



Invested in You.
Washington State Bank

**Winter
2025**

Staff Spotlight



LaNelle Kopsieker

Fairfield Branch Manager

LaNelle comes to the Washington State Bank team with over twenty three years of experience in the financial industry. LaNelle Kopsieker is the new Branch Manager of our Fairfield location. LaNelle was raised in Washington and is a graduate of Washington High School.

LaNelle and her husband, Doug, currently reside in Ollie. They have three children and three grandchildren, whom they often spend time with. In her free time, LaNelle also enjoys traveling, kayaking, and attending community events. She has joined our wonderful team in Fairfield where she works alongside Loan Officer - Spencer Peterman to oversee the branch's accounts and customer service department. Her extensive background and ties to the Fairfield community will contribute greatly to our leadership team.

Rising Deepfake Scams Targeting Consumers

Deepfake technology, once used primarily in entertainment and education, is now being weaponized to exploit consumers, posing significant risks to personal security and financial well-being. Deepfake scams often involve impersonating trusted individuals – such as family members, friends or financial advisors – to gain access to personal or financial information.

Scammers have used this technology to clone voices, manipulate video calls and even create fake social media accounts to target unsuspecting victims. Deepfake fraud has skyrocketed by an astonishing 2,137% over the past three years, underscoring the urgent need for awareness and vigilance as this technology becomes increasingly accessible.

To help protect yourself and your family, we recommend using these key steps:

- Educate yourself and your family – Understanding what deepfakes are and how they're misused is the first step to staying safe. Teach loved ones to look for unusual distortions in videos or images, examine content for signs of manipulation and avoid acting on sensational or "too-good-to-be-true" information without verification.
- Limit your online footprint – Be mindful of what you share online. Personal photos, voice clips and even casual posts can be used to create convincing deepfakes. Adjust privacy settings on social media to limit who can see and share your content and consider using watermarks on photos to discourage unauthorized use.
- Monitor your name and likeness – Set up alerts for your name or image to quickly identify unauthorized use. Identity monitoring tools can also help you track and address misuse.
- Leverage advanced security measures – Stay ahead of evolving threats by using technologies such as facial recognition with additional verification steps or identity monitoring software. These tools can help detect and mitigate fraud attempts involving deepfakes.

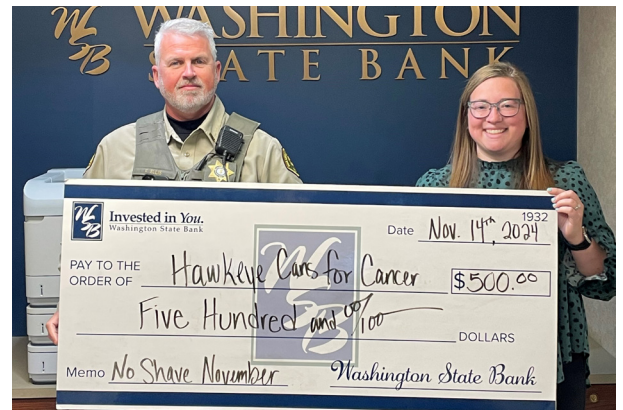
These tips were provided by the Iowa Bankers Association.

Invested in You - Washington, Fairfield, Columbus Junction, Pella

Supporting “No Shave November” Campaign

Chloe Barnes presented Sergeant Ellis with a \$500 donation to the Washington County Sheriff’s Office “No Shave November” campaign.

The fundraiser benefited Hawkeye Cans for Cancer, a local organization created to assist cancer patients in the area with expenses not covered by insurance while seeking treatment.



Winter Wonderland

The Lighted Holiday Parade in Washington continued to be extremely popular in 2024. Our staff decorated a float and dressed up in a “Frozen” theme. We tossed WSB “snowballs” and candy to attendees. We look forward to planning for next year’s event!

Christmas in Columbus Junction

Christmas Family Night in Columbus Junction was as popular as ever in 2024. Multiple businesses in town helped create a variety of events and activities for the community to take part in. WSB hosted the Festival of Trees as well as visits with Santa. The line to meet “the man in red” filled our lobby! Columbus Junction staff are shown in the photo on the right with Santa.



Christmas Shopping at Roundy Elementary

Mayra Castillo and Doris Mougin volunteered their time as cashiers during Roundy Elementary’s annual “Shop Hop” event. Items available are donated and students can then purchase gifts for their family members. Sixth grader, Bella Acevedo is shown ready to checkout after selecting gifts.

4 Locations To Serve You!

Washington - 121 S Marion Ave. | Fairfield- 1706 W Burlington Ave.

Columbus Junction- 134 Main St. | Pella - 703 Main St.

(800)-714-2287 washesb.com

