

Jodi Jelinek

Citizens State Bank
of Lankin



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BANKER YOU SHOULD KNOW



This month's "Banker You Should Know" is Jodi Jelinek, vice president, operations officer, internal auditor and insurance agent at the Citizens State Bank of Lankin, Park River. Does that sound like a lot of hats? Well, it is!

Lex Armstrong, operations assistant with Citizens, nominated Jodi and wrote, "In her role, Jodi truly wears a **million hats**, seamlessly managing her diverse responsibilities while always remaining ready to jump in and support the teller line staff whenever needed."

How long have you worked in the banking industry and what led you to this career?

Jodi: Twelve years in May. My banking career has always been with Citizens. I started out as a teller.

Jodi initially wanted to go into cosmetology. A friend, who was in banking and knew of Jodi's love for numbers, gave her an inspiring suggestion. "You know, you don't belong where you're at." her friend said and told her she should look into a career in banking. Jodi says, "I just have this thing. I love numbers, and I memorize numbers. I have a very good memory." She decided, "Alright, let's do this!"

What advice would you give to someone looking to enter the banking field?

Jodi: Be money conscious. Be a saver.

Jodi says, "There are endless opportunities in the banking field. It might not be a fit for everyone, but if you're someone that loves numbers like me, it could be."

Who has been a mentor or significant influence in your life?

Jodi: My dad.

Jodi's dad tracked the finances for a family business. She says, "I would watch him enter information into this big ledger and it intrigued me. I got to sit by him as he worked with numbers and entered them into this big book." She realizes that's probably where she got her love of numbers. "Just watching this man was amazing. I was always in awe. He usually pops into the bank a couple times a week to say hi," Jodi adds.

How do you think your field will change in the future?

Jodi: I foresee AI being a huge impact in my day-to-day activities.

"I'm already using AI when creating script for my funds management meetings," Jodi says. "I see AI becoming an important tool in reporting and data factoring."

What's one piece of advice you'll never forget?

Jodi: You can never take away someone's education.

Jodi has truly taken that to heart and continues to learn every day. She is a graduate of the GSB Wisconsin's Financial Management School, the Dakota School of Banking in Jamestown, and she's now in her second of three years at the Barret Graduate School of Banking in Tennessee. Jodi also loves to cook and try new things. Inspired by her daughter, she would really like to learn to crochet. She says, "I feel like I learn something new every day - at work, home or in the community."

Jodi and 7 month old grandson, Grayson



Jodi and boyfriend, Matthew



Jodi and Park River Staff

In her nomination, Lex added, "Perhaps most importantly, Jodi is a role model in every sense, consistently demonstrating integrity, kindness, and a commitment to excellence." Now, that is a great definition of success.

Jodi Jelinek is definitely a banker you should know!



Jodi's children, their spouses and grandson