

# Ritenour proud of C&G's corporate culture

**B**ill Ritenour considers himself a democratic leader with a lean toward Laissez-faire. That management style has helped C&G Savings Bank to maintain a solid financial reputation in the Blair County community while also developing a culture in which C&G's employees have flourished. The 51-year-old President & CEO earned a B.S. in Accounting from Indiana University of Pennsylvania in 1986. He and his wife Cathy have two children: Abby and Eric. The Ritenour's live in New Florence.

**The Chamber:** How do you describe C&G Savings Bank to someone unfamiliar with it?

**Ritenour:** First and foremost, C&G is a mutual savings bank. As a mutual savings bank we are not beholden to shareholders; we do the things we do in consideration of our customers, employees, directors and of course, laws and regulations. Without the quarterly earnings pressures and expectations of shareholders we can make sound long-term business decisions. Finally, customers can feel comfortable that they can come into the Bank without somebody constantly trying to sell them something. We'll happily provide you the product or service that you want, not the one that we want you to have.

**The Chamber:** What is your management style and how would you rate its effectiveness?

**Ritenour:** Maybe you should ask my staff this question! I think I'm a Democratic leader, with a lean toward Laissez-faire. You can only employ a Laissez-faire style if you have good people, and honestly I'm privileged to be surrounded by really quality individuals. That style works for us because those individuals feel and are empowered, and they embrace their responsibilities. It also works for us because we're relatively small, so the risk of chaos is mitigated.

**The Chamber:** In the time that you've been at C&G, of what are you most proud?

**Ritenour:** I'd have to say that I'm most proud of our culture. I don't think that you have to spend much time here to sense the esprit de corps; our folks really care about each other, from the Board on down. They care about our mission too. Employees know that we can't be suc-



Bill Ritenour regards himself as a "Democratic" leader.

## Chamber Q&A

cessful without everyone fulfilling their role, and we can't be what we want to be to our customers if anybody fails to embrace our mission or our culture.

**The Chamber:** Who are your personal business role models and why?

**Ritenour:** I think I've learned something from everyone I've worked with or for, but if I had to single one person out, it would be my father. My dad built power plants, and every plant he built came in ahead of schedule and under budget. From him I learned the importance of efficiency and practicality, and how you have to be able to see the forest for the trees. I also learned that there is no substitute for common sense.

**The Chamber:** What invigorates you and what frustrates you about the finance industry in this country?

**Ritenour:** Wow, that's a tough one! Cliché though it may sound, constantly trying to find the best way to live-up to

our customer's expectations is probably the most invigorating part of my job. And unquestionably, mountainous regulation is the most frustrating. There have been some bad actors in the financial service industry, no doubt about it. Community banks like C&G though are not among them! The industry has been painted with a broad brush by our legislators and regulators, and it's beyond burdensome for those of us who were already playing by the rules.

**The Chamber:** If you could do anything for a living other than what you're doing now, what would it be?

**Ritenour:** I'm not sure you could make a living doing it, but I've always thought that it would be awesome to be an archeologist!

**The Chamber:** What's still on Bill Ritenour's "bucket list?"

**Ritenour:** I'm an in-the-moment kind of guy, so I really don't have a bucket list. World travel doesn't really appeal to me, and a big roller coaster is probably thrilling enough. I enjoy every day with my wife and kids like it could be my last. I suppose that what's fulfilling to me might be mundane to some, but I'm okay with that.