



# CITIZENS

## NATIONAL BANK

2017 ANNUAL REPORT





*is solution oriented and dedicated to maintaining a positive economic impact in the communities we serve. We remain committed to the development and growth of successful businesses, to creating more opportunities for our customers and maintaining solid financial strength for our shareholders.*



1545

## BOSSIER CITY

### MAIN OFFICE

2711 E. Texas Street  
(318) 747-6000

### BENTON ROAD

2005 Benton Road  
(318) 747-8888



## SHREVEPORT

### MANSFIELD ROAD

9237 Mansfield Road  
(318) 688-2265

### EAST 70TH STREET

1545 E. 70th Street  
(318) 797-7707

### SOUTHEAST SHREVEPORT

9220 Ellerbe Road, Ste. 800  
Ellerbe Village  
(318) 629-0010

### BEAIRD TOWER

Downtown Shreveport  
330 Marshall Street, Ste. 120  
Beaird Tower  
(318) 629-3921



## OTHER LOCATIONS

### PLAIN DEALING

102 N. Forrest Road  
(318) 326-5544

### MANSFIELD

94 Polk Street  
(318) 872-0044

### HAUGHTON

401 W. McKinley Ave  
(318) 949-0422

### HAYNESVILLE

9865 Hwy 79  
(318) 624-9898

### MINDEN

1176 Homer Road  
(318) 382-0080

### SPRINGHILL

18 Machen Drive  
(318) 539-5656





## A LETTER FROM THE PRESIDENT & CHIEF EXECUTIVE OFFICER

Dear Fellow Shareholder:

I hope you find the enclosed Annual Report useful and that it helps you be proud of your Bank's place in the community. For years we have recognized our success is dependent on our area's and customer's success. As we move closer to reaching \$1 Billion in assets, you can take pride in the fact that we are the largest community bank in Northwest Louisiana and employ over 170 of your friends and neighbors.

In addition to our normal report on financial performance, this year's report is a celebration of your Bank's efforts to make a difference in the quality of life for the citizens of Northwest Louisiana as well as our staff. 2017 was the inaugural year of CNBe Community. This community focused, employee empowering initiative puts Citizens National Bank in the unique position of both investing our time and talents in the community and sharing in our communities' successes. This year we started encouraging all of our staff team to volunteer within the community as part of their employment at the Bank. Each staff member is allowed four hours of service each quarter to serve with the non-profit partner of their choice. The program's positive effects on the area and corporate morale have been immeasurable. During the first quarter of this year we have already accumulated 478 hours of combined community outreach. Please visit the CNBe Community page on our website or our Facebook page to see the ongoing difference we are making.

We have also developed additional enhancements to our website by adding an Investor Relations tab to the site. When visiting [www.citizensnb.com/investor-relations/](http://www.citizensnb.com/investor-relations/) you can find recent shareholder correspondence, annual reports and other shareholder information. You can also find contact information and links to our stock transfer agent – Computershare and our company listing service – BancList.com.

The commitment of Citizens National Bank, its employees and directors to the success of our company has never been stronger. It is our goal to meet shareholder, customer and community needs. We firmly believe our success is dependent on the success of our community. We will always be "Your Kind of Bank," focused on being the Best we can be rather than the biggest.

With warmest regards,



Jason D. Smith  
President & Chief Executive Officer

## A LETTER FROM THE **CHAIRMAN OF THE BOARD OF DIRECTORS**

Dear Fellow Shareholder,

I want to begin by thanking you for the privilege of serving you as Chairman of the Board and representing you as a Director for over thirty two years. During that period of time our area and our Bank has seen many changes; but one thing has not and will not change, that is our commitment to our community and to you our shareholder. We are more focused than ever to being the best financial institution in the area and providing the products and services our customers need to succeed.

Citizens National Bank is proud of its heritage and continues to maintain its top position in market share in Bossier Parish and we are gaining ground in the other markets we serve. We are committed to being the Community Bank for Northwest Louisiana. Since our founding in 1985 we have wanted to be a bank that could offer the latest in technology and the kind of hometown service that only local people can provide.

As we move into 2018 and beyond, we look forward to maintaining a culture where our shareholders, customers and employees can realize their goals. We know that as these goals are realized, our company and our community will be successful for years to come. Thank you again for being a part of Citizens National Bank.

