

MINNESOTA | BEST IN BANKING



Todd McVay, CEO

Community Banking, with a Mission

A bank for “Doers” with strong agricultural roots, Minnwest Bank invests in the people and communities it serves.

To many customers, a bank is a necessary fiscal institution. A few banks, however, strive to be much more.

Minnwest Bank is one of them. Started in 1987 at the height of the Midwest’s farming crisis, Minnwest Bank is one of the state’s largest banks, and an integral part of the communities it serves. “From helping individuals and small businesses achieve their dreams, to supporting local causes through donations and volunteering, we nurture relationships in every town we serve,” says CEO Todd McVay, a descendant of the bank’s founder. “Our mission is about more than banking; it’s about building strong, vibrant communities for generations to come.”

For Farmers, with Farmers

When Minnwest Bank launched in 1987, the Midwest was in the middle of a farming crisis that shuttered nearly a quarter of a million farms and crippled their communities. Heavy debt loads were partially to blame, and there was a dire need for better fiscal support of agriculture. Motivated by this crisis, founder M.D. McVay and his family acquired a number of banks in farming communities that might have otherwise closed, essentially offering a lifeline to farms and businesses.

“Agriculture and farming are the lifeblood of many communities,” says McVay. “That’s why we’ve remained committed to these towns in ways that other banks aren’t.” In fact, a number of Minnwest’s agricultural bankers are themselves farmers, and therefore familiar with the industry’s nuances. Equipped with both knowledge and empathy, Minnwest bankers are able to make smart decisions alongside customers—agricultural as well as business and individual—in an efficient, hyper-local fashion, and not via some centralized credit department elsewhere.

The Minnwest Experience

Walk into any Minnwest branch in the Twin Cities, St. Cloud, or Rochester, and you’ll likely be greeted by bankers who know you by name and remember your last visit. “We strive to be knowledgeable leaders, and as such, we’re building a culture of innovation and learning through which to collaborate with our customers,” says McVay. “Whether online or in-person, we want to meet our customers where they are, so that they have the best possible experience.”

Among the bank’s top-tier services are a consumer insurance division; a lending department geared toward small businesses; sophisticated cash management services; a revamped online and mobile experience; and new consumer deposit packages boasting excellent rewards. Minnwest Bank is also known for its mortgage service, where seasoned associates have helped put many Minnesotans into their dream homes.

For many customers, it’s the bank’s community presence that resonates most strongly. Since its inception, Minnwest employees have contributed 1,580 volunteer hours to 133 organizations; currently, more than 60 employees sit on the boards of local organizations. “Whether you’re a farmer, a small business, or a new homebuyer, we’re deeply invested in your wellbeing and prosperity,” McVay says. “It’s an honor to help our customers build their best lives, here in the community we all share.”



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