

Board of Governors of the Federal Reserve System



Annual Report of Holding Companies—FR Y-6

Report at the close of business as of the end of fiscal year

This Report is required by law: Section 5(c)(1)(A) of the Bank Holding Company Act (12 U.S.C. § 1844(c)(1)(A)); sections 8(a) and 13(a) of the International Banking Act (12 U.S.C. §§ 3106(a) and 3108(a)); sections 11(a)(1), 25, and 25A of the Federal Reserve Act (12 U.S.C. §§ 248(a)(1), 602, and 611a); and sections 113, 165, 312, 618, and 809 of the Dodd-Frank Act (12 U.S.C. §§ 5361, 5365, 5412, 1850a(c)(1), and 5468(b)(1)). Return to the appropriate Federal Reserve Bank the original and the number of copies specified.

This report form is to be filed by all top-tier bank holding companies, top-tier savings and loan holding companies, and U.S. intermediate holding companies organized under U.S. law, and by any foreign banking organization that does not meet the requirements of and is not treated as a qualifying foreign banking organization under Section 211.23 of Regulation K (12 C.F.R. § 211.23). (See page one of the general instructions for more detail of who must file.) The Federal Reserve may not conduct or sponsor, and an organization (or a person) is not required to respond to, an information collection unless it displays a currently valid OMB control number.

NOTE: The *Annual Report of Holding Companies* must be signed by one director of the top-tier holding company. This individual should also be a senior official of the top-tier holding company. In the event that the top-tier holding company does not have an individual who is a senior official and is also a director, the chairman of the board must sign the report. If the holding company is an ESOP/ESOT formed as a corporation or is an LLC, see the General Instructions for more detail of the authorized individual who must sign the report.

I, Benjamin M. Watson
 Name of the Holding Company Director and Official
Chairman of the Board and President
 Title of the Holding Company Director and Official

attest that the *Annual Report of Holding Companies* (including the supporting attachments) for this report date has been prepared in conformance with the instructions issued by the Federal Reserve System and are true and correct to the best of my knowledge and belief.

With respect to information regarding individuals contained in this report, the Reporter certifies that it has the authority to provide this information to the Federal Reserve. The Reporter also certifies that it has the authority, on behalf of each individual, to consent or object to public release of information regarding that individual. The Federal Reserve may assume, in the absence of a request for confidential treatment submitted in accordance with the Board's "Rules Regarding Availability of Information," 12 C.F.R. Part 261, that the Reporter and individual consent to public release of all details in the report concerning that individual.

Benjamin M. Watson
 Signature of Holding Company Director and Official
5/13/2021
 Date of Signature

For holding companies not registered with the SEC—
 Indicate status of Annual Report to Shareholders:

is included with the FR Y-6 report
 will be sent under separate cover
 is not prepared

For Federal Reserve Bank Use Only

RSSD ID _____
 C.I. _____

Date of Report (top-tier holding company's fiscal year-end):
December 31, 2020

Month / Day / Year
N/A

Reporter's Legal Entity Identifier (LEI) (20-Character LEI Code)

Reporter's Name, Street, and Mailing Address
BSJ Bancshares, Inc

Legal Title of Holding Company
P.O. Box 7

(Mailing Address of the Holding Company) Street / P.O. Box
St. Joesph Louisiana 71366
 City State Zip Code

307 Plank Road, St. Joseph, LA 71366
 Physical Location (if different from mailing address)

Person to whom questions about this report should be directed:
Mike Thompson Secretary
 Name Title

(318) 766-3246
 Area Code / Phone Number / Extension

(318) 766-4564
 Area Code / FAX Number

mthompson@crosskeys.bank
 E-mail Address

N/A
 Address (URL) for the Holding Company's web page

Is confidential treatment requested for any portion of this report submission? 0=No 1=Yes 0

In accordance with the General Instructions for this report (check only one),

1. a letter justifying this request is being provided along with the report

2. a letter justifying this request has been provided separately ...

NOTE: Information for which confidential treatment is being requested must be provided separately and labeled as "confidential."

For Use By Tiered Holding Companies

Top-tiered holding companies must list the names, mailing address, and physical locations of each of their subsidiary holding companies below.

Legal Title of Subsidiary Holding Company

(Mailing Address of the Subsidiary Holding Company) Street / P.O. Box

City State Zip Code

Physical Location (if different from mailing address)

Legal Title of Subsidiary Holding Company

(Mailing Address of the Subsidiary Holding Company) Street / P.O. Box

City State Zip Code

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City State Zip Code

Physical Location (if different from mailing address)

