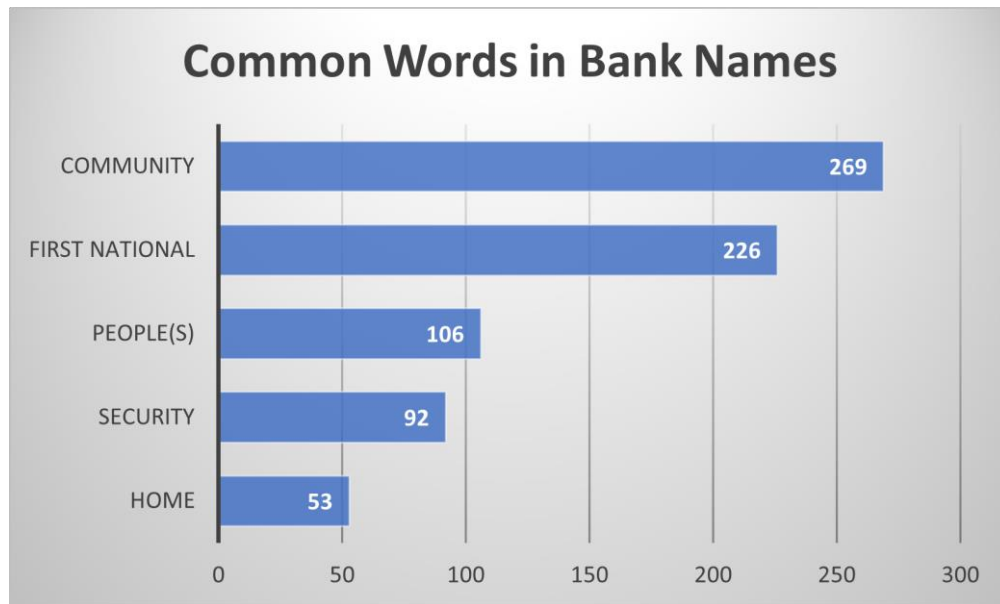


I'd like to start by wishing everyone a wonderful Thanksgiving! During the short week, I appeared on an American Bankers Association podcast to discuss bank M&A. If you have a chance, click [here](#) to listen.

Let's talk about bank names.

Several years ago, I designed a slideshow for American Banker that looked at [overused bank names](#). In light of several banks changing brands in recent weeks, I thought I'd highlight some of the most-popular words used by banks.



SOURCE: FDIC (as of Nov. 14)

This list could also include banks that use geographical locators. Banks that have switched brands in 2022 include Builtwell Bank (previously [First Volunteer Bank](#)), First Pacific Bank ([Friendly Hills Bank](#)), GBank ([Bank of George](#)), Verimore Bank ([First Missouri Bank](#)) and Cross Bank ([Cross County Bank](#)).

Rebrands, in my opinion, generally show that a bank has grown beyond its original locale or product lines (think digital upgrades). Basically, the bank evolved beyond its initial 'community' and is seeking a broader appeal.

My advice with a rebrand is don't overthink it. An esoteric name, no matter how clever, will require more marketing (\$\$\$\$) to educate clients and prospects about the new identity. I have also seen too many cases where people struggled to pronounce a new brand (which would make it hard for them to promote you to their peers).

A bold rebrand can work, though. When the Truist brand was introduced in 2019, more than two-thirds of the 1,708 respondents to an American Banker Twitter poll hated the name. It has caught on since then.

Have you recently rebranded? What was your process like? Let me know at info@thebankslate.com.

Let's proceed to our batch of headlines from our holiday-abbreviated week.

The Big Headline

Citigroup in New York was the only U.S. bank that the Fed and FDIC flagged in a [review of resolution plans](#). The Dodd-Frank Act requires the nation's eight biggest and most-complex banks to file resolution plans every two years.

Another Big Headline

Jeff Marsico recently highlighted research by Rick Childs at Crowe that bucks the conventional wisdom that regulators are dragging their feet on approving bank mergers. If you love charts, [this blog](#) is definitely worth your time.

M&A

- Our [original article](#) looks at how Lakeland Bancorp in New Jersey finalized an acquisition and settled the DoJ's redlining claims while it discussed its pending merger with Provident Financial Services in New Jersey.
- UMB Financial in Missouri paid a [roughly \\$92 million premium](#) for the health savings account business of Old National Bancorp in Indiana. About \$382 million of HSA-related deposits were transferred.

Arrivals/Departures

- Paul Taylor will [become CEO](#) of PacWest Bancorp in California sooner than expected. He will succeed Matthew Wagner on Jan. 1; the original plan had Wagner staying in the top post for a while longer.
- PacWest also named Kevin Thompson as its new CFO just hours after First Foundation in Dallas disclosed that he had [stepped down as its CFO and interim president](#). Scott Kavanaugh, First Foundation's CEO, also become president, while Amy Djou was named interim CFO.
- 1st Source in Indiana said Andrea Short will [become bank CEO](#) on Dec. 1. Short, who remains bank president, will succeed Christopher Murphy III, who will remain corporate chairman, president and CEO and the bank's chairman.

- HBT Financial in Illinois said Patrick Busch will [step down](#) as chief lending officer and bank president. J. Lance Carter, the company's president and COO, will become bank president. Lawrence Horvath, the bank's senior lending manager, will become chief lending officer.

(Fin)tech

- BM Technologies in Pennsylvania no longer expects to close its pending purchase of First Sound Bank in 2022. The company has to [resubmit its application](#).
- EOS developer block.one and CEO Brendan Blumer have built [a nearly 9.3% stake](#) in Silvergate Capital. Block.one, in a regulatory filing, disclosed a roughly 7.5% stake after buying 2.3 million shares. Blumer bought another 571,000 shares.

Odds & Ends

- The FDIC has lifted a [July 2020 consent order](#) against the bank unit of Unity Bancorp in New Jersey. The order required the bank to improve its BSA and AML processes, among other things.

Again, I hope everyone had a relaxing Thanksgiving weekend. We're staring down December and yearend folks. Let's make the last month of the year a great one!