



126 W 6th St
Carroll, IA 51401
712.792.3567
availa.bank

Availa Bank Expands Financial Education Outreach

Lisa Irlbeck Adds Expertise with New Title

Carroll, Iowa (May 9, 2023) – Availa Bank is proud to report that nearly a year after launching their Financial Education Outreach program, they have reached over 4,000 people with financial literacy lessons across the state of Iowa.

At the core of Availa’s mission, vision, and values is the drive to ensure all members of the community achieve financial success. Through the various financial education outreach efforts of the last year, such as Innovate U, Kickoff to College Night, Teach Children To Save Day, and a number of senior fraud presentations, Availa Bank has shown they’re committed to ensuring all age groups have the tools they need for financial success. Their commitment doesn’t just stop there.

These efforts are spearheaded by Lisa Irlbeck, the current Marketing Director at Availa Bank, who has recently additionally been named the Community Education and Outreach Director for the bank. She sits on an FTC subcommittee, Stopping Scams Against Older Adults, which focuses on expanding consumer education efforts, improving industry training on scam prevention, identifying innovative or high-tech methods to detect and stop scams, and developing research on consumer or employee engagement to reduce fraud. Her involvement in the subcommittee has allowed Irlbeck to expand the bank’s educational offerings to the communities they serve and complete firsthand research on the resources that are most useful to those impacted by financial scams and fraud.

Irlbeck is excited to expand the financial education efforts of the bank. “It is such a privilege to work for a bank that values the communities they serve like Availa Bank does. Hosting financial education events such as these are just another way of staying true to our mission statement. A huge shout out goes to Lindsey Smith the marketing assistant, she is the reason we have been able to accomplish the college nights and so many other financial education events,” she says.

Jeff Scharfenkamp, President and CEO of Availa Bank, fully supports Irlbeck’s efforts. “Lisa has done an outstanding job of bringing financial education to the forefront of what we do as a community bank. Too often people fall victim to fraud and education plays an important role in prevention of this terrible form of financial abuse,” he says.

###

About Availa Bank: Availa Bank’s roots date back to 1870 when it was originally chartered. Availa is the first three syllables of the word available, a word that defines the bank’s mission: to empower our team to inspire and enable our clients and the communities we serve to achieve financial success. Availa Bank locations are in the following communities: Ames, Ankeny, Carroll, Coon Rapids, Council Bluffs, Fort Dodge, Holstein, Jewell, Nevada, Omaha, Pocahontas, Sioux City, and Webster City. For more information about Availa Bank, visit www.availa.bank. Member FDIC.

