



Fred C. Schwertfeger Named Horicon Bank President

(HORICON, WI) August 30, 2022 – Frederick C. Schwertfeger has been named President of Horicon Bank, as announced by their Board of Directors.

Schwertfeger is a third-generation family member working at Horicon Bank. His grandfather, attorney Frederick R. Schwertfeger, became a shareholder and director of the bank in 1964. In 1978, Frederick R. and Frederick F. Schwertfeger formed the bank holding company, Sword Financial Corporation. Frederick C. Schwertfeger is member of the Bank's board of directors as well as a board member of Sword Financial Corporation.

Frederick C. Schwertfeger attended Wayland Academy in Beaver Dam, where he later served as a member of the Alumni Board. After graduating with a degree in Art History from St. Andrews University, he completed masters' degrees from the University of Glasgow and Oxford University. He spent a year in Washington, DC at a leadership institute with mentorship from political, cultural, and business leaders.

In 2006, after working in London's art world, Schwertfeger joined Horicon Bank as the head of marketing. Since completing his studies at the Graduate School of Banking at the University of Wisconsin in 2014, Schwertfeger took an executive leadership position overseeing Marketing, Human Resources and Retail Branch Banking.

In his sixteen years at Horicon Bank, Schwertfeger assisted with developing two geothermal branch buildings, as well as a digital branch. He has been involved with his father in some of the recent branch and full bank acquisitions. Under his leadership Horicon Bank adopted "The Natural Choice" tagline and has earned the Top Workplace designation through the Milwaukee Journal Sentinel for ten years in a row. In that same time frame, the Bank and its employees received multiple awards and honors, especially in marketing and technology.

Former Horicon Bank President and current CEO, Frederick F. Schwertfeger says that his son brings a non-traditional banking background to the role of President, which he believes is exactly what banking needs.

"Fred's professional background in marketing and technology has given him a vision for community banking that is different from his peers," explained F. Schwertfeger. "His approach is from a brand and cultural development standpoint, and that allows him to take an objective view of the bank and new lines of business."

Fred C. Schwertfeger says he is honored to serve the Bank in his new role as President.

For questions, please contact Grace Bruins at 920-485-7326.



HORICON BANK

The Natural Choice

"I'm humbled by the responsibility the Board asked of me to care for our communities, our customers and our associates," said C. Schwertfeger. "I enjoy contributing to an organization that strives to make lives better in our communities and look forward to helping their continued growth."

In addition to his Horicon Bank board activities, Schwertfeger is a board member of the Bergstrom Mahler Museum of Glass in Neenah, and the Museum of Wisconsin Art in West Bend. He previously served on the state of Wisconsin's Arts Board and was the president of the Friends of Horicon Marsh. Fred and his wife have three daughters.

Founded in 1896, Horicon Bank serves fifteen communities across Wisconsin. The bank's newest branch is being built in the Mayfair Collection in Wauwatosa.

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