

## Historical Displays Connect Bank and Community Heritage

Kate Kotecki has completed more than 50 historical displays for Associated Bank locations in Wisconsin, Illinois and Minnesota. She has written each display, researched and suggested most of the photos, and researched local information about communities served by the bank.

The displays are installed in select bank lobbies recently built or remodeled as part of a multi-year Associated branding initiative, and to celebrate its heritage of more than 150 years. The displays reflect the bank's connection and commitment to the community while creating an appealing banking environment.

The displays range in size from 5'H x 4'W "history walls" to 12'H x 20'W museum-quality murals with historical artifacts. Some of the larger murals are exhibited at Associated Bank branches in Neenah, Manitowoc, Milwaukee (Kilbourn Ave.), Madison (Monroe St.) and Hales Corners, Wisconsin, with additional displays throughout Associated's tri-state area.

Kate Kotecki is a freelance writer and editor in Brookfield, Wis. with over 25 years of marketing and editorial experience.



This historical display welcomes visitors in the lobby of Associated Bank on Main Street in Neenah, Wisconsin.