

Bank & Branch

Issue 2

Bank & Branch, a publication by Greenfield Savings Bank, is designed to educate, empower, and celebrate the people and businesses that make our region strong.

Issue Highlights

How two local artists transform fallen trees into one of Western Mass's most unique wood working studios.

Calling all amateur photographers!

Would you like to see your best photograph on the cover of our next issue, with your name credited here? Send submissions to: marketing@greenfieldsavings.com

Inside This Issue

**NEW PRESIDENT &
CEO, PETER ALBERO**

**GSB'S NEW
CHECKING PRODUCTS**

**COMMUNITY
CELEBRATIONS**



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Greenfield
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Branches

Amherst
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Amherst, MA 01002

Conway
181 Parsons Road
Conway, MA 01341

Easthampton
1 Sierra Vista Boulevard
Easthampton, MA 01027

Hadley
140 Russell Street, Route 9
Hadley, MA 01035

Northampton
325A King Street
Northampton, MA 01060

Shelburne Falls
58 Bridge Street
Shelburne Falls, MA 01370

South Deerfield
61 North Main Street
South Deerfield, MA 01373

Turners Falls
282 Avenue A
Turners Falls, MA 01376

Deposits at Greenfield Savings Bank are insured by the FDIC and the Depositors Insurance Fund (DIF).



LETTER FROM OUR (FORMER) PRESIDENT

AT GSB, EVERY MILESTONE IS ROOTED IN THE PEOPLE WE SERVE. THIS YEAR BRINGS SOME OF OUR MOST MEANINGFUL MILESTONES YET — FROM NEW LOCATIONS AND NEW PRODUCTS TO A LEADERSHIP TRANSITION THAT WILL GUIDE OUR FUTURE.

By the time you are reading this, I will have retired. My wife, Mary Anne, and I will most likely be enjoying warm and sunny Florida. As my last message to our customers, I want to share my gratitude for the past ten years. Serving this bank and this community has been an extraordinary honor. Together, we've strengthened GSB, expanded our reach, and invested in projects that will support our region for years to come.

This is a remarkable year for the bank, with a new branch opening, the restoration of the Leavitt-Hovey House nearing completion, and new products and services launching to better serve our customers. I'm proud to leave GSB at a moment of such momentum, and I have every confidence in the leadership team as they guide the Bank into its next chapter.

What I value most, though, are the relationships with customers, colleagues, and community partners who care deeply about this place we call home. Thank you for your trust, your support, and the countless ways you've made this work meaningful.

It has truly been a privilege to be part of this journey.

Warm regards,
Tom Meshako
Former President & CEO
Greenfield Savings Bank

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Your Voice Matters!

At *Bank & Branch*, we believe the best ideas come from our community. Whether you have feedback, a story to share, or an idea for our next issue, we'd love to hear from you! Submit business spotlights, financial questions, community highlights, or general suggestions, and help shape the conversations that matter.

Send your submissions and feedback to the marketing department at marketing@greenfieldsavings.com.

Disclaimer

Bank & Branch is a publication of Greenfield Savings Bank, designed to educate, connect, and support our community. While we welcome guest columns, submissions, and advertisements, their inclusion does not constitute an endorsement by Greenfield Savings Bank. All third-party content is submitted at the sole discretion of the submitting party.

Greenfield Savings Bank maintains full editorial oversight and reserves the right to approve, edit, or decline submissions to ensure alignment with the magazine's mission and values.



Música Franklin's 2026 8th Annual Fun Fest Free
Gratis

May 30, 1-5 pm
Unity Park, Turners Falls, MA
Rain Location: Greenfield Middle School

Live Music | Face Painting | Instrument Petting Zoo | Arts & Crafts

full schedule/agenda completa: musicafranklin.org/fun-fest

MUSICA Franklin GREENFIELD NORTHAMPTON MC Mass Cultural Council NATIONAL ENDOWMENT OF THE ARTS Franklin First nefa Greenfield Savings Bank

COMING SOON TO EASTHAMPTON



Greenfield Savings Bank

**1 Sierra Vista Blvd
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FALLEN TREES TO FUNCTIONAL ART

How Spencer Peterman Built a Unique Western Mass Wood Working Business

Walk into the workshop and gallery of Spencer Peterman and his wife Michele Jurado in Gill, Massachusetts, and it's immediately clear you've discovered something special.

Housed inside a centuries-old former tavern, the space feels very New England—featuring low ceilings, historic fireplaces, and hand-hewn beams. The building truly takes your breath away.

