



Badger Banker Bulletin

Ballparks and Branding

Greetings, Clients, and Friends!

Thanks for reading my latest Badger Banker Bulletin. This month, my video takes you out to the ballgame. Oak Bank hosted a family get-together at a Madison Mallards game late in the summer, and good times were shared by all! And, yes, I meant to get this newsletter out right around Labor Day. You can probably relate to how day-to-day business matters can take over your schedule! I continue to learn how to fit these 'important but not urgent' projects into my workload so I can keep in touch with you.

I also mentioned in my video that I am fundraising again this year with the [Walk to Defeat ALS](#) on October 21, 2023. My father was diagnosed with ALS a couple of years back and while our family is working through life with this awful disease, we are also working to raise money for research. I continue to be nervous about making a request to you, my close connections, but last year I received a very positive response. You don't bank with me to be asked for money, but I am making this one exception given the cause and connection. **NO PRESSURE** and thank you very much should you decide to contribute. If you are interested in donating, you can [click here](#).

I hope you enjoy the video and get some value out of the information below. Making and editing the videos continues to be a work in progress. I think I talk too much, but we're working on it! Please do not hesitate to reach out and let me know how I and Oak Bank can be of service to you. Thank you for following along.

Branding at the Ballpark



Note: If the video doesn't load, please [click this link](#).

Helpful Links & Other Updates

The Madison Mallards Are Good at Branding!

I have a soft spot for the [Madison Mallards](#) (previously the Muskies), having been born and raised in Madison and attending many games over the years. My daughter Maggie also interned with the team this summer and had a great experience. They're a fantastic organization, and if you are looking to host your employees, clients, or family and friends at your next summertime event, they will take good care of you.



As I mentioned in the video, their branding permeates everything they do, and in a very consistent way. It's a good lesson for me – you can always try new things, but make sure you know who you are and don't lose your identity.

[Click here](#) for some nifty options if you want to take a group to a ballgame.

All About the Branding

Branding overall is a subject much deeper than we could even scratch the surface of in a newsletter like this, but I read [this great article](#) earlier this year that really resonated with me. Not all of the categories of branding approaches will resonate with everyone, but there should be something in there for any business. The 'Authenticity and Transparency' hit

home for me, and this newsletter is a perfect example of what I am trying hard to communicate.

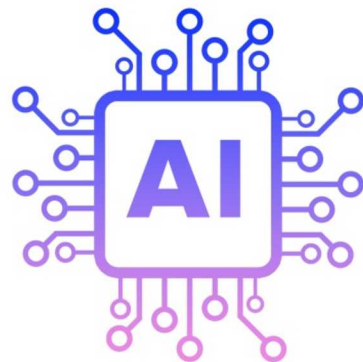
Economic Update

I frequently get asked what I see coming over the horizon economically. While I am never shy to share an opinion, I have to say that predicting the next year or so is about as difficult as I can remember. I am generally an optimist, and most of the local businesses I support continue to thrive despite staffing and labor challenges, supply chain bumps, rising interest rates, and inflation. Mixing all of those items together, along with the complexity of 2024 being an election year, leaves me hesitant to predict much other than 'Be ready to adapt to anything'.

I have great faith in things overall, and the Dane and surrounding counties historically do better weathering shocks that hit the larger environment. We will look to have continued tailwinds with strong core employment providers and strong continued housing demand. Much of what I see and feel comes from having discussions with YOU, so if you have thoughts and are willing to share, do not hesitate to reach out!

Learning More About AI

It seems you can't make a move recently without seeing or hearing how Artificial Intelligence in all its forms is affecting what we do, both now and for the foreseeable future. I heard a great podcast recently that featured Mustafa Suleyman, a British entrepreneur who is deep into AI research and business. He was co-founder of DeepMind which was earlier acquired by Google, and is now leading Inflection AI.



I am just scratching the surface on this topic, but if interested, I would point you towards Mr. Suleyman's new book, ["The Coming Wave"](#). I am about half-way through, but it is an incredibly fascinating read. As with every technology, there are risks, dangers and almost unlimited opportunities for positive breakthroughs and growth. Highly recommended!

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