

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By Richard Ryman

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First Business Bank-Northeast opened an office Wednesday in the former Green Bay Area Chamber of Commerce building, 200 S. Washington St., Green Bay.

The two-person office will consist of Tim Beno, market president, and Tammy Schrank, client relationship specialist.

Parent company First Business Financial Services, which has its headquarters in Madison, has more than \$1 billion in assets and is traded on the Nasdaq stock exchange under the FBIZ symbol.

Beno has 17 years banking experience in the Green Bay area market, having worked with Associated Bank, FirstStar/U.S. Bank and First Northern Savings & Loan/Bank Mutual. He joined First Business 11 months ago to begin working the local market.

"Our business model is to bring in the lender first. It's an organic-growth model," Beno said.

As its name implies, First Business Bank focuses on business lending. It does not do retail banking and there's no cash on site. Its clients bank electronically, Beno said.

He said the bank focuses on small- to mid-sized businesses. It does little mom-and-pop and micro-lending.

"Deals start to make sense to us at \$500,000 and up," he said.

Beno said the downtown site was important.

"A physical location is not critical from a client perspective, but from a visibility perspective, it is," he said. "We definitely want to stay downtown."

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