

Raynell Bates of The Dime Bank Cast in PA Bankers Statewide Video



Honesdale, PA - Raynell Bates, credit analyst at The Dime Bank was recently chosen to star in a statewide video from the Pennsylvania Bankers Association (PA Bankers) aimed at recruiting and retaining young bankers in the banking industry.

“One of the biggest challenges we face with the next generation of bankers is how to better tell the story and share the benefits of working in the financial industry,” PA Bankers President & CEO Duncan Campbell said. “We chose to address this challenge by hearing from young bankers themselves and letting them answer the question ‘why banking?’ through a video showcasing their real-life stories.”

Bates was chosen to appear in the video from a statewide casting call with association member banks. She is one of seven bankers from small, medium and large banks across

Pennsylvania whose stories appear in the two-minute and 30-second versions of the video.

Gary C. Beilman, president and chief executive officer stated, “We are thrilled that Raynell was chosen to participate in this important project. She is a great example of the energy, enthusiasm and community-mindedness that encompasses all of our employees at The Dime Bank.”

The video includes unscripted interviews from each selected banker asking them why they love their job, what is unique about banking and why other Millennials and young professionals should consider banking as a career.

“These seven young professionals not only wowed us, but they affirmed that the future of banking is bright, full of opportunities and remains rooted in the core principles of customer service and community engagement,” Campbell added.

The videos are available on PA Bankers’ website, www.pabanker.com* and will be promoted through its social media channels on Twitter (@PABankers), Facebook and LinkedIn, using #Bank4theFuture.

The “Why Banking” page on PA Bankers’ website also provides information on networking, advocacy, training and development opportunities available through the association, including the new Emerging Leaders initiative, the Pennsylvania Bankers Leadership Institute, PA Bankers’ schools and other educational offerings.

The videos were made possible through a grant from the American Bankers Association’s [Fund for Economic Growth](#).*

To learn more about the careers available at The Dime Bank, visit www.thedimebank.com/about-us/careers.

As an independent community bank, The Dime Bank has been helping customers meet their financial needs since 1905. Serving its primary market of Northeast Pennsylvania, the bank offers a full array of financial services and solutions. Community banking yields community benefits. For more information on The Dime Bank, visit www.thedimebank.com.

The Pennsylvania Bankers Association, located in Harrisburg, is the state's leading banking trade association representing an expansive and diverse membership. The association offers extensive continuing education programs, government relations representation on behalf of the industry, and provides numerous products and services for banks and their employees.

Source: The Dime Bank / October 21, 2016/ Deborah Unflat

* By clicking on the link you will be directed to a website not affiliated with The Dime Bank.