



**Contact:**

**For Immediate Release**

Bridget Hughes  
Regional Marketing & Sales Support Director  
Wisconsin Bank & Trust  
608.203.1211

BHughes@wisconsinbankandtrust.com

## **Wisconsin Bank & Trust Welcomes John Jennings as Business Development Officer**

**Madison, Wisconsin, July 9, 2018** — Wisconsin Bank & Trust is pleased to welcome John Jennings, AIF®, as Business Development Officer in Retirement Plan Services.

Jennings is to bring in new retirement plan business, while assisting business owners and retirement plan participants achieve the goal of retiring on their own terms. One of Jennings' highest priorities in his new role is protecting business owners from fiduciary responsibilities and liabilities.

Jennings has 18 years of experience in the retirement plan industry. Prior to joining Wisconsin Bank & Trust, John served as Regional Sales Director at Hartford Retirement and Vice President of Sales at Guardian Retirement.

"We are thrilled to have John join our team," said Jasper Vaccaro, Senior Vice President, Regional Private Client Services Market Lead. "It is important to have a local representative of our Retirement Plan Services, and John is just the man to help grow that service in our Wisconsin footprint. He has many years in the industry and is quite knowledgeable and eager to help design plans that meet businesses' needs."

He holds a double Bachelor of Business Administration degree in finance and economics from the University of Oklahoma, as well as an Accredited Investment Fiduciary® designation.

### **About Wisconsin Bank & Trust**

Wisconsin Bank & Trust (WBT), a subsidiary of Heartland Financial USA, Inc., (NASDAQ: HTLF), is a business-focused community bank with assets of more than \$1 billion. With seventeen banking centers and one loan processing office, Wisconsin Bank & Trust serves customers in the Madison, Milwaukee, Green Bay, Sheboygan, Monroe and southwest areas of Wisconsin. WBT offers a wide range of personal and business banking, private client and mortgage lending services. For more information, visit [wisconsinbankandtrust.com](http://wisconsinbankandtrust.com) or call 608.203.1214. Wisconsin Bank & Trust is a member of the FDIC and an Equal Housing Lender.

-More-

**About Heartland Financial USA, Inc.**

Heartland is a diversified financial services company with assets of approximately \$11.2 billion. The Company provides banking, mortgage, private client, investment, treasury management, card services, insurance, and consumer finance services to individuals and businesses. Heartland currently has 125 banking locations serving 93 communities in Iowa, Illinois, Wisconsin, New Mexico, Arizona, Montana, Colorado, Minnesota, Kansas, Missouri, Texas and California. Additional information about Heartland is available at [www.htlf.com](http://www.htlf.com).

###