

PIONEER BANCORP, INC.



2021 COMMUNITY IMPACT REPORT



TABLE OF CONTENTS

- 02 President's Message
- 03 Our Approach to Social and Community Impact
- 05 Community Impact
- 06 Team Member Engagement
- 07 Shining Star
- 16 Our Leadership Team
- 17 Lending Impact
- 22 Our Future



PRESIDENT'S MESSAGE

Tenacious is a good word to describe our 2021. Facing a global pandemic over the last two years has been challenging for all of us, however, it brought out the determination and grit in our Team. Team Pioneer is known for our commitment to our communities. This year, we were able to get back out into our communities to meet needs. This is a central principle of who we are as a Team. You don't realize how much you miss things until they are taken away and, we are grateful for the opportunities to make a positive difference in the lives of those who work, bank, and invest at Pioneer.

Pioneer Bank celebrated 120 years of community service this year. We are proud that year after year we strive to be the standard for community banking. This report reflects a small portion of the great work Team Pioneer does. I hope you will be inspired by the stories within this Community Impact Report. These stories exemplify who we are as Team Pioneer. We continually strive to grow personally and professionally with our communities to positively impact those we serve.

Christopher G. Palmer
President/Chief Executive Officer



“The most difficult thing is the decision to act, the rest is merely tenacity.”

— Amelia Earhart



OUR APPROACH TO SOCIAL AND COMMUNITY IMPACT

Our Mission is to make a positive difference in the lives of those who work, bank, invest at Pioneer. For the fifth year in a row, Pioneer Bank was named one of the Top Workplaces in New Mexico by the Albuquerque Journal. We continue to be proud of the work Team Pioneer is doing growing our people inside the Bank.

Our primary focus in 2021 was growing loans and deposits. Total loan production increased to \$385.6 million. Our Roswell market generated \$152.0 million in loans, Las Cruces \$140.4 million, and loans in El Paso \$52.0 million. Much of this lending, \$168.5 million, was through participations with other community

banks generally not competing directly with us in our markets. Deposits in Roswell increased \$78.4 million to \$337.3 million at year-end while deposits in Las Cruces increased \$36.1 million to end the year at \$149.7 million. We wish to recognize our Las Cruces Advisory Board for their contribution to our success in Las Cruces.

In February 2021, we celebrated 120 years of building community. Team Pioneer, our philanthropic program, exemplifies who we have been, who we are, and who we strive to be. We are proud of the impact we are making on each other and our communities.



OUR MISSION

To make a positive difference in the lives of those who work, bank, invest at Pioneer

OUR VISION

To be The Standard by which all other Community Banks measure themselves

WE ARE:

- People first
 - Continuously improving
 - Bringing out the best in each other
 - All hands on deck
 - Leaders creating leaders
 - Connected
 - Data-driven
 - Accountable
 - Having fun
 - Relentless
- COMMUNITY BANKERS**



COMMUNITY IMPACT

Pioneer Bank has been putting our employee, customer, and community interests first since 1901. We pride ourselves in acting, influencing and advocating positive change for 120 years. As we move forward, we'll continue to be the driving force for Community Banking.



OUR INVOLVEMENT ALIGNS WITH OUR ORGANIZATION-WIDE MISSION, VISION AND PURPOSE

Total assets
\$990+
MILLION



Team members
147

Donations
\$94+
THOUSAND



Branches
12



New Mexico
Counties
5



Volunteering
3068
HOURS

TEAM MEMBER ENGAGEMENT

Pioneer Bank understands that we are successful because of our Team Members. We know everything we accomplish is possible thanks to our incredible family of Team Members and volunteers. Throughout this publication you will find quotes on and lists of organizations a few of our members are involved in.

