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State HR professional group recognizes Associated Bank for commitment to diversity and inclusion

Wisconsin Dells, Wis. – October 17, 2015 – Associated Bank announced today that the Wisconsin organization of SHRM (Society for Human Resource Management) has presented the company its Workplace Diversity and Inclusion (D&I) Award for Associated’s commitment to building and fostering a diverse and inclusive culture.

SHRM is a professional organization comprised of human resources managers and executives in chapters throughout the country.

Laurie Riedy Timmerman, senior vice president and director of colleague experience for Associated, accepted the award on behalf of the company yesterday at WI SHRM’s annual conference in Wisconsin Dells.

“We believe a culture which fosters diversity and inclusion is essential to our long-term vitality,” Riedy Timmerman said. “This award is particularly valued as it provides esteemed third-party endorsement of our efforts and success.”

According to WI SHRM representatives, Associated distinguished itself in several areas including:

- D&I outreach efforts and community involvement
- Encouraging and supporting employee resource groups (ERGs) – considered a best practice
- Providing employees with a diversity calendar and yearly diversity training
- Executive leadership on the company’s active D&I Council
- A multi-year strategic plan to enhance diversity in the company’s culture
- Strong D&I performance metrics including a significant increase of minority hiring including women in senior-level positions

Judy Docter, Associated’s executive vice president and chief Human Resources officer, explained that the company aspires to be an organization whose workforce mirrors the communities it serves.

“I believe that active participation in the company’s Colleague Resource Groups is strong evidence of our progress in the D&I area. Approximately 1,300 of our colleagues are involved in one or more of our five CRGs,” Docter said. “These individuals share common commitments in several areas of D&I focus including women’s networking, cultural awareness, young professional development, veterans programming and LGBT communication and outreach.”

According to Docter, the Associated D&I Council works closely with leaders of the CRGs to foster their vibrancy and programming. Docter is a member of the Council which is chaired by president and CEO Philip B. Flynn. Riedy Timmerman is co-chair of the Council.

EDITORS’S NOTE: *Employee (Colleague) Resource Groups are voluntary, employee-led groups that serve as a resource for members and organizations by fostering a diverse, inclusive workplace aligned with organizational mission, values, goals, business practices, and objectives.*

ABOUT ASSOCIATED BANC-CORP

Associated Banc-Corp (NYSE: ASB) has total assets of \$27 billion and is one of the top 50, publicly traded, U.S. bank holding companies. Headquartered in Green Bay, Wis., Associated is a leading Midwest banking franchise, offering a full range of financial products and services in more than 200 banking locations serving more than 100 communities throughout Wisconsin, Illinois and Minnesota, and commercial financial services in Indiana, Michigan, Missouri, Ohio and Texas. Associated Bank, N.A. is an Equal Housing Lender, Equal Opportunity Lender and Member FDIC. More information about Associated Banc-Corp is available at www.associatedbank.com.

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