



Ixon Bank

Since 1918

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Contact: Dan Westrope – *Chairman & CEO, (262) 560-7346*

Respected Business Leader Joins Ixon Bank Board of Directors

Susan Marshall is Elected to Board on June 19, 2019

Ixon, WI – Ixon Bancshares' Board of Directors elected Susan Marshall, Founder of Backbone Institute, a local women-owned business, to the Board of Ixon Bank on Wednesday, June 19, 2019.

Susan A. Marshall is an author, speaker, and Founder of Backbone Institute, LLC, a private practice dedicated to improving competence, confidence and effective risk-taking. She has been assisting leaders in public and private sector industry, non-profit agencies, and public education for nearly 30 years. In recognition of her work in the local business community, she was recently recognized as a recipient of the 2019 Don Richards Leadership Award through the Waukesha County Business Alliance at their 101st Annual Meeting on September 5th.

Her corporate and consulting experience includes work with Fortune 100 companies including GM, Apple, Archer Daniels Midland and Best Buy as well as a wide variety of private enterprises and non-profits such as New York City Leadership Academy and Boys & Girls Clubs of America. She led a turnaround of a failing marketing division in the mid-90s and has shared many of the lessons learned in that endeavor with her clients.

Dan Westrope, Chairman & CEO of Ixon Bank states, "We are fortunate to have Susan agree to serve as a member of our Board of Directors. Her deep experience with a variety of businesses, with an emphasis on marketing and problem resolution, will contribute to the strengthening of our outstanding Board. Furthermore, her familiarity with the Lake Country residents and businesses will enhance our efforts to meet the needs of this segment of our market."

Susan commented "I am honored to be elected to the Ixon Bank Board of Directors, and truly excited to work alongside a group of deeply experienced and highly accomplished business professionals. I look forward to serving the needs of our growing and thriving business community."

Susan is the author of three books and hundreds of articles. She was a regular columnist for *Wisconsin Woman* magazine for eight years and is a frequent contributor to *Biz Times Milwaukee*.

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She is also a popular speaker on issues ranging from Women Bullying Women to Executive Confidence and Leadership Effectiveness. Her blog can be found at www.backboneinstitute.com/blog.

She was recently a member of the Waukesha County Business Alliance Board of Directors, and currently serves as a facilitator for Leadership Waukesha County and chair of the Education Policy committee.

***About Ixonia Bank** – For 100 years, Ixonia Bank has been offering a full suite of business banking products and an array of financial services including personal checking, savings, loans, and wealth management services. Ixonia Bank was established in 1918 in Ixonia, Wisconsin; since then the Bank has grown to offer services at six locations throughout Waukesha and Jefferson Counties. To learn more about Ixonia Bank, please visit the Bank’s website at www.ixoniabank.com.*

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