I have worked for Pioneer Bank for over a year, and I have LOVED IT! I have never worked for a company that was so loving, caring, and involved in the community! Pioneer Bank always finds time to volunteer or be there when help is needed! I have volunteered at many events. On my first day here, I was excited because everyone was friendly and helpful. I have seen this bank help not only its employees but the community. We also bless a family in need each Christmas so that they can have a great Christmas! This year we chose a fellow employee for a change because their family was going through a rough time. I have even seen a few people come together to get cards and flowers for an employee who has been having a hard time. All in all, I have seen MANY gestures to say that I am thrilled to be working for Pioneer Bank, and I am proud to say that my bank CARES for their fellow employees and our community. →



QUERIDA GARCIA
Resource Center Specialist

Average employee tenure
6 YEARS



MELODY PARRA
Vice President/
Retail Banking Manager

Longest tenure
30 YEARS



↑ I am proud to work for a Community Bank like Pioneer Bank. They really care about their employee's, and we are all encouraged to be involved in the community so we can make a difference in the lives of others. We are truly like a family.

- Bookkeeper for the Panlener Church of Christ
- Board of Directors for Big Brothers Big Sisters





Shining Stars 2021

Recognizing the growth and dedication of our Team Members is important to our success. The principles of social purpose and member value are at the heart of Pioneer Bank. Our Vision and Mission not only guide us, they sit at the core of our overall strategy for our organization.

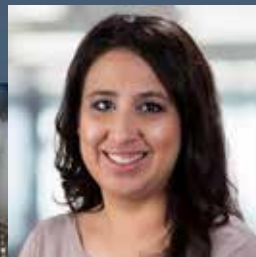
These team members exemplify the character and work ethic that reflect our values. Choosing the top Shining Stars was a difficult task. We had 36 nominations but we had to narrow it down to the top three.

Our winners for 2021 were:

1st place
Kim Wing
 Vice President/Branch Manager
 Alamogordo

2nd Place
Suzanna Lujan
 Assistant Vice President/Cash Management
 Roswell

3rd Place
Rose Dick
 Assistant Vice President/Consumer Loans
 Roswell



SUZANNA LUJAN



KIM WING

ROSE DICK



ESTHER AVILES
Vice President/HR Director

FAVIOLA VASQUEZ
HR Asst.

←

Communication is the glue that binds people together and keeps them working toward a shared goal. At Pioneer, we have made communication a priority. With all the world endured over the past two years we have found peace in the ability to work together for the common good of our communities and each other.



↑

The past two years have been the most challenging in my tenure at Pioneer Bank. But within the challenge, I have witnessed Team Pioneer become unified. The difficulty has allowed us to grow as individuals and as a team. Pioneer is a place where you are embraced and encouraged to reach your full potential. I'm proud to be a part of Team Pioneer.



PRESIDENT'S VOLUNTEER SERVICE AWARDS

To earn awards, Team Members must volunteer:

- Gold 500+ hours
- Silver 250-499 hours
- Bronze 100-249 hours



We began Team Pioneer in 2017 and have awarded nineteen United States President's Volunteer Service Awards. Our team members volunteer throughout their communities with youth groups, those in need, churches, sports and so much more. We are so proud of their efforts. COVID still affected our ability to volunteer in 2021, but we were able to find places we were needed.

SILVER



ERIC EHLER

VP/Information Security Officer/Vendor Manager

- Board Member, Roswell Assurance Home
- Board Member, Alianza of New Mexico

SILVER



JULIANA HALVORSON

Vice President/Marketing Director

- Board Member, MainStreet Roswell
- Executive Board Member, Conquistador Council Boy Scouts of America
- Board Member, Walker Aviation Museum Foundation
- Curriculum Committee Member, Leadership New Mexico
- Board Member, Character Counts! in Chaves County
- Member, Employer Support of the Guard and Reserve

SILVER



LEIGH HUMBLE

Assistant Vice President/Internal Auditor

- Finance Committee Member, Compass Church
- Treasurer, Pecos Valley Dart Association
- Volunteer Roswell Homeless Coalition

BRONZE



ADRIANN RAGSDALE
Legal Counsel

- Parade Superintendent, Eastern New Mexico State Fair
- President, Chaves County Bar Association
- Vice-President, Roswell Library Foundation

BRONZE



KIEL HOFFMAN
Executive Vice President/Market President

- Chair, Junior Leadership Las Cruces Chamber of Commerce
- Volunteer, Big Brothers Big Sisters Mountain Region (BBBS)
- BBBS Mudd Volleyball Committee

