

FOR IMMEDIATE RELEASE

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TRI-STAR TRUST BANK CELEBRATES 15 YEARS IN BUSINESS!

Michigan based wealth management boutique has delivered comprehensive wealth management and investment services since 2000.

SAGINAW, Mich. – Tri-Star Trust Bank is celebrating its 15th Anniversary! Tri-Star is known for its sophistication and high level of personal service when providing comprehensive wealth and investment management. Since its start on November 8, 2000, Tri-Star has always focused on trust administration, investment management, financial planning, philanthropic solutions, and corporate retirement planning.

“We knew there were people who wanted comprehensive financial management in a totally objective manner,” said Gene Pickelman, President and Founder of Tri-Star. “And that’s what we set out to do: doing what’s right for our clients and developing an objective plan for them to meet their financial needs.”

When Gene Pickelman and Larry Preston founded Tri-Star, this was one of their main goals. But they also wanted to build long-lasting relationships with clients based on trust and care, as well as to create an employee environment built on respect and enthusiasm. Beyond these two elements, they believed Tri-Star’s bigger purpose should be to make a difference in the communities it serves. In its fifteenth year, Tri-Star now has office locations in Saginaw, Frankenmuth, Greater Lansing, and Midland. The Greater Lansing office recently celebrated its five year anniversary in August, and Midland also celebrated its first full year in August. Among these four locations, Tri-Star corporately supported over 100 nonprofits last year alone. Out of a staff of 33, each member at Tri-Star is actively involved in several nonprofits and fundraising events, many times at a leadership level.

“A significant reason for Tri-Star’s success can be traced to what I call our ‘accidental culture,’” said Larry Preston, Chief Executive Officer and Founder of Tri-Star. “What I mean by that is as Tri-Star grew and added new employees, we were attracted to those who were already volunteering and giving back to the community and expecting nothing in return. These types of people, ones who have the ‘DNA of caring,’ are wonderful to work with as they naturally care for clients, other employees, and are always ready to make a difference in our communities.”

Tri-Star is fortunate to have an outstanding board of directors driving the charge. Representing all four markets, the board is made up of leading figures both in business and the community. Their message remains consistent – provide the highest quality wealth management services and be a leader in community service.

Over the past 15 years, Tri-Star has risen to this challenge and this hasn't gone unnoticed. Tri-Star has received recognition among its peers as a leader in the industry, as well as numerous awards for its community involvement and leadership. Tri-Star looks forward to many more years of caring for its clients, each other, and the community.

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Tri-Star Trust Bank, founded in 2000, is Michigan owned and operated. Tri-Star is a trust bank, specializing in simplifying clients' lives by providing investment, financial, estate and charitable planning for individuals; business retirement plans and investments; and board governance and organizational services for non-profits. With 33 employees and over \$1 billion in assets under management, Tri-Star serves its clients from four convenient locations at: 1004 North Michigan Avenue in Saginaw; 3511 Coolidge Road, Suite 300, in East Lansing; 200 E. Main Street, Suite 100, in Midland; and 160 South Main Street, Suite 2, in Frankenmuth. Visit us on the web at www.tristartrust.com.