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## **RIVERSIDE BANK Key to Small Business Lending in The Hudson River Valley**

**Washington, D.C. (April 22, 2009)**—As the Independent Community Bankers of America (ICBA) and Riverside Bank recognize April as Community Banking Month, Riverside Bank continues to play a key role in supporting small business lending in The Hudson River Valley.

“In today’s challenging economic environment, small businesses need even greater access to capital and community banks nationwide are stepping up to the challenge,” said R. Michael Menzies, ICBA chairman and president and CEO of Easton Bank and Trust, Easton, Md. “Small business lending has always been a cornerstone of community banking, and ICBA Community Banking Month gives community banks across the country an opportunity to recognize their small business customers and the important role that they play in supporting local job creation and a healthy local economy.”

Community banks focus attention on the needs of local families, businesses, and farmers. Conversely, many of the nation’s megabanks are structured to place a priority on serving large corporations.

Unlike many larger banks that may take deposits in one state and lend in others, community banks channel most of their loans to the neighborhoods where their depositors live and work, helping to keep local communities vibrant and growing.

Community bank officers are generally accessible to their customers on site. CEOs at megabanks are often headquartered in office suites, away from daily customer dealings.

Community bank officers are typically deeply involved in local community affairs, while large bank officers are likely to be detached physically and emotionally from the communities where their branches are located.

“At Riverside Bank, we know our small business customers and work to ensure their sustainability not only in the present economic climate but for generations to come,” said David MacFarland, President and CEO. “We offer fast decision-making on business loans, because decisions are made locally and not in another state.”

Many Community Banks are willing to consider character, family history and discretionary spending in making loans. Megabanks, on the other hand, often apply impersonal qualification criteria, such as credit scoring, to all loan decisions without regard to individual circumstances.

Community banks are themselves small businesses so they understand the needs of small business owners.

For more information about Community Banking Month, visit [www.icba.org](http://www.icba.org)  
For more information about Riverside Bank, visit [www.riversidebankhv.com](http://www.riversidebankhv.com)