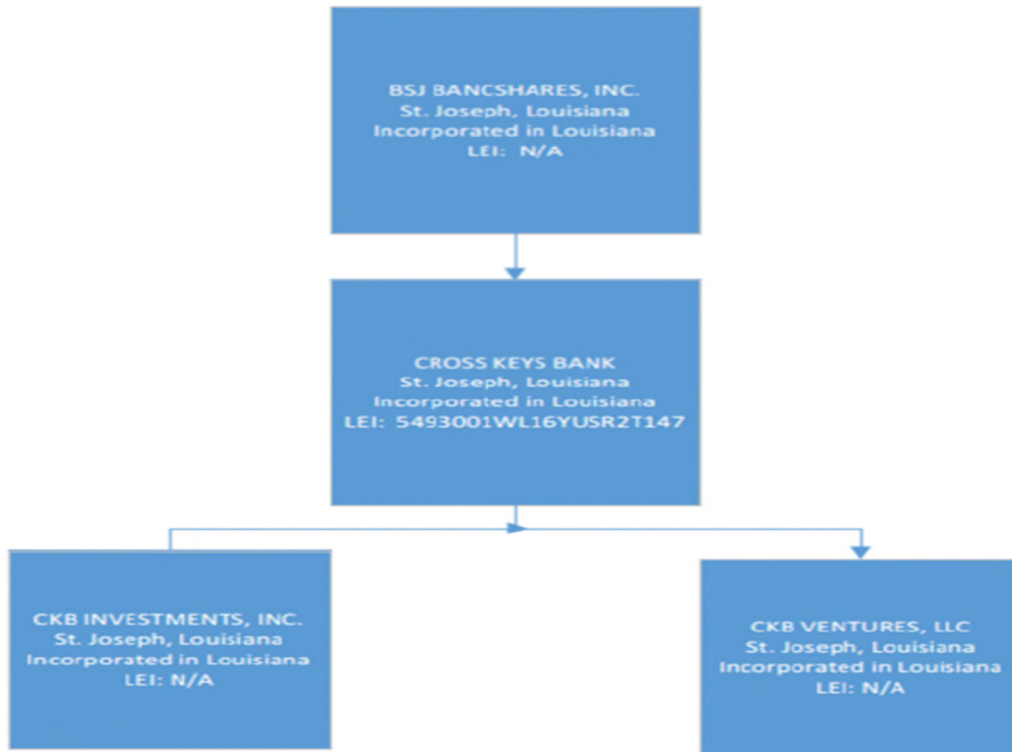
FORM FR Y-6

**BSJ BANCSHARES, INC
ST JOSEPH, LOUISIANA**

FISCAL YEAR ENDING DECEMBER 31, 2020

Report Item:

- 1: The bank holding company prepares an annual report for its shareholders.**
- 2: Organization Chart**



BSJ Bancshares, Inc., has no ownership interest in any institution other than Cross Keys Bank. At present, BSJ Bancshares, Inc., owns 40,000 shares, or 100%, of Cross Keys Bank stock. Cross Keys Bank owns 100% of the stock of CKB Investments, Inc. Cross Keys Bank owns 100% of the stock of CKB Ventures, LLC.

Results: A list of branches for your depository institution: **CROSS KEYS BANK (ID_RSSD: 755252)**.
 This depository institution is held by **BSJ BANCSHARES, INC. (1132382)** of **SAINT JOSEPH, LA**.
 The data are as of **12/31/2020**. Data reflects information that was received and processed through **01/05/2021**.

Reconciliation and Verification Steps

1. In the **Data Action** column of each branch row, enter one or more of the actions specified below
2. If required, enter the date in the **Effective Date** column

Actions

- OK:** If the branch information is correct, enter 'OK' in the **Data Action** column.
- Change:** If the branch information is incorrect or incomplete, revise the data, enter 'Change' in the **Data Action** column and the date when this information first became valid in the **Effective Date** column.
- Close:** If a branch listed was sold or closed, enter 'Close' in the **Data Action** column and the sale or closure date in the **Effective Date** column.
- Delete:** If a branch listed was never owned by this depository institution, enter 'Delete' in the **Data Action** column.
- Add:** If a reportable branch is missing, insert a row, add the branch data, and enter 'Add' in the **Data Action** column and the opening or acquisition date in the **Effective Date** column.

If printing this list, you may need to adjust your page setup in MS Excel. Try using landscape orientation, page scaling, and/or legal sized paper.

Submission Procedure

When you are finished, send a saved copy to your FRB contact. See the detailed instructions on this site for more information.
 If you are e-mailing this to your FRB contact, put your institution name, city and state in the subject line of the e-mail.

Note:
 To satisfy the **FR Y-10 reporting requirements**, you must also submit FR Y-10 Domestic Branch Schedules for each branch with a **Data Action** of **Change, Close, Delete, or Add**.
 The FR Y-10 report may be submitted in a hardcopy format or via the FR Y-10 Online application - <https://y10online.federalreserve.gov>.