The work takes your breath away, too. Hand turned wooden bowls. Cutting boards. Serving pieces. Each one is unique, shaped by both craft and character.

“We don't just make bowls,” Michele said. “We upcycle trees that nobody else wanted and turn them into something beautiful.”

Baskets to Bowls

Spencer's journey as a maker began decades ago. In the 1990s, he was creating traditional Nantucket baskets—tightly woven pieces that sold for thousands of dollars and were once in high demand.

But as overseas manufacturing surged, even the most beautiful work became difficult to sustain.

A Banking Relationship That Understands the Seasons

Like many small businesses, recent years have brought challenges. Rising costs, inflation, and shifting retail patterns have reshaped what growth looks like.



“We're still growing,” Michele says, “but sustainability matters more than scale.”

That approach aligns naturally with their relationship with Greenfield Savings Bank. Like many seasonal, handcrafted businesses, their revenue fluctuates, making the first quarter especially tough.

“The first quarter is painful,” Michele says frankly.

Flexible credit lines and responsive support from GSB help them bridge the off season, pay employees, and keep operations running smoothly. Just as important, they say, is feeling understood. “It feels local. It feels human,” Michele adds.

“They know who we are and how our business works.”



“You just couldn’t compete,” Spencer says. “They were producing similar pieces for a fraction of the cost.”

Rather than walk away from his craft, Spencer adapted. Drawing on Michele’s background in pottery and his own in woodworking, he began experimenting with turning bowls on a lathe—eventually building his own custom production lathe with the help of a machinist friend.

“It took about ten years,” he laughs. “I was basically living in my friend’s garage.”

That handmade lathe still powers the business today, capable of transforming massive local logs into sets of bowls ranging from ten to over twenty inches.

One of the signatures of the business is spalted maple, which is wood marked by striking natural lines formed during decomposition.

“Most people don’t want a plain maple bowl,” Michele explains. “They are looking for something with character.”

Rather than hunt endlessly for rare logs, Spencer learned how to intentionally control the process, allowing maple to age and develop its distinctive beauty under carefully monitored conditions.

“It’s a lot like aging cheese or wine,” Michele says. “You have to let it become what it’s going to be.”

Once shaped, the bowls are dried to low moisture levels so they can safely travel anywhere—from arid states like Arizona to customers overseas—without cracking.

A Creative Partnership

Michele joined the business years after Spencer’s early success, bringing her own background as a professional

potter and her strengths in design, organization, and operations.

“We didn’t plan it,” she says. “It just made sense.”

Together, they expanded beyond wholesale into retail, launching a gallery on site and later opening a permanent stall at Boston Public Market. Today, their work is sold through wholesale, retail, online sales, and local farmers markets.

Authored by Marcy Tanniru, Vice President of Marketing at Greenfield Savings Bank, who actually dreams of being a master carpenter but mostly excels at creative uses of wood filler.



www.spencerpeterman.com

GREENFIELD SAVINGS BANK WELCOMES PETER ALBERO AS NEXT PRESIDENT AND CEO

Change is in the air at Greenfield Savings Bank. With a new Easthampton branch on the horizon, a historic Greenfield mansion being transformed into a hub for Wealth Management and Residential Lending, and an all-new lineup of deposit products, GSB is making 2026 its year to shine. But the biggest change of all is a change in leadership.

With the retirement of former President and CEO, Tom Meshako, Peter Albero stepped into the role of President and CEO. Albero brings a mix of deep banking experience, community passion, and a bold vision for the future.



Photo by Matt Gregory

As a seasoned financial leader, Albero will lead GSB toward a strategic future.

"I was drawn to GSB because of its reputation for giving back and delivering exceptional customer service," Peter says. "Since I've been here, we've contributed about \$1 million annually to local nonprofits. That's something I'm proud to continue."

Albero isn't new to GSB. From 2023-2025, he served as Chief Financial Officer, steering financial strategy and helping Meshako launch major initiatives like the Easthampton branch and the Leavitt-Hovey House restoration. Now, Albero has taken the wheel.

Albero states that over the next few years, he'll focus on leveraging technology and working smarter to boost profitability and growth. That growth means more resources to invest in the communities GSB serves.

He knows banking is competitive and tech moves fast. He said, "We'll

keep doing what we do best—prioritizing customer service, while offering products that rival the big banks. Growth is essential, but we'll never lose sight of our mission."

