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Bay Bank rings in the new year with new branch office in Keshena

Wisconsin's only tribal-owned bank is expanding its reach by opening the first bank in Menominee County today with Bobbie Caldwell as Branch Manager; a grand opening will be held in the near future.

GREEN BAY, Wis. — The start of a new year is bringing a newly expanded footprint for Bay Bank in Wisconsin.

The state's only tribal-owned bank opened a branch office in Keshena today. It is the culmination of a historic project by Oneida Nation-owned Bay Bank that started last summer.

"As a team in 2020, we celebrated Bay Bank's 25th anniversary of faithfully serving and standing for our customers in Greater Green Bay. Just a few days into 2021, we are now getting started on our next 25 years in a big way," said Jeff Bowman, Bay Bank President and CEO. "There is much to be excited about as we expand our full personal and business banking expertise and services to Keshena with the opening of the first bank for the Menominee Indian Tribe of Wisconsin as well as for all those in Menominee County and neighboring communities."

The 2,200-square-foot branch facility in Keshena is the third office for Bay Bank, which has two locations in the Green Bay area. The new branch office is part of the mixed-use Standing Pines Convenience Store project in Keshena developed by Wolf River Development Company. The development includes an upgraded gas station and a new convenience store and car wash.

Keller, Inc. was the general contractor for the Standing Pines Convenience Store project. The new Bay Bank branch is located at N201 Highway 47-55.

CALDWELL HIRED AS MANAGER OF NEW BRANCH OFFICE

Bay Bank leaders hired Bobbie Caldwell as the Branch Manager for the new office in Keshena, where a grand opening will be held at a future date.

Caldwell, whose professional career has included an extensive tenure in managing bank branches, had been preparing for the opening of the Keshena branch by working alongside Bay Bank's leadership team at its home office in Green Bay this fall and winter.

“We are excited to have Bobbie join our Bay Bank family,” said Nathan King, Bay Bank Vice President who’s been leading the development of the operations in Keshena. “She instantly brings tremendous value to the new branch with her leadership background as a branch manager, in addition to being closely connected to the Menominee community.”

Bowman noted the team that was hired to staff the new Bay Bank branch will have a hometown feel, comprised of residents from the Menominee region.

Caldwell, for example, grew up on the Menominee Reservation and returned to the area a few years ago after moving away for an extended period. She worked nearly 10 years for Chase Bank, starting as a commercial vault teller in Chicago and later as an assistant branch manager who served Chase locations in the Green Bay and Appleton areas.

In her new role managing Bay Bank’s new office, Caldwell will direct daily operations at the branch, supervise employees and uphold the bank’s longstanding tradition of providing high-quality customer service.

As of 2020, Bay Bank is one of only 17 Native American-owned banks in the United States.

“Bay Bank is something new and much needed in our Menominee community,” Caldwell said. “I can’t wait to see where this new endeavor will take not only me and fellow local residents the bank is employing, but also the entire community as well.”

Bay Bank plans to hold a grand opening at the Keshena branch in the near future.

ABOUT BAY BANK

Bay Bank has a long and proud history of standing for its customers’ future. Founded in 1995 by the Oneida Nation and a group of five local businessmen, the Oneida Nation became the sole owner of Bay Bank in 2000. The operations, policies—and locally focused mission—of the bank remained similar to the mission before the purchase by the Oneida Nation, but were enhanced as Bay Bank provided more federally funded programs to directly assist tribal members. In addition, Bay Bank and the Oneida Nation developed unique mortgage and entrepreneurial programs to assist Oneidas in obtaining housing and starting business ventures. Today, Bay Bank has assets over \$120 million and a dedicated team of 33 employees with two convenient locations for customers in the Greater Green Bay area as well as a new branch office in Keshena, which opened in January 2021. Bay Bank is the only Greater Green Bay bank to offer the U.S. Department of Housing and Urban Development (HUD) Section 184 Indian Home Loan Guarantee Program. Learn more at BayBankGB.com.

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