Respectfully,



MARK L. MONTGOMERY  
CHAIRMAN OF THE BOARD OF DIRECTORS



## EXECUTIVE MANAGEMENT TEAM

**Charles C. Coleman,**  
*Executive Vice President  
Business Banking*

**Mark Johnson,**  
*Executive Vice President  
Loan Review, Audit &  
Compliance*

**Lyle Jeansonne,**  
*Executive Vice President  
& Chief Credit Officer*

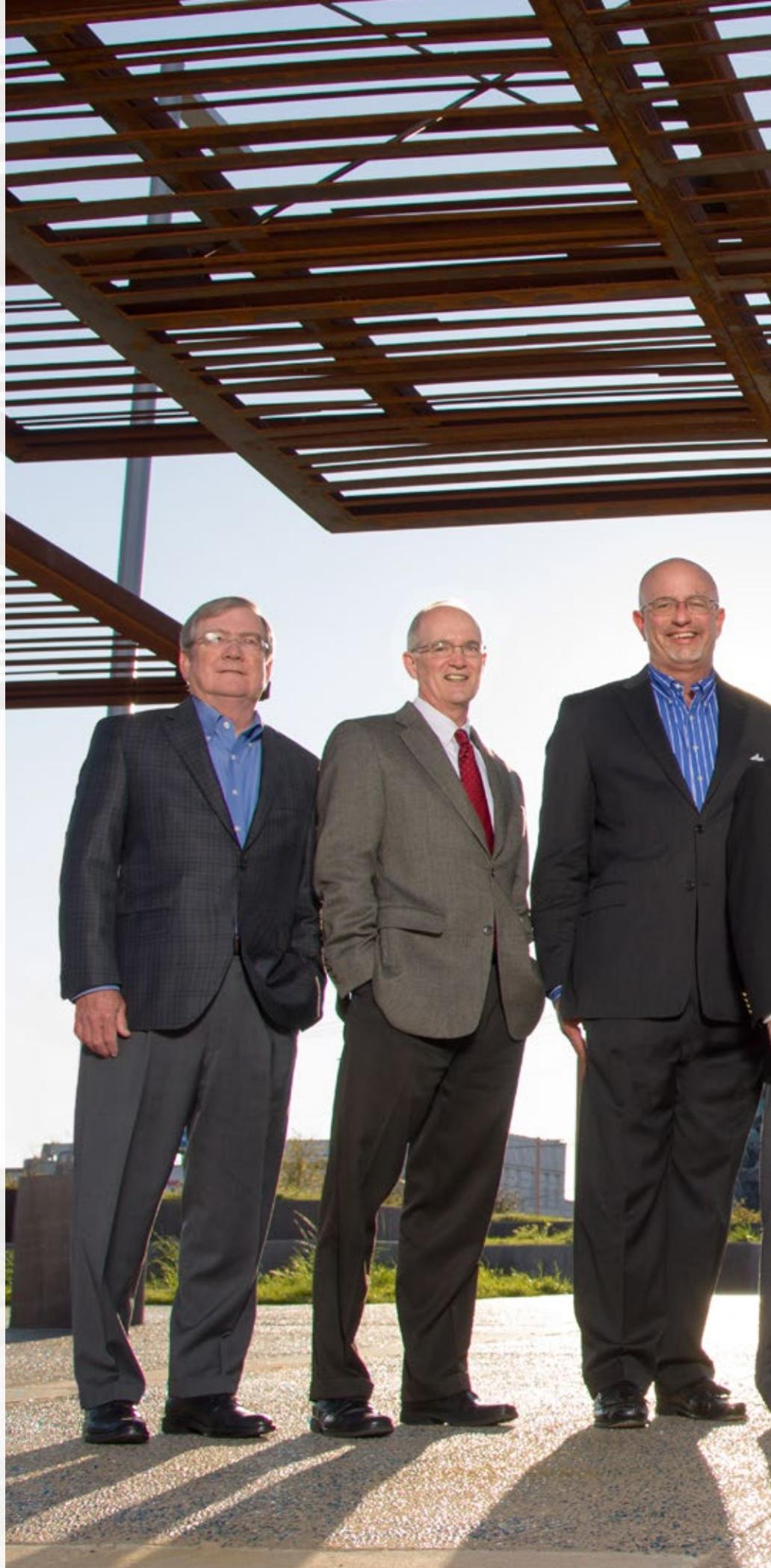
**Mark Montgomery,**  
*Chairman of the Board of  
Directors*

**Jason D. Smith,**  
*President & Chief  
Executive Officer*

**Donnie Faith,** *Senior  
Vice President & Chief  
Technology Officer*

**Tommy Boggs,**  
*Executive Vice President  
Retail Banking*

**Chris Willcox,** *Senior  
Vice President & Chief  
Financial Officer*







STATEMENT OF

# INCOME & EXPENSES

INTEREST INCOME		2017
<b>LOANS:</b>		
Individuals, Partnerships & Corporations		32,361,723
<b>INVESTMENT SECURITIES:</b>		
Taxable		2,132,289
Non-Taxable		1,983,533
Dividends		67,879
<b>Interest on Deposits with Banks</b>		321,120
<b>TOTAL INTEREST INCOME</b>		<b>36,866,543</b>

INTEREST EXPENSE		
Deposits		2,990,363
Federal Funds Purchased		796
Other Borrowings		221,726
<b>TOTAL INTEREST EXPENSE</b>		<b>3,212,885</b>