Albero credits former CEO Tom Meshako for setting the tone. "Tom is a wonderful leader who cares deeply about employees, customers, and the community. I intend to carry that legacy forward."

Peter Albero is ready to make 2026 a year of growth, innovation, and impact—for GSB and for every customer who calls western Massachusetts home!

From Main Street to Wall Street

Albero's career spans more than three decades in finance. Before joining GSB, he served as CFO at Salisbury Bank & Trust, advised clients at PwC, and spent 26 years in senior roles at Morgan Stanley. He's a CPA with an MBA from NYU – impressive credentials. But what really matters is what drives him: a passion for community banking and a vision for growth that benefits our customers and all the small towns we serve across western Massachusetts.

Please join all of us at GSB in congratulating Peter in his new role.

Authored by Matt Gregory, Content Marketing Manager at Greenfield Savings Bank, who wonders how he can convince Peter to add ice cream in the branches as part of his new strategy.



Photo by Matt Gregory

GSB OFFERS NEW CONSUMER CHECKING ACCOUNTS



Most of us don't think about our checking account until it gets in the way — when a paycheck arrives later than expected, an app feels clunky, or fees pop up without much explanation. For something so central to everyday life, banking can feel oddly disconnected from how people actually live.

That's what Greenfield Savings Bank set out to fix with its new line-up of consumer checking accounts.

Instead of offering a one-size-fits-all solution, the bank asked a different question: What does checking look like at different stages of life? The result is a group of accounts designed to flex with you — whether you're just getting started, settling into a routine, or managing bigger balances and long-term goals.

No matter which account you choose, the basics our customers appreciate stayed the same:

- A free debit card
- Online and mobile banking with mobile check deposit
- Online bill pay
- eStatements with check images
- Access to a local customer support team when questions come up.

From there, each account adds features that reflect how customers use their money day to day.

The new features are already proving to be popular.

- Early Pay Day allows customers to receive direct deposits up to two days early.
- Round Up Savings allows you to opt into automatically moving spare change from your everyday debit card purchases into savings.

Together with intuitive digital tools, these features make checking easier to live with — not something you have to work around.

Select accounts also earn rewards on debit card purchases, turning routine spending into cash back, gift cards, and other perks.

Taken together, GSB's new checking accounts reflect a simple shift: clearer value, more choice, and options that fit your life.

Authored by Adam Rosenbaum, Retail Sales & Development Manager & AVP, Greenfield Savings Bank, who would much rather be watching his kids' ball games than worrying about his checking account.

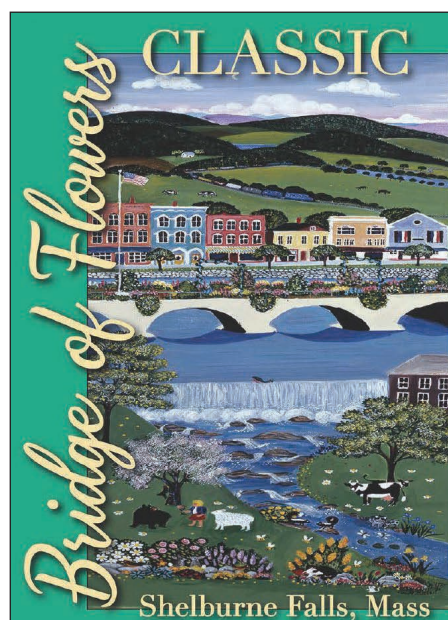


STUDENT CHECKING ACCOUNT
For students, GSB offers a checking account that's easy and affordable, with no monthly service charge, no minimum balance requirement, and just \$1 to open.

BASIC CHECKING ACCOUNTS
Basic Checking provides straightforward, dependable banking with an easy-to-waive monthly fee.

REWARDS CHECKING ACCOUNT
Rewards Checking helps turn everyday spending into real rewards — with cash-back potential, enhanced benefits, and more ways to get value from your daily routine.


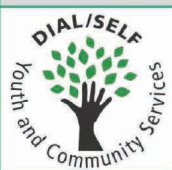
EMERALD CHECKING ACCOUNTS
Emerald Checking delivers higher-level benefits, relationship perks, and support for customers with bigger financial goals.



> Bridge of Flowers


- > 8K Classic • 9 a.m.
- > 3K Run/Walk • 8 a.m.

August 8, 2026 **Free beer and ice cream!**

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To register or volunteer visit our website: boface.com

The Mission of DIAL/SELF is to help young people increase their personal and community strengths and develop autonomy by connecting them with housing, income, education and civic opportunities.



