

Local Lender Promotes Community Growth By Donating Time & Expertise

PEORIA, IL--Mark Scheirer, Vice President of Commercial Lending at Heartland Bank and Trust Company, may be a newcomer to the bank's lending team, but he's no novice to dispensing financial advice—Mark has 18 years of experience as a credit analyst, credit administrator, and commercial loan officer. And his Heartland Bank customers aren't the only ones who benefit from his expertise—several local, prominent organizations also rely on Mark's financial guidance. Some of these organizations include the Heart of Illinois United Way, the Center for Prevention of Abuse, and the Germantown Hills School District Board of Education.

His commitment to building and sustaining a strong local community is wholehearted, and he believes helping others make good financial decisions directly results in a better quality of life for everyone who lives and works in the area. Here are his thoughts:

Q: *There are many organizations in Central Illinois that support important causes. How did you decide which ones to become involved in?*

A: I have lived in the Metamora/Germantown Hills area my entire life, so the decision to run for the school board was based on actively participating in something

that makes the community a great place to live. The Heart of Illinois United Way does an excellent job of being good stewards of donor's funds—it is a great way for a person to donate money to a variety of worthwhile causes that help all aspects of a community. And the Center for Prevention of Abuse's mission is to help all people live free from violence and abuse. I originally got involved with the Center because my sister helped with the annual Duck Race fundraiser, but the mission and passion of the organization's employees led to deeper involvement.

Q: *What role do you play in these organizations, and how do your financial skills and knowledge contribute to their success?*

A: I am on the finance committees for the United Way and Center for Prevention of Abuse. The planning and monitoring of financial information that takes place in committee meetings is very similar to what I do with clients on a daily basis at Heartland Bank. As a committee member, I bring an analytical perspective to the financial decision-making process. I think that sometimes passion for a cause can lead to poor financial decisions. On the other hand, some organizations wouldn't exist if they were based entirely on good financial decisions. My goal is to



Mark Scheirer,
Heartland Bank
Commercial Lending

"Mark has brought a strong commitment to our mission. We value his financial skills and his willingness to be an ambassador to us and to the community."

-Martha Herm
Executive Director, Center for
Prevention of Abuse

provide a balance between solid financial advice and personal dedication to these organizations.

Q: *Why do you feel that contributing your time and expertise to civic organizations and community groups is important?*

A: As a community member, giving to these organizations is an important way to help those less fortunate, or who need a helping hand to get back on their feet.

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