* FDIC UNINUM, Office Number, and ID_RSSD columns are for reference only. Verification of these values is not required.

| Data Action | Effective Date | Branch Service Type | Branch ID_RSSD* | Popular Name | Street Address | City | State | Zip Code | County | Country | FDIC UNINUM* | Office Number* | Head Office | Head Office ID_RSSD* | Comments |
|-------------|----------------|----------------------------|-----------------|--------------------|--------------------|--------------|-------|----------|----------|---------------|--------------|----------------|-----------------|----------------------|----------|
| OK | | Full Service (Head Office) | 755252 | CROSS KEYS BANK | 307 PLANK ROAD | SAINT JOSEPH | LA | 71366 | TENSAS | UNITED STATES | Not Required | Not Required | CROSS KEYS BANK | 755252 | |
| OK | | Full Service | 3536229 | MONROE BRANCH | 1401 HUDSON LN | MONROE | LA | 71201 | OUACHITA | UNITED STATES | Not Required | Not Required | CROSS KEYS BANK | 755252 | |
| OK | | Full Service | 1393213 | STERLINGTON BRANCH | 167 KEYSTONE ROAD | MONROE | LA | 71203 | OUACHITA | UNITED STATES | Not Required | Not Required | CROSS KEYS BANK | 755252 | |
| OK | | Full Service | 3536256 | RAYVILLE BRANCH | 1909 LOUISA STREET | RAYVILLE | LA | 71269 | RICHLAND | UNITED STATES | Not Required | Not Required | CROSS KEYS BANK | 755252 | |
| OK | | Full Service | 5377202 | SHREVEPORT BRANCH | 4855 LINE AVENUE | SHREVEPORT | LA | 71106 | CADDO | UNITED STATES | Not Required | Not Required | CROSS KEYS BANK | 755252 | |
| OK | | Full Service | 1429158 | TALLULAH BRANCH | 115 N CHESTNUT ST | TALLULAH | LA | 71282 | MADISON | UNITED STATES | Not Required | Not Required | CROSS KEYS BANK | 755252 | |
| OK | | Full Service | 3536247 | WEST MONROE BRANCH | 400 MCMILLAN RD | WEST MONROE | LA | 71291 | OUACHITA | UNITED STATES | Not Required | Not Required | CROSS KEYS BANK | 755252 | |

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BSJ Bancshares, Inc
 St. Joseph, Louisiana
 Fiscal Year Ending 12/31/2020

Report Item 3: Securities Holders

| Current Securities Holders with ownership, control or holdings of 5% or more with power to vote as of fiscal year ending 12/31/2020 | | | Securities Holders not listed in 3(1)(a) through 3(1)(c) that had ownership, control or holdings of 5% or more with power to vote during the fiscal year ending 12/31/2020 (but not at fiscal year-end) | | |
|---|---|--|---|---|--|
| (1)(a) Name & Address (City, State, Country) | (1)(b) Country of Citizenship or Incorporation | (1)(c) Number and Percentage of Each Class of Voting Securities | (2)(a) Name & Address (City, State, Country) | (2)(b) Country of Citizenship or Incorporation | (2)(c) Number and Percentage of Each Class of Voting Securities |
| Watson/Vizard Family | United States | 161,491 shares 47.8646% | None | | |
| Rebecca Vizard, Joseph, Louisiana | St. United States | 58,519 shares 17.2469% | | | |
| Scott H. Watson, Joseph, Louisiana | St. United States | 22,434 shares 6.6118% | | | |
| William B. Watson, Sr. Monroe, Louisiana | United States | 21,700 Shares 6.3955% | | | |
| Benjamin M. Watson, St. Joseph, Louisiana | United States | 21,684 shares 6.3908% | | | |
| Michael Ross Vizard, Nashville, Tennessee | United States | 11,607 shares 3.4209% | | | |
| Sarah Vizard, Orleans, Louisiana | New United States | 11,557 Shares 3.4061% | | | |
| Michael Rene Vizard, St. Joseph, Louisiana | United States | 10,315 shares 3.0401% | | | |
| William B. Watson Jr. Baton Rouge, Louisiana | United States | 721 Shares 0.2125% | | | |
| Anna Kate Tonore, Worth, Texas | Ft. United States | 721 Shares 0.2125% | | | |
| Allie Elizabeth Watson, Monroe, Louisiana | United States | 721 Shares 0.2125% | | | |
| Elizabeth Watson, Joseph, Louisiana | ST. United States | 600 Shares 0.1768% | | | |
| Philip N. Watson, Joseph, Louisiana | ST. United States | 600 Shares 0.1768% | | | |
| Karen Watson, Monroe, Louisiana | United States | 345 Shares 0.1017% | | | |
| Linda K. Watson, Joseph, Louisiana | St. United States | 125 Shares 0.0368% | | | |