BRONZE



LANIE SMITH
VP/BSA/Compliance Officer

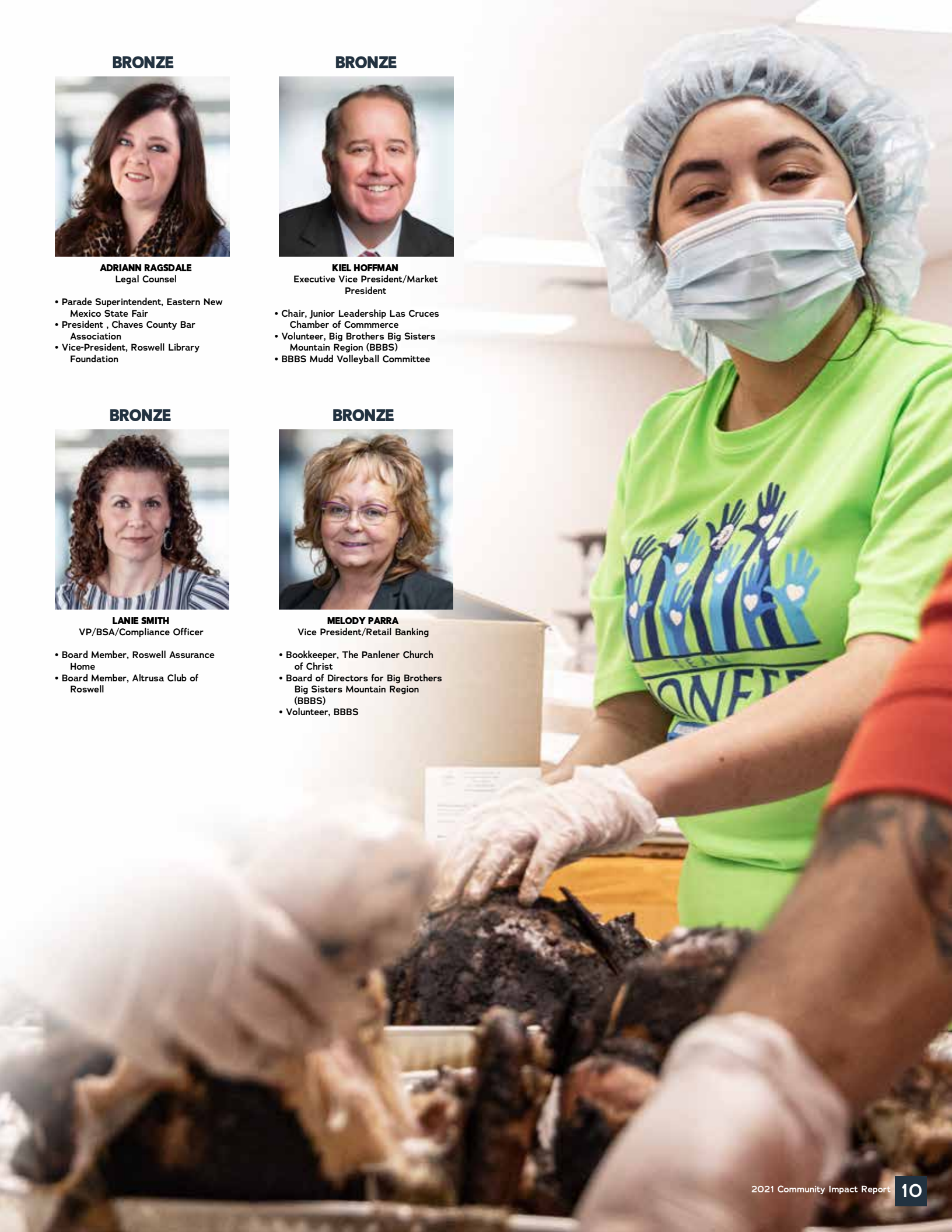
- Board Member, Roswell Assurance Home
- Board Member, Altrusa Club of Roswell

BRONZE



MELODY PARRA
Vice President/Retail Banking

- Bookkeeper, The Panlener Church of Christ
- Board of Directors for Big Brothers Big Sisters Mountain Region (BBBS)
- Volunteer, BBBS







BRANDI WIGGINS
Retail Banking Supervisor

I love working for Pioneer Bank because we are like one big family. Working for a company that truly cares about you and your community really does make a difference. I am proud to be apart of such a great team.



