



# bankESB Marks 150 Years of Being a True Hometown bank

bankESB is marking its 150th birthday this year, and there is much to celebrate, especially a century and a half of being a true hometown bank.

“For all of those years, the bank has been dedicated to providing its customers with a wide range of innovative products and services,” said Dena Hall, bankESB Executive Vice President and Chief Marketing Officer. “Today, bankESB is a one-stop shop for individual and commercial banking and financial services. The bank has been growing and expanding to better serve customers, including recently adding three commercial bankers, and increasing its staff in human resources, cash management, and mortgage services. Customers looking to buy a home or refinance have the option of applying for a loan either in-person with a mortgage professional or online.”

With the opening of a branch on Sargeant Street in Holyoke, bankESB has 11 branches throughout the Valley. Besides Easthampton, where it has two locations, branches are also located in Agawam, Belchertown, Hadley, South Hadley, Southampton, Westfield, and two in Northampton. And a 12th branch is scheduled to open in Amherst in 2020.

In short, the bank has grown and evolved over the years, but it remains true to the charter on which it was launched.

Indeed, a mutual bank, bankESB’s mission is to remain loyal to its customers, employees and the communities it serves, not stockholders, said Hall, adding that the bank’s mission is reflected in its values of charitable giving and volunteerism. From large organizations like Cooley Dickinson Hospital to local Little League teams, the Easthampton Saving’s Bank Charitable Foundation has donated close to



\$2 million over the past five years.

Recent contributions to local nonprofits include the Hampshire Regional YMCA’s Renew and Restore Project, Pioneer Valley Habitat for Humanity’s Big Enough Initiative, and Northampton Survival Center’s “Partners in Doing Good Business” program.

bankESB employees can also be found volunteering their time for a myriad of charitable projects and events throughout the Pioneer Valley, so much so that the Boston Business Journal recently ranked the bank as a “Top Corporate Charitable Volunteer” in Massachusetts.

“It’s important for us to be that

community partner,” said Hall.

“We’re focused on how we serve our customers, how we serve our communities, and how we treat our employees.”

These efforts have culminated in *Forbes Magazine* naming bankESB to its 2019 Best n-State Bank list, two years in a row.

“This recognition is particularly special because we live and work by a set of core values, so I’m proud to say this award really goes to our employees,” said Matthew Sosik, President & CEO of bankESB and CEO of Hometown Financial Group, the bank’s parent company. “The commitment they bring to their job each day and the service they

provide to our customers and communities is what sets us apart from other banks.”

As Hall and Sosik noted, as bankESB marks its sesquicentennial, there is plenty to celebrate.

**COMPANY:**  
bankESB

**HOME BASE:**  
36 Main Street, Easthampton

**NUMBER OF EMPLOYEES:**  
199

**NUMBER OF BRANCHES:**  
11

**FOUNDED:**  
1869

**COMPANY SNAPSHOT:**  
A mutual bank, bankESB is the flagship bank of Hometown Financial Group, a multi-bank mutual holding company with close to \$3 billion in assets, 30 branches across Massachusetts and Connecticut and 440 employees. Hometown Financial Group is headquartered in Easthampton