Form FR Y-6

BSJ Bancshares, Inc.
St. Joseph, Louisiana
Fiscal Year Ending 12/31/2020

Report Item 4: Insiders

| (1) Name & Address (City, State, Country) | (2) Principal Occupation, if other than with holding company | (3)(a) Title/Position with holding company | (3)(b) Title/Position with Subsidiaries (including subsidiary name) | (3)(c) Title/Position with Other Businesses (including business name) | (4)(a) Percentage of Voting Securities in holding company | (4)(b) Percentage of Voting Securities in Subsidiaries (including subsidiary name) | (4)(c) Percentage of Voting Securities in any other co. (including co. name) if ≥ 25% |
|--|--|--|---|---|--|---|---|
| William B. Watson, SR. Monroe, LA USA | Attorney | Principal Securities Holder | Legal Counsel, Cross Keys Bank | Partner, Watson McMillin & Street, LLP | 6.3955% | | 50% W&M Ventures, LLC, 50% Watson Mcmillin Street, LLP, 33.3% Watson Brothers Farms, 100% Watson- Hogue, LLC, 50% Norwat, LLC, 50% ClauWat, LLC |
| Rebecca W. Vizard St. Joseph, LA USA | Designer | Principal Securities Holder | Chief Executive Officer, Cross Keys Bank | | 17.2469% | | 50% BVIZ, LLC, 37.50% Vizard Improvements LLC, 33.33% HMV, LLC, 43.32% Touchdown Holding Family Limited Partnership |
| Michael Rene Vizard St. Joseph, LA USA | Banker | Vice-Chairman of the Board | Chief Financial Officer, Cross Keys Bank | | 3.0401% | | 50% BVIZ, LLC, 37.50% Vizard Improvements LLC, 33.33% HMV, LLC |
| Benjamin M. Watson, St. Joseph, LA USA | Banker | President | | | 6.3908% | | 33.33% Watson Brothers Farms |
| Scott H. Watson Tallulah, LA USA | Chemical/Seed Store Manager | Principal Securities Holder | | | 6.6118% | | 33.33% Watson Brothers Farms |

| | | | | | | |
|--|---------------------------|--------------------------------|-----|---|---------|---|
| | | | | Director, President Choctaw Planting Co, Inc., Director President Goldman Enterprises, Inc., Director, President Two-Three, Inc., Director, President C,E & K, Inc. | 0.9393% | 100% Choctaw Planting, Co. Inc., 50% Goldman Enterprises, Inc., 50% Two-Three, Inc., 50% C, E, & K, Inc., 33.3% Gold Water Partners, 33.3% Goldman Investments, LLC. |
| Harry T. Goldman III Waterproof, LA USA Michael Ross Vizard Nashville, Tennessee | Retired Farmer | Principal Securities Holder | | | | |
| Sarah Vizard New Orleans, Louisiana | Bulk oil distribution | Principal Securities Holder | N/A | N/A | 3.4209% | N/A |
| William B. Watson Jr. Baton Rouge, Louisiana | Retail Sales/Marketing | Principal Securities Holder | N/A | N/A | 3.4061% | N/A |
| Anna Kate Tonore Ft. Worth, Texas | Realtor | Principal Securities Holder | N/A | N/A | 0.2125% | N/A |
| Allie Elizabeth Watson Monroe, Louisiana | Homemaker | Principal Securities Holder | N/A | N/A | 0.2125% | N/A |
| Elizabeth Watson ST. Joseph, Louisiana | Dentist | Principal Securities Holder | N/A | N/A | 0.2125% | N/A |
| Philip N. Watson ST. Joseph, Louisiana | Student | Principal Securities Holder | N/A | N/A | 0.1768% | N/A |
| Karen Watson Monroe, Louisiana | Student | Principal Securities Holder | N/A | N/A | 0.1768% | N/A |
| Linda K. Watson St. Joseph, Louisiana | Homemaker | Principal Securities Holder | N/A | N/A | 0.1017% | N/A |
| | Attorney | Principal Securities Holder | N/A | N/A | 0.0368% | N/A |

A PUBLICATION OF CROSS KEYS BANK | SPRING 2021 | ISSUE 54



Cross Keys Bank

2021

NEWSLETTER

the one where we were
QUARANTINED

Cross Keys Bank is a full-service bank founded in 1902 to meet the needs of a growing community. For the past 119 years, service, honor, and integrity have been the guiding principles of Cross Keys Bank, but personal commitment is what sets us apart. We are neighbors and friends who value the traditions that strengthen community while embracing the innovations that make life a little more convenient for everyone. From personal deposits, loans, insurance, and mortgage loans, to a full range of business banking products, the friendly professionals at Cross Keys Bank are here for you. Visit any of our convenient locations or call on us if you need help with any of our products.

Our mission is to help our customers succeed. By their success, we will succeed.



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Letter from the President

We have officially closed the door on the most challenging year of our collective lives! When faced with all the monumental challenges, I am proud to say that our bank and our employees remained dedicated. The work that everyone did was outstanding. Even when faced with *sickness, health issues, family and death, the Coronavirus pandemic, and work issues*, they stepped up to the plate. I am so proud of the CKB team.

Over the past years, we have had our annual Employee Day on President's Day. Due to the COVID-19 pandemic, we could not have the event this year. The pandemic didn't stop us from having our T-shirt slogan contest which had 21 submissions. Katie H. Santiago submitted the winner, "E-M-P-L-O-Y-E D-A-Y 2021, the one where we were QUARANTINED".



