



# Investar promotes banking "the way it's meant to be"

By Helen Wale Turner

When Investar says it provides banking the way it's meant to be, they're referring to more than providing beneficial products and services; they're referring to their philosophy which governs how their customers are treated.

Investar Senior Vice President Cindy Wale explained, "Investar Bank competes well on the basis of quality and variety of its services and products, but it's our delivery that gives us an extra advantage. I'm referring to our staff who handles customers' transactions, who takes the loan applications, who answers questions - everyone is friendly and genuinely interested in helping our customers in any way they can."

Her staff at the Denham Springs Investar Bank includes Angela Bennett Wales, assistant vice-president/branch manager; Paula Hebert, customer service manager; Robin Watts, head teller; Allison Swartz, customer service representative/teller; Bill Waldrep, vice president/lending specialist; and Donald McPherson, assistant vice president/mortgage lending.

Investar Bank established a presence in Livingston Parish with their opening at their temporary location on May 26, 2011. They recently moved into their permanent offices, a new two-story building at 482 S. Range Ave., just south of Albertson's, right

where the north and southbound lanes of Range Ave. split. It's easy to get to and has lots of parking, drive-up teller windows and a drive-up ATM. The move to this highly-visible site has stimulated a lot of interest from the community as well as growth in their customer base.

John D'Angelo, President/CEO and founder of Investar Bank, said, "As we anticipated, we've seen a significant increase in business since the new building has gone up. The permanent building represents stability, and when people see the size of the building and recognize the dollar investment we made, they know that we're here to stay."