NET INTEREST INCOME		
		33,653,658
Less: Allocation for Loan Losses		7,740,000

NET INTEREST INCOME AFTER PROVISION FOR POSSIBLE LOSSES		
Adjusted		25,913,658

OTHER REVENUES AND EXPENSES		
Commissions, Fees and Other Income		6,342,657
Gains (Losses) on Securities Transactions		(25,560)
Total Other Expenses before Income Tax		25,435,802

INCOME BEFORE FEDERAL INCOME TAX		
		<b>6,794,953</b>
Federal Income Taxes		3,037,680
Net Income After Federal Income Taxes		3,757,273

## FINANCIAL HIGHLIGHTS

ASSETS		2017
Cash & Due From Banks		58,069,439
Investment Securities		178,070,603
Other Investments		4,219,670
Loans, Net of Provision for Possible Loan Losses		631,512,229
Fixed Assets		14,722,715
Interest Earned, Not Collected		3,391,258
Other Assets		28,866,931
<b>TOTAL ASSETS</b>		<b>918,852,845</b>

LIABILITIES		
Deposits		807,520,035
Other Liabilities		14,958,564
<b>TOTAL LIABILITIES</b>		<b>822,478,599</b>

CAPITAL ACCOUNTS		
Capital Stock		2,425,500
Surplus		93,948,746
<b>TOTAL CAPITAL ACCOUNTS</b>		<b>96,374,246</b>

TOTAL LIABILITIES & CAPITAL ACCOUNTS		
		<b>918,852,845</b>



Personal  
**BANKING**



Business  
**BANKING**



Mortgage  
**BANKING**



Investment  
**BANKING**



**Jason D. Smith**  
President/CEO  
Citizens National Bank



**Mark L. Montgomery**  
Board Member Since 1985  
Real Estate

*It won't ever be  
our goal to be the  
biggest. Instead we  
will focus on being  
the best.*



**L. Clary Anthony, Jr.**  
Board Member Since 1993  
Retired Timber Man



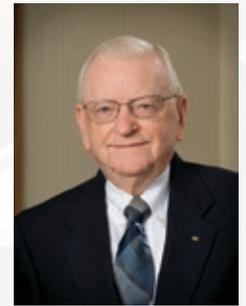
**Robert Garland**  
Board Member Since 1982  
Retired Forester



**John W. Garmany**  
Board Member Since 2009  
Retired Banker



**G. Kent Gibson**  
Board Member Since 1998  
Retired Banker



**Edward R. Glover**  
Board Member Since 1985  
Retired Banker



**Jay Hearnberger**  
Board Member Since 2001  
Real Estate



**Glenn Jackson**  
Board Member Since 2005  
Retired Banker



**J. Kevin McCotter**  
Board Member Since 2003  
McCotter Public Strategies,  
LLC



**Wayne McMahan**  
Board Member Since 2001  
McMahan Veterinary Clinic



**James W. Rogers**  
Board Member Since 1985  
Retired Dentist



**Sherb Sentell**  
Board Member Since 2016  
Minden-Ward 1 City Judge



**Ronnie Sheffield**  
Board Member Since 1991  
Retired Banker



**James P. Williams**  
Board Member Since 1998  
Anesthesiologist



**M. Dennis Wilson**  
Board Member Since 1985  
Vice Chairman of the Board

2017 BOARD OF  
**DIRECTORS**

CNBe Community is Citizen National Bank's Employee Volunteer program that has played an integral part in promoting employee professional development while benefiting the community. Corporate social responsibility is so much more than monetary donations to a non-profit. CNBe Community volunteers are exposed to new challenges that they might not have the opportunity to experience otherwise. It's an effective way to develop and improve business, leadership and communication skills.

CNBe Community is also a path for our employees to become happier and closer to their colleagues – a major benefit to Citizens National Bank. CNBe Community has come to play an essential role in maintaining a good corporate reputation while increasing our efforts to improve the communities we serve.

- Rotary
- Artspace Board
- SRAC Board
- Bossier City Lions Club
- Bossier Chamber Board
- Bossier Chamber finance meetings Board
- Shreveport Chamber, Treasurer of board
- Junior Achievement/Chairman of the Board
- Alliance for Education
- Barksdale Air Force Base
- DSU (Downtown Shreveport Unlimited)Board
- North Webster Chamber of Commerce/treasurer of board
- Minden Lions Club
- Springhill Medical Center Board
- Haynesville Lions Club
- Shreveport Crime Stoppers Board
- Goodwill of North Louisiana Chairman of the Board
- Rotary Club of South Shreveport
- Red River Valley Association
- North Louisiana Economic Partnership board
- St. Joseph's Catholic School Board
- Bossier Chamber-Military Relations Committee
- Louisiana Association of the Blind
- Louisiana Bankers Education Council
- Christus Schumpert Board of Directors
- ABC Community Service Board
- Girls on the Run Shreveport Board
- GBEDF
- Mansfield Lions Club
- DeSoto Parish Chamber
- DeSoto Lions Club



CNBe  
**COMMUNITY**









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