Starting 2020 was a typical January for us at the bank. On January 31, 2020, the China Wuhan Coronavirus Task Force declared a Public Health Emergency. While February was relatively normal, there was growing anxiety over the virus spreading. On March 16, 2020,

we closed the bank lobbies. Everything was shutting down, and people were told to stay home. Cross Keys Bank dived into the Payroll Protection Program (PPP) just like most community banks did across the country. It seemed as though we were literally building the airplane as we were flying it. And we had a new interim final guidance rule come out daily! On April 9, 2020, we closed our first PPP loan. Our team worked late nights and weekends to get help for our customers' businesses that desperately needed the funds to survive. *With lobbies closed*, we closed 491 loans totaling \$49.6 MM in volume through our drive-thru lanes or meeting customers in our parking lots to sign documents. It is truly unbelievable the number of loans closed from April 9 to July 7.

The second round of PPP loans has begun in 2021, and we are working diligently to get those closed. I will say it is a much smoother process this time. While it seems as though the entire world is "QUARANTINED" and our lobbies remain closed, we continue to serve our communities and do business with our customers by appointment or at the drive-thru.

I urge you to use Cross Keys for all of your banking needs, including one of the new conveniences we've rolled out for our customers called Key Pay. It's similar to Pay Pal, but better! If you haven't already, you should check out Key Pay on our mobile app. It allows you to send money safely and conveniently through your mobile device on the Cross Keys Bank app or website using your debit card. In addition to these types of conveniences, we have one of the best mortgage departments and insurance departments in our area. I encourage you to give them a call to see what they can do for you.

I'm looking forward to 2021 and beyond. While I believe we have entered a new era with new challenges, I still believe the most important part of our job is *to take care of our customers!*

Shane Bridges, Cross Keys Bank, President



Letter from the Chief Executive Officer

The Foundation of Trust: Service, Honor, and Integrity

Service with honor and integrity are virtues that help create the foundation of trust that our customers expect. If you think about it, they deserve no less.

Today it seems the only purpose of the U.S. Postal Service is to safeguard the delivery of political fundraising “junk mail” as email and social media have overtaken traditional mail as the “carrier of news and knowledge.” Like electronic mail options allow, and unless you are lucky enough to have staff support to filter your mail, one can’t direct hand-delivered “snail mail” to a real trash can or junk box before it gets delivered. This single phenomenon of electronic mail and E-commerce has increased the efficiency of communication by untold multiples.

At Cross Keys Bank, we understand the value of time regardless of how you choose to access your bank account balances. Whether through internet banking, mobile banking, email notifications, text messages, remote deposits, or delivering statements via U.S. Mail, we strive to provide the most efficient means of delivering services safely and securely.

As I write this letter, it’s 18 degrees, and the entire South is engulfed in a severe winter snow and ice event. The Texas power grid’s failure has been in the news for days, and people have been without power and water with little knowledge of when utilities will be

restored. Yet, with just a few key representatives on call, we have been able to staff our branches and continue delivering vital banking resources and services to our customers throughout the disaster.

During times of crisis, the true grit and determination to succeed and overcome challenges reveal our nation’s heroes. I am proud of our team led by Shane Bridges, Mandy Smart, and ALL of our Cross Keys Bank employees. They are indeed the unsung heroes of the day and deserve recognition. They have been working under incredibly stressful conditions since the outbreak of COVID-19, and this latest disaster, what I call CoFreeze-21, has once again challenged our employees to step up and make the difference.

The following is a message I share with every new employee at Cross Keys Bank and often remind our staff of these virtues when reflecting on our performance and seeking ways to improve. If I have shared this with you before, forgive me, but I believe it’s worth repeating. I think you will see that CKB is truly a special bank, and we are so thankful for having the opportunity to serve you!

Welcome to Cross Keys Bank!

The very best advertisement for the bank is free and comes in the form of a satisfied customer. With a rich history since 1902, our continuing commitment is to provide our customers and communities the best customer service possible. Commitment to customer confidentiality is an absolute imperative, and we understand the value in customers’ trust that is cultivated through service with honor and integrity.

We welcome you to our bank and know that you will become just as interested as we are in maintaining the high standard of service upon which our bank was built. We are confident that you will derive tremendous satisfaction from your work no matter where you serve or in what capacity.

Cont’d on next page

Letter from the Chief Executive Officer Cont'd

As you begin your association with us, you will realize that you ARE Cross Keys Bank. You have a duty of loyalty, and your attitude, gratitude, conduct, manners, grooming, dress, and performance reflect not only on you as an individual but also on the bank. I encourage you to take pride in yourself, your job, and your new responsibilities. With respect for one another, there should be no obstacles to achieving our goals.

Your future is tied closely to the success of Cross Keys Bank. You may have heard the old adage, "The sum of the parts equals the whole." Your performance will be measured by the effort you make, the results you achieve, and the impact your contributions have on our success as a whole. We are pleased to have you as a Cross Keys Bank family member and look forward to working with you.

Welcome aboard!

Michael Vizard, *Cross Keys Bank, CEO*



Adapting to a Digital World

At Cross Keys Bank, we all know that digital banking is extremely important to our customers and this couldn't have been truer than in 2020.