WHAT OUR CUSTOMERS ARE SAYING

Conner & Elizabeth Bobala

Conner and Elizabeth, like many young people living in western Mass, assumed homeownership was still five years away, maybe more. Then they heard about a house for sale before it even hit the market. It was in the town they wanted to live in, and even right next door to where Elizabeth's parents lived. With two little kids, that meant support. Elizabeth insisted they had to try. Conner was less certain. "We went to a few places to get qualified but never heard back," he says. "We were getting discouraged."

Then they walked into Greenfield Savings Bank. GSB was honest with them from the start. Conner and Elizabeth did not know if they could afford the house, and they were bracing for disappointment. Instead, GSB

worked with them and walked through every option, every program, and every path available. "We didn't even know these programs existed," Elizabeth said.

GSB showed them a payment and a budget that made sense. And they didn't need to ask their parents to cosign. "We were so excited," she said, still sounding a little surprised. Conner remembers something else. "Our loan officer was very personable and patient. Our questions were not silly. She educated us and we trusted her advice."

Now the house is theirs, and Elizabeth is already thinking about paint colors and decorating, which may be the most satisfying detail of all.



“ Greenfield Savings educated us, and we trust their advice.”



“ Greenfield Savings Bank is the real deal. ”

Ted Barber and Patsy Kauffman Barber, Co-Owners, Prosperity Candle

As seasoned international entrepreneurs, Ted and Patsy have been around their share of banks to secure financing for their ventures over the past 35 years. Most were competent, some were forgettable, and a few left them wondering why basic finance has to feel like such a compromise in values. Their work has focused on helping people escape poverty, yet banking often felt ethically impoverished.

Then Ted and Patsy met Monica at Greenfield Savings Bank. For the first time, they felt the person across the desk actually lived the values printed on the walls. They matched their own, which made the entire experience feel strangely rare in a business that talks a lot about integrity but seldom shows it.

“We did not expect to find a bank that matched our values,” they said. “And GSB does. Greenfield Savings Bank is the real deal, everything they claim to be.”



GIRLS ON THE RUN IN WESTERN MA

Girls on the Run Western Massachusetts empowers girls to be joyful, healthy, and confident through fun, experience-based programming that creatively integrates running. Using a research-based curriculum led by trained coaches, Girls on the Run is the only national, physical-activity-based positive youth development program designed specifically for girls. Beyond movement, the program focuses on essential life skills—such as managing emotions, resolving conflict, helping others, and making intentional decisions—delivering an impact that extends well beyond traditional sports or physical education.

Each season culminates in two powerful moments: a community service project led by the girls and a celebratory 5K that gives participants the opportunity to set a goal and accomplish it together. Since launching in 2015, Girls on the Run Western MA has served more than 14,000 girls across all four Western Massachusetts counties. This spring, 1,100 girls are participating at 75 sites with the support of 270 volunteer coaches. The season wraps up with a final 5K celebration at UMass Amherst on June 6. Community members are encouraged to cheer, walk or run, or volunteer. Learn more at girlsontherunwesternma.org.



Photo credit: Girls on the Run

Greenfield Savings Bank is proud sponsor of Girls on the Run in Western, MA.



THUNDER IN THE VALLEY - CONCERT & FIREWORKS

On June 27th, Thunder in the Valley returns to Molitoris Farm in Easthampton for one of Western Massachusetts' most anticipated summer traditions. Gates open at 11:30AM for a full day of nonstop live music, featuring top tribute bands from across the country. From powerhouse vocals to arena-style performances, the festival delivers a national-caliber concert experience right here at home.

Proudly sponsored in part by Greenfield Savings Bank, the event offers far more than music. Guests can enjoy an impressive lineup of food trucks, local vendors, games, raffles, family activities, and a full selection of beer, wine, and cocktails. Designed for all ages, Thunder in the Valley invites everyone to enjoy the music, the food, and the vibrant community atmosphere.

Most importantly, Thunder in the Valley is an event with heart. Every dollar raised is donated to the local Children's Miracle Network to directly benefit children receiving care at Baystate Children's Hospital. By attending, guests not only enjoy an unforgettable summer celebration—they help make a meaningful difference in the lives of local families.



bittersweetbakerycafe.com

470 Greenfield Rd.
Deerfield, MA 01342
413-223-5496



FACT: 48% of Hampshire and Franklin county residents report food insecurity.

