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**MOUND CITY BANK**

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Contact: Barb Skaife, Marketing Officer, (608)348-2685

## **Robert J. Just, Jr. Named to WBA Leaders in Banking Excellence**

MADISON – **Robert J. Just, Jr.** was honored by the Wisconsin Bankers Association for his excellence in banking, community service, and civic involvement. A celebration was held on Friday, September 9 at the WBA headquarters in Madison, where a Leaders in Banking Excellence Wall installation displays a tribute to outstanding current and former bankers. The wall, established in 2020, now profiles 22 exceptional leaders.

“Bob is truly deserving of the title as a ‘Leader in Banking Excellence,’” said **Rose Oswald Poels**, WBA president and CEO. “He has not only been influential in his profession but has also been actively involved in his community throughout his career.”

Just graduated from Wauwatosa West High School and the University of Wisconsin-Platteville. Bob, at the young age of 24, began his service to Mound City Bank, Platteville as a teller in 1971. In 1986, he was promoted to president and CEO, a position he held until 2013. He has continued to serve as a director of the bank and chairman of the Board, bringing his years of service to the banking industry to over a half century.

Just solidified his passion for independent community banking by serving on the Bankers’ Bank of Wisconsin Board of Directors from 1992–1998. He also served on the Community Bankers of Wisconsin Board of Directors in 2001. Just served for many years on the Wisconsin Bankers Association (WBA) Government Relations Committee, including as chairman. He was elected to the WBA Board of Directors, serving from 2005–2013, including as chairman in 2010–2011.

Just has given countless hours of his time to the community by serving as chair of the United Way of Platteville, chairman of the Board of Directors for Southwest Health Center, and president of the Platteville Jaycees. He has also served on the Board of Directors of the Platteville Chamber of Commerce and the Platteville Area Industrial Development Corporation, and was a founding member and initial president of the Platteville Business Incubator Inc.

As a dedicated advocate for the banking industry and for economic development, Just has made long-lasting contributions to prosperity in Wisconsin.

*Photo caption: Robert J. Just, Jr. of Mound City Bank, Platteville (center), accepts his award from WBA President and CEO Rose Oswald Poels and WBA Board Chair Dan Peterson, president and CEO of The Stephenson National Bank and Trust, Marinette.*

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