An excerpt from *The Financial Brand* brings up some interesting points:

"Just because more consumers than ever have moved to digital banking options doesn't mean that they no longer want their financial institution to know them, look out for them, and reward them on an individual basis. In fact, in an increasingly digital world, the ability to connect on a human level may be more important than ever. For those financial institutions that can find the right mix of digital and humanity, the reward will be an increasing level of trust and relationship growth driven by personal connections.

There is little argument that the use of digital channels is beneficial to financial institutions from an economic perspective. But providing a digital alternative is not enough. Digital interactions must be fast, easy and have a level of personalization and humanity that more than matches what was available in physical locations. Without a strong user experience, and one-to-one understanding of the needs and best next action for the consumer, trust can be lost and financial institutions will be viewed more as a utility than a trusted advisor."

This article underscores the fact that any personal interaction with our customer has to be a positive experience. Our customers trust that the person they are speaking with views them as more than just a number and are knowledgeable about helping address their needs, whatever they may be.

Our tellers and front line staff have always been the face of the bank and that has never been more apparent than now. They are trained to know what products are a best fit for our customers. Still, customer feedback is critical. E-Banking and the digital innovations we introduce to our customers are a key component of fulfilling our mission to help our customers succeed, and cannot exist without your input. So, please let us know how we are doing!

Cross Keys Bank will continue to expand our digital products. We currently offer online banking, mobile banking, Key Pay (this allows person-to-person transfers of funds via our mobile banking app), contactless debit cards and mobile wallets. Suffice it to say, we are constantly on the lookout for opportunities to improve our digital services.

With all of these digital products comes the need to keep the data safe. As we expand our digital products we continually work with our vendors, new and existing, to ensure our customers' information is kept confidential and safe.



WE MAKE HOME HAPPEN

Whether you are looking for your first home or your next home, we can help make your dream home a reality. Our local lenders can help find the loan that best suits your needs, and close in less than 30 days.

Conventional

FHA

VA and Rural Development (100% Financing)



Beverly Joiner
Senior Vice President
Mortgage Loan Officer
318.361.9050
NMLS #754906



Landon Joiner
Mortgage Loan Officer
318.361.9050
NMLS #1713077



Jeremy Lowe
Mortgage Loan Officer
318.361.3126
NMLS #1958333



Kelly Burt
Mortgage Loan Officer
318.698.3246
NMLS #952828



Tammy McKee
Mortgage Loan Officer
318.698.3246
NMLS #343792



Cross Keys Bank Mortgage

www.crosskeys.bank

Member
FDIC
EQUAL OPPORTUNITY
LENDER
NMLS ID #743038

Recognizing Retiree



Pam Essex at our 2020 Employee Day
Pam Essex – Tallulah Branch, 8 years

Employee Promotion



Shelly Harrell
VP, Board Secretary, Executive Administrative Assistant, Portfolio Manager

Shelly started at Cross Keys Bank in January 2010, but has been in banking since 2000. She and her husband, Jeremy, have been married for almost 16 years and have one wonderful daughter, Allie. She enjoys spending time with her family, reading, and spending time at her camp on the river.

New Employees

Brittany Adams,
West Monroe

Baylee Hutchinson,
Rayville

Miranda Monnin,
Monroe

Keisha Washington,
Mortgage, Monroe

Katie Bryan,
Monroe

Ashley Kutz,
Mortgage, Monroe

JoErin Perkins,
West Monroe

Skyler Wright,
West Monroe

Charlotte Calcote,
Sterlington

Wade Matthews,
Headquarters, Monroe

Amanda Simms,
Rayville

Josh Copes,
Tallulah

Teri Mays,
Mortgage, Shreveport

Leslie Trichell,
Mortgage, Monroe

Top 20 Under 40 Nominee



Taylor Varner Hoffman, Top 20 under 40 nominee, receiving her 2019 Employee of the Year Award with Shane Bridges

Each year, the Monroe Chamber of Commerce, the Northeast Louisiana Young Professionals, and BayouLife Magazine recognize the top 20 under 40 professionals in our area. The Top 20 Under 40 nominees are advancing in their careers, active in the community, and dedicated to making Northeast Louisiana a better place to live and work.

Taylor Varner Hoffman was recognized as one of the nominees for the Top 20 Under 40 Professionals Award. Taylor began her career as a teller and within two years was promoted to Universal Banker and was recognized as our Employee of the Year in 2019. She attended the University of Louisiana at Monroe and is a licensed Notary. She supports the Cinderella Project and Toys for Tots. She has also assisted with the United Way of Northeast Louisiana Dollars and Sense Fair.



SIGNATURE SPACE BUILT FOR BUSINESS

Conveniently located and competitive on price. Just a couple of ways we respect your time, all of the time.

On Site Management, Full Service Leases

Office Suites • Flexible Floor Plans • Conference Room
Nightly Janitorial Service • Security Cameras

Call today to arrange a full tour.

