

MARKETING EXECUTIVE— NANCY DAVIDGE



Nancy Davidge loves giving money away, especially to local elementary students. For the past 11 years, the senior vice president for Dean Bank in Franklin, Mass., has been doling out \$1 million to dozens of lucky

winners.

In June, Davidge forked over \$1 million to 23 students across four communities who won essay contests depicting what they would do with their acquired wealth. “Many kids chose good deeds and unselfish acts,” she explains.

The catch: the monetary windfall is only temporary. The money returns back to the bank five days after the initial deposit.

“The kids make interest on the money. They get to keep it and decide on how to spend it or keep it in their savings account,” says Davidge. “We find that a lot of kids take the interest money, which is about \$75 to \$80 total and donate it to the cause they wrote about in their essay paper.”

The bank also matches the children’s donations, says Davidge.

Dean Bank executives led by Davidge, who has been with the \$200 million-asset bank for 15 years, host the annual contest for local children in an effort to promote responsible banking habits and encourage saving. “We are a generation that does not save money,” says Davidge.

Along with the temporary financial reward, limo rides, bank tours, lunch dates and a framed account statement showing a \$1 million balance are all part of the winning celebration.

Davidge is largely responsible for the elementary school banking program that assists 3,000 students each year in 13 schools. Founded in 1889, the state chartered mutually owned financial institu-

tion encourages school age children to bank weekly, dumping their savings into an account at school.

“It’s overwhelming to be a part of something positive like this,” says Davidge, 44. As a mother of two—her sons are 23 and 20—and a bank exec, she says her dual roles integrate with one another seamlessly. “As a mother, these are the values I taught my sons as they were growing up, and as a banker responsible for the school program these are the same values I try to pass on to the children in the community that we work with.”

Wayne Cottle, president of Dean Bank, attributes Davidge’s success to her professional integrity and willingness to learn more. “Her mind is like a sponge. She just soaks up all the information,” he says. “She has a unique way of wrapping her

energy, enthusiasm and intelligence into her work.

“She has an open-door policy for anyone to come to her for anything. She has this ability to turn a potential crisis into the best learning experience.”

Davidge got her start in the banking industry after her first son was born. In search of a job that offered “mother’s hours,” she landed at Dean Bank as a branch teller. Since then, she has worked at all three of the bank’s branches and its headquarters.

Davidge also coordinates a banking partnership with a local vocational high school that teaches students about the banking industry and introduces them to careers in the financial sector.

Located on the campus, the full-service branch has received attention from as far away as Japan. “We had a university professor from Japan that wanted to tour our school branch and get a better understanding of how it works,” says Davidge.

The branch and Davidge’s work have also served as a model for the Massachusetts banking industry and the state’s department of education in their promotion of similar school/banking relationships.

—Becky Bergman

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Marketing Executive
Dean Bank