KIM WING
Vice President/Branch Manager



- Treasurer, COPE
- Financial Committee Member, COPE



LEIGH HUMBLE
Assistant Vice President/
Internal Auditor I



Working at Pioneer Bank is like working with family. We truly care about each other, not only 8 to 5 but 24 hours a day, 365 days a year. We look out for each other, helping others when we can. Help comes in many forms: meals prepared and delivered, shopping, cleaning house, sending greeting cards, saying a prayer, lending an ear and/or a shoulder, etc.

It means so much to me how involved Pioneer Bank is within our communities. Volunteers show up to lend a hand. Sponsorships are provided to help further worthy causes, teams and individuals. We respect our fellow citizens and care about their needs, their struggles and their victories.

Working here for 18 years has provided me the opportunity to work with a great number of fellow employees in various departments. The wealth of knowledge that co-workers have and share is amazing. Pioneer Bank offers the opportunity to pursue different interests within the bank, providing educational courses when needed. Pioneer Bank provides a home away from home.





Pioneer Bank takes our role as a Community Bank to heart. We understand the importance of helping our community grow. We are not afraid to get in the trenches to come together with a can-do attitude to support the visions of the groups we help. Our Team Members always have such a great time volunteering - no matter the task!

Organizations helped
100+



Activities
1098

Volunteers
76



Volunteering
3068 HOURS

Community Initiatives
\$9K +



Total Donations
\$94K +

Youth Activities
\$20K +



Education
\$12K +

Arts
\$6K +



Employee Contributions
\$23K +



Events
\$23K +





OUR LEADERSHIP TEAM



CHRISTOPHER G. PALMER
President/Chief Executive Officer

- Incoming Chairman, Independent Community Bankers Association of New Mexico
- Chairman of the Roswell Chaves County Economic Development Corporation
- Vice President of the Southeastern Society of CPAs.



NICOLE AUSTIN
Executive Vice President/
Chief Lending Officer

- Vice President, First Tee Board
- Member, Leadership New Mexico Board
- Board Member, United Way



KIEL HOFFMAN
Executive Vice President/
Las Cruces Market President

- Chair, Junior Leadership Las Cruces Chamber of Commerce
- Volunteer, Big Brothers Big Sisters Mountain Region (BBBS)
- BBBS Mudd Volleyball Committee



AARON EMMERT
Executive Vice President/
Chief Financial Officer

- Board Chair, Boys and Girls Clubs of Chaves and Lincoln Counties
- Board Chair, Boys and Girls Clubs of America New Mexico Area Council
- Director, New Mexico Bankers Association



**“What lies behind us
and what lies before us
are tiny matters compared to
what lies within us.”**

— Oliver Wendell Holmes

LENDING IMPACT

Construction
**\$185.7
MILLION**

Commercial Real
Estate
**\$91.0
MILLION**

Business
**\$98.1
MILLION**



PIONEER BANK'S 2021 LENDING SAW AN INCREASE OF 22.8% OVER 2020

2021 \$385,614,173

2020 \$314,121,106

As a Community Bank, Pioneer Bank is able to support our local businesses through personal relationships. We have a special role in supporting small businesses in our communities since we are better able to form strong relationships with our customers.



Pioneer Bank also continued to work with our support for local businesses through the Paycheck Protection Program (PPP). This program has enabled us to play an increasing role in providing funding to small businesses.

PPP Funding
**\$71.5
 MILLION**

PPP Loans
780

Average Loan
 Amount
\$92.411 K

PPP Loans
 < \$150 K
**676
 87%**



“At its core, banking is not about profit, but about personal relationships.”