Babbette Adcock

Property Manager

318.361.3132

babs@crosskeys.bank



Cross Keys Bank Building

In the Mid-City Business District with easy access to I-20
1401 Hudson Lane, Monroe

Cross Keys Bank Employee Awards Recognition

Unfortunately we were not able to gather for Employee Day like we have done annually due to the pandemic, but Cross Keys Bank remains dedicated to highlighting the successes of our employees and our customers.

Years of Service Awards

Each year we recognize employees who have hit milestones in their years of service to Cross Keys Bank. Pete Hays, Taylor Hoffman, and Lee Riordan celebrated five years of service. Kelly Coates, Shelly Harrell, Lacy Roberts, Jeremy Rodden, and Megan Smith celebrated 10 years of service. Holli Morren Crow celebrated 15 years of service.

Employee of the Year

Congratulations to Pete Hays for being named our 2020 Employee of the Year! Pete has been part of our Cross Keys Bank family since 2015 and currently serves as Senior Vice President, Market Manager at our Shreveport branch.



When you think about 2020 and PPP, you should instantly think of Pete Hays and how he took charge of this for the bank. His coworkers don't recall ever hearing him complain about the increased workload and it was clear Pete's mission was simply to get others the help they needed. He educated our loan officers who then educated business members of each community on the details of PPP loans, making a noticeable impact on each community. In addition to helping Cross Keys Bank with our PPP loan requests, he also received calls from other banks asking for his guidance.

Pete is always pleasant and willing to help. One of his coworkers made the joke that he wears his Cross Keys Bank shirts everyday and his Cross Keys Bank pin on his pajamas at night! Pete is a very caring person and his warm personality towards others makes for a GREAT employee of Cross Keys Bank.

FREE CHECKING

NO MONTHLY FEES

NO MINIMUM BALANCE



If you need a simple checking account without having to pay for the extra features that you never use, *Free Key Checking* is just right for you! With this free account, you never have to worry about bank fees again. There is no minimum balance requirement and you don't have to sign up for e-statements to avoid a service charge. When we say free, we mean FREE!



Cross Keys Bank

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Homemade Mask Donations

At the start of the pandemic, Cross Keys Bank Building Property Manager, Babbette Adcock, and Cross Keys Bank customer, Deanna Shively, put their sewing skills to good use making masks for local healthcare workers! The washable and reusable masks were to be used with N95 masks to extend their use during the shortage.



Customer Appreciation

Our Rayville Branch displayed their creative side to their customers to show how much we love them and appreciate all of their business during these difficult times.



Nurses Week

During Nurses Week, Lee Riordan and Johnny Williams provided the nurses at Richland Parish Hospital lunch in appreciation of their tireless work!

Cross Keys Travel Club

Although The Cross Keys Travel Club was able to make visits to Australia, Rome and the Amalfi Coast, and New York City in 2019, we have been grounded since the pandemic changed everything. Hopefully, the vaccines and other measures will bring resolution to this tragic time in the history of our world. As we look toward the future, there are many who plan to resume activities that they enjoyed in the past, and travel is a popular choice.

While we certainly don't have any trips departing at this stage, we are cautiously preparing to offer some safe and entertaining options because these trips must be planned well in advance; up to a year in most cases. Since our last two planned trips were canceled, we offered the same tours to those who had booked those trips; and everyone signed up again!

Exploring Greece and Its Islands

September 29th-October 14th, 2021

Discover the magnificent ruins of ancient Greece and bask in the brilliance of the Mediterranean. This comprehensive journey explores Greece's most important ancient monuments, including the famed Temple of Zeus, the archaeological site of Olympia, and ancient artifacts of Delphi. In Athens, enjoy traditional cuisine, wine, and entertainment at a family-owned taverna in the lively Plaka district. Explore Athens on a comprehensive tour of the incredible Acropolis. Visit a local farm in the countryside to see how olive oil and wine are produced. Learn how to cook traditional Mediterranean cuisine during a cooking demonstration. Wander the winding streets, vineyards, marketplaces, and beaches of Mykonos and Santorini. Explore the excavations of the ancient city at Akrotiri, the most important prehistoric settlement found anywhere in the Eastern Mediterranean. Learn the history of this fascinating country from local experts on guided tours of Athens, Meteora, Delphi, and Olympia. Throughout your journey, experience the iconic sights of Greece's Classical age with ample time to explore on your own.

Spotlight on Santa Fe

April 23rd-29th, 2022

Discover why Santa Fe embraces "The City Different" moniker on this Southwestern getaway. Kick off your journey with a locally guided walking tour through the Santa Fe Plaza, the historic heart of the city where you'll stop at some of the city's landmark sites like the Santa Fe Indian Market, Palace of the Governors, and Loretto Chapel. Try your hand at making tamales at the

Santa Fe School of Cooking. Uncover the sculpted canyons and cliff dwellings once inhabited by the Pueblo Indians at Bandelier National Monument. Santa Fe's flourishing art scene, Native American roots, and welcoming atmosphere await.