FACT: Summer is almost here. Families whose kids who lose school breakfast and lunch struggle over summer break.

FACT: Hunger is a COMMUNITY problem. It needs a COMMUNITY response.

FACT: Community Action Pioneer Valley keeps our neighbors fed EVERY DAY.

FACT: You can make a difference. Donate today to keep our neighbors FED.



COMMUNITY EVENTS

PIONEER VALLEY HABITAT FOR HUMANITY - HUMANITY FEAST

May 20, 2026: rk Miles - West Hatfield

This event helps raise critical funds to support Pioneer Valley Habitat for Humanity's mission of building strength, stability, and self-reliance through homeownership in Hampshire and Franklin Counties. <http://pvhabitat.org/>

NORTH HADLEY ASPARAGUS DAYS

May 30-31, 2026: North Hadley Sugar Shack - Hadley, MA. This all-ages event is a must for asparagus lovers! Expect live music, craft vendors, a beer garden, food trucks, and plenty of creative asparagus-inspired bites. <https://www.northhadleysugarshack.com/>

GREEN RIVER FESTIVAL

June 19, 20, & 21, 2026: Franklin County Fair Grounds. Known as one of Western Massachusetts' signature summer events, the Green River Festival brings together a diverse lineup spanning indie rock, folk, Americana, soul, and global sounds, along with local food, crafts, and family-friendly activities. Set against the wide-open fields of the fairgrounds, Green River Festival is as much about community as it is about the music—drawing longtime fans and first-timers alike for a joyful start to summer in Franklin County. <https://greenriverfestival.com/>

THUNDER IN THE VALLEY

June 27, 2026: Easthampton, MA. Celebrating its 11th anniversary, this day-long music festival benefits the Unbroken Wings, LLC, a non-profit supporting children who have experience emotional or physical trauma. <https://www.thunderinthevalleyma.com/>



Real Estate Check-In: *Franklin & Hampshire Counties*

We don't have a crystal ball, and predicting the real estate market is hard in the best of times. Always defer to a licensed real estate partner if you're in the market to buy a new house. That being said, here's what we expect to see this year.

If you've been waiting for a dramatic housing market crash, it hasn't arrived in the Pioneer Valley. Instead, the market is resetting to a more realistic pace after several intense years.

Sales across the region are down 8.6% from last year, while median prices are up 8.8%, a reminder that fewer transactions don't necessarily mean falling values.

Franklin County

In Franklin County, the median March sale price was \$381,000, with sales down 13.3%. Inventory remains tight, well-priced homes are still moving, and buyers are being more selective.

Hampshire County

In Hampshire County, the median March price reached \$526,500, while sales fell 27.6%. Demand remains strongest for single-family homes in walkable, desirable neighborhoods, while condos and higher-priced listings are facing more resistance.

Ready to Make Your Move?

The takeaway for spring 2026 is adjustment, not decline. Homes are taking longer to sell, buyers have more leverage, and prices in many segments remain steady or rising.

If you're thinking about buying, GSB is ready to help make the numbers work. When you open a mortgage with GSB in 2026, you can receive up to \$1,000 off closing costs, including a \$750 standard closing cost credit and an additional \$250 when you apply through this promotion. That's up to \$1,000 in potential savings—our way of saying welcome home. Talk with a GSB mortgage lender today to see how you can put it to work.



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Easthampton Branch
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Space is limited.
RSVP today.

Authored by Cassie Morrey, Senior Vice President, Senior Residential Lending Office & Fair Lending Officer (NMLS# 466618) at Greenfield Savings Bank, who welcomes spring listings almost as much as longer days and open windows.

EMPOWERING DREAMS & FUELING POSSIBILITIES

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Use this coupon and save \$250 to offset the closing costs on your home.*

*Qualifying Guidelines: Offer applies to homebuyers of conventional, owner occupied purchase loan applications for 1 - 4 family properties and condominiums. Offer not valid for refinance transactions, blanket loans, new construction, second homes, or investment properties. GSB homebuyer mortgages are eligible for the cost credit discount. Subject to mortgage terms and conditions. Cost credit offer valid from 1/16/2026-12/31/2026. Rates are subject to change.

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Banking is ~~Complicated~~

Clear

Money shouldn't come with confusion. Clear banking means fewer surprises, straightforward guidance, and answers you can actually understand.

GSB offers straightforward guidance, transparent conversations, and support designed to help you make informed decisions.



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