

PEOPLE OF ACTION

Kim Schaffer

Senior Vice President – Park Bank

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(Member since 2006)



Kim with her husband Jim at the 100th Anniversary of Park Bank in 2015

Kim Schaffer started her career in banking as a high school student. Her job was to manually compare check signatures with the bank's on-file signature card. Obviously, banking technology has come a long way since then.

Working in banking during her college breaks, it became clear banking was in Kim's DNA. For the past 25 years she has put those skills to work effectively for Park Bank, a 105-year-old commercial, locally-held \$1 billion bank. After a successful stint as a commercial lender and market team leader, five years ago Park Bank tapped Kim to lead all banking operations including loans, deposits, treasury management, IT and IS departments. With eight direct reports and more than 150 bank employees, Kim's value as a Senior Vice President is priceless.

In her banking experience, Kim believes many of the regulations implemented since the crisis in 2008 has added a significant overhead burden to community banking operations such as Park Bank. *"Banks such as Park did not contribute to the inflated mortgage issues surrounding the "great recession," nonetheless, Park Bank follows good banking sense and self-regulates its business to be solid and secure."*

When asked, Kim believes one of the most significant changes in banking since she began her career is with technology. *"Our lobbies are not used very much anymore. Most banking transactions are completed at the client's place of business."*

Married to another banker, Kim and her husband, Jim Gorst, live in Salem, WI, a tiny hamlet of less than 10,000 residents in Kenosha County on the border between Illinois and Wisconsin. Their homesite was chosen as at the time Jim worked in Chicago and Kim's office is in Brookfield. They decided Salem was a mid-point with equal get-to-work travel time.

About a year ago, however, Jim took a position with Old Missouri Bank in Springfield, MO. The couple now commute on weekends, taking turns with Kim traveling to Missouri and Jim coming home to Salem. (Kim now has a symbiotic relationship with O'Hare International Airport!) This long-distance relationship is working for Kim and Jim as both really enjoy their Salem home and Kim doesn't mind the one-hour commute to Brookfield each workday. (The couple also has a home near Tucson, Arizona for vacations and perhaps future retirement).

A blended family, Kim has three adult stepchildren with one living in Chicago, another in the Air Force and the third residing in Mukwonago.

A native of Milwaukee, Kim attended Hamilton High School, earned a BS from Alverno College and an MBA from Cardinal Stritch University.

A banker by day she may be, but Kim likes adventure as well. She rides a 100th Anniversary Harley Davidson; Jim bikes alongside with a Harley Fat Boy. A member of Westmoor Country Club, she enjoys golf and has frequently participated in the RCM Golf Classic.



Kim and Jim enjoying the Top of the Rock in Branson, MO

Travel is another adventure for Kim; she prefers “beach” vacations and will travel to Belize, a country in Central America, in the Fall. A unique travel experience was when friends and family arranged a surprise 50th birthday party for Kim in Las Vegas. The plane carrying Kim and Jim was diverted as the pilot and attendants smelled smoke. The plane was greeted with fire trucks, ambulances and investigators in hazmat suits. The cause of all the hullabaloo? A coffee pot. Coffee pot unplugged; flight resumed.

Civic-minded, Kim serves on the board of the Zoological Society as she is a big fan of animals; and is a former member of Gilda’s Club and the Rotary Club of Milwaukee boards.

We have RCM member Andy Sawyer to thank for Kim’s involvement with Rotary. When Andy was getting ready for retirement he suggested Kim replace him as a Park Bank representative within the Club. She’s very glad she did. Kim’s has been a very active RCM member having served on the Golf Committee for many years and has been a RIF volunteer, which she describes as a wonderful experience. She is both a Paul Harris as well as a Harry Franke Fellow.

Thanks to Kim, Park Bank has also been a sponsor of LIVE @ The Lakefront for many years. *“We typically entertain 400 to 500 customers each year with music, drinks, food and networking on the grounds of Discovery World. From the customer feedback we receive, and the high attendance rate, we know it’s their favorite annual event.”*

‘I love Rotary. I enjoy the variety of people and the organizations represented. I admire the Club and the fact that we give back to the city of Milwaukee to make it a better place. Membership is a win for everyone!’”



Editor’s Note: *We feature the popular Rotary People of Action series bi-monthly. Rotary People of Action is written by RCM Board Member (and its Sargent at Arms) Barbara Velez. Rotary People of Action will be on hiatus from July 12th through August 9th as Barbara will be traveling. We will resume the series August 16th when we profile future RCM President Todd Bentley*