— Felix Rohatyn



- Qualified Loan Originator, Habitat for Humanity Roswell



BECKY UNDERATION
 Vice President/
 Mortgage Lending



This is an exciting time in the history of Pioneer Bank! I believe our culture is in the best place it has ever been, and our transition from primarily a mortgage lender to a full service commercial bank, while maintaining our community bank values, is progressing very well. With new growth comes new challenges, but Team Pioneer has the right people in place to support and advance the vision and mission of our bank. Our potential for improvement and continued growth make the future outlook extremely positive! Employees and customers have many choices when it comes to where they want to invest their time, energy and finances. We must continue to strive to make Pioneer Bank the best choice. I choose Team Pioneer!



NICOLE AUSTIN
 Executive Vice President/
 Chief Lending Officer



- Board Member, Roswell Chamber of Commerce
- Volunteer, Roswell Teen Leadership Institute



NATHAN BRANDT
 Vice President/
 Commercial Loan Officer



LANIE SMITH
Vice President/BSA/
Compliance Officer



I feel fortunate to be a team member of Pioneer Bank. I feel that we are so lucky to have the army of volunteers we have. I truly feel our volunteer efforts have a positive impact on our community.

- Board Member, Assurance Home of Roswell
- Board Member, Altrusa Club of Roswell



Pioneer Bank allows me to fulfill more than my career goals, I am empowered to pursue my purpose and give back to my community!

- Board member, Hispano Chamber of Commerce
- Volunteer, CASA
- Big Sister, Big Brother Big Sisters



ALMA SALAS
Vice President/
Director of Retail Branch Operations





At Pioneer Bank, it's a proven fact that we win together when times are good, and stick together when times get tough. Every day I am proud to work for a company I genuinely love, with many peers whom I deeply care for. I always feel like I am working towards something bigger than myself, whether it's helping our loyal customers or volunteering for the community at any opportunity I have. Thank you, Pioneer Bank, for helping me feel like I have a sense of purpose!



BIANCA VELASQUEZ
Customer Service Representative



Pioneer Bank is more than a place of business, it has been my home away from home for the past 21 years. Over the years it has been neat watching Pioneer Bank grow in the community. It's amazing getting to volunteer for so many meaningful things in our town. There are so many opportunities to grow within the bank. It's nice to get up and go to work somewhere you really enjoy going to, our team rocks!



JESSICA PONCE
Assistant Vice President/
Retail Ops Specialist



ERICKA LANEY
Vice President/
Branch Manager



- Secretary of Treasure, Carlsbad Dept. of Development
- Ambassador, Carlsbad Chamber of Commerce



KIEL HOFFMAN
Executive Vice President/
Las Cruces Market President



In 2022 the Las Cruces Market will continue its reach out into the community. With the opening of our new branch on Roadrunner we are have made quite the impact in an area of town that is the fastest growing. The branch is large and so much more recognizable to the community and to the growing customer base. We have two relatively new branch managers that are making community contact, getting out of the offices more and giving back to the community. We continue to market to our Aggie sports fans and our customer base continues to grow. We are expanding more of our commercial reach into the El Paso market and on the SBA loan side. We have almost all of our leadership team sitting on local boards and committees and will continue to grow more of our employees into those functions. In 2022 our employees want to continue to support our local youth through Big Brothers Big Sisters and the Chamber but are also impacting organizations like the SNM Community Foundation, La Pinon, Animal Humane Society, the Homebuilders Association, many local sports teams and many more organizations across our community. We continue to give back, help and make a difference in our community by being involved, financially supporting and celebrating all the things that are great about Las Cruces.





Our vision for Pioneer Bank is to be The Standard by which all other Community Banks measure themselves. Each year that standard rises for our Team as we continue to raise the bar on our commitment to that vision. We lead with our core values and it is our commitment to continue to serve the diverse needs of our community. We strive to build community amongst our Team and our communities. We are **Team Pioneer**.

- People First
- Continuously Improving
- Bring Out the Best in Each Other
- All Hands On Deck
- Leaders Creating Leaders
- Connected
- Data-driven
- Accountable
- Having Fun
- Relentless
- Community Bankers

OUR FUTURE

