

Town & Country Bank hires three lenders and receives online award

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Catherine Arik has joined the Town & Country Bank's loan department (Courtesy of T&CB)

ST. GEORGE, Utah —Town & Country Bank hired three new loan officers, Catherine Arik, Sarah Holmes and Kelly West who have joined the bank's loan department as vice presidents, and will serve different strategic regions of the state. All three bring significant lending experience to Town & Country.

Ms. Arik, a Utah native, has spent 16 years providing credit to businesses ranging from publicly traded companies to developing enterprises. She will focus on commercial lending along the northern end of the Wasatch Front, and is assigned to Town & Country's loan production office in Sandy. Ms. Arik currently serves as a committee member for the Ronald McDonald House Annual Gala, and previously was a member of the Board of Directors for JDRF.



Town & Country Bank hired Sarah Holmes in the loan department as a vice president (Courtesy of T&CB)

Originally from Southeastern Idaho, Ms. Holmes has assisted Utah business owners and entrepreneurs obtain financing as a commercial lender for the past 9 years. She is also assigned to Town & Country's loan office in Sandy, and will focus on borrowers in Utah County. Ms. Holmes currently serves on the Intermountain Health Care Foundation Board, and recently acted as the Co-chair for the Women's Business Forum. Previously, she served as the Cedar City Women in Business President, Chamber Executive Board Member and the Canyon Creek Women's Crisis Center Board of Directors.



Kelly West will serve different regions of the state as a bank loan vice president (Courtesy of T&CB)

Mr. West is a St. George native who has been a commercial loan officer and relationship manager for nearly 10 years. He worked in St. George and Provo during that period, and will be assigned to Town & Country's flagship office in St. George. Mr. West is a member of the Santa Clara Kiwanis group, and has also has spent many hours serving in youth and Scouting organizations.

The Web Marketing Association has named locally based Town & Country Bank as recipient of its 2016 Internet Advertising Competition "Best Online Newsletter" award. The bank was among 14 international winners for outstanding achievement in various aspects of online advertising. Other 2016 winners included Toyota, USA Network and Western Union, to name a few.

According to the association, the bank's newsletter, The Town Crier, "showcase(s) the prodigious amount of work being done by the single-office bank and its staff within

the community, convey(s) the strengths of one of the perpetually best-performing banks in the nation (in order to retain and secure new business), set(s) the bank apart from competitors, and provide(s) other information. The fact that the newsletter is one of the first items seen on the bank's home page serves as a unique marketing tool. We are not aware of other banks that use such placement."

The Web Marketing Association was established in 1997 to help set a high standard for internet marketing and corporate web development on the World Wide Web. Awards have been a mainstay of the association since 1999.

Award winners tend to be creative ad agencies representing large scale clients. The Town Crier is edited entirely by Town & Country Bank on a bi-monthly basis, with content, photos and images sent for formatting to Image Thirteen, a St. George firm specializing in graphic design.