We will travel only when it is safe to do so, and these dates may be postponed again if conditions require it. A small deposit will reserve seating until actual departure, and the deposit is fully refundable until 90 days prior to beginning the trip. Bookings are available at this time, but seating is limited.



Jim Cuthbert

318.237.5833

bankerpaw@yahoo.com





Tablet Donation

Jeremy Rodden presented Paige Grady, of Legacy Nursing and Rehabilitation in Tallulah, with a second tablet donation so that residents can connect virtually with their loved ones.



Meet and Greet

A Meet and Greet was held for the late Luke Letlow at The Vizards' home on Lake Bruin. The introduction was done by his longtime friend and Cross Keys Bank board member, Scott Franklin. Pictured in the group are Mike Thompson, Brooke Spillars, guests of honor Julia and Luke Letlow, Shane Bridges, Scott Franklin, Tru Goldman, Michael Vizard, Ben Watson, and Marcella Vinson.



Lady Trojans Victory

The Tallulah Academy Lady Trojans Junior High girls' basketball team won the District 4 -1A Championship for the second consecutive year. This was a hard fought game. The Lady Trojans held the Franklin Academy Lady Cougars to 3 second-half points to win 23 – 18.

Front row Left to Right: Carley Morgan, Caroline Miller, Cathryn Oliver, Emily Fortenberry, Emery Hill, and Julia Moberley
Back row: Carrie Beth Miller, Rachel Florice, Abigail Kennedy, Evelyn Morgan, Emma Collins, Chandler Wood, Abby Martin, Jacklyn Eakes, and Coach Scott Watson

Tensas Parish 4-H Great Pumpkin Contest

Christian shared his progress with us for the Tensas Parish 4-H Pumpkin Growing Contest that ended in October. We look forward to this contest each year! Christian is the son of Susan Hosea from our St. Joseph branch.



St. Joseph Anniversaries

We celebrated Mike Thompson, Susan Hosea and Amanda Jinks, who all had work anniversaries, and said farewell to Sydney Booth.



Monroe Chamber Golf Classic

Chris Fuller, Executive VP, CLO, and Chad Monsour, SVP, Insurance, participated in the 14th Annual Monroe Chamber of Commerce Golf Classic. They are pictured with customer Stefan Green and event sponsor Damon Marsala.



2021 Snowmageddon

In February 2021, a historic winter storm affected not only North Louisiana, but portions of the entire southeastern region of the United States. While road conditions didn't allow for travel, water pressure was low, and grocery store shelves were bare, our Cross Keys Bank employees made the most of the snowy weather we so rarely get to enjoy!



OUR PROMISE YOUR PROTECTION

No one knows what the future holds, but with proper planning and coverage from Cross Keys Insurance, you can relax knowing that you're prepared for anything. We represent many excellent insurance carriers to provide products for both personal and business risks.

Contact us today at 318.340.0027 to learn more about Commercial Insurance, Personal Insurance and Life & Health Insurance.



Chad Monsour
Senior Vice President
cmonsour@crosskeys.bank



Rhonda Roberson
Customer Service Representative
rroberson@crosskeys.bank



Cross Keys Bank
Insurance

MEMBER OF 
Community Financial
INSURANCE CENTER

Cross Keys Bank Building 1401 Hudson Lane, Suite 100 Monroe

Not a deposit • Not FDIC insured • Not insured by any federal government agency • Not guaranteed by "the bank" • May go down in value • Insurance agent may be employed by "the bank" or a third party • The insurance company, and not "the bank" is underwriting the insurance product.



Cross Keys Bank

2021

NEWSLETTER

the one where we were
QUARANTINED

2020 Annual Report



Message to our Shareholders and Customers

Dear Friends,

For the year ended December 31, 2020, BSJ Bancshares, Inc. had total earnings of \$4,550,788, with taxable income expected to approximately equal \$3,650,000. Total assets as of that date were \$447,084,643, which represents growth of just over ten percent in the last year. We do, however, acknowledge that this much growth would likely not have been attained were it not for our great success in helping 491 borrowers obtain Paycheck Protection Program loans with SBA guarantees that were authorized by the CARES Act to help mitigate financial damage to many business due to the COVID-19 pandemic. While this pandemic caused 2020 to be a very trying year, we came through it with good financial results while also making a significant contribution to our Reserve for Loan Losses and charging down a portion of some credits whose recovery was becoming doubtful. As we move forward past 2020, we anticipate being able to dramatically reduce our Reserve contributions.

As always, we like to take time to thank all of our customers, employees, shareholders, and the communities we serve for allowing us that privilege. Our success only comes about by your patronage to Cross Keys Bank for all of your business and personal banking needs as a depositor and as a borrower.

We also ask that you encourage your friends and associates to utilize our services. We provide additional value with state of the art technology that gives you quick, secure and easy access to your accounts, and we have a top notch lending team that actively seeks loans to financially sound borrowers. Our Mortgage Department is capable of providing residential property financing just about anywhere, and the current environment of record low rates should make this product line especially attractive to all residential borrowers. Through our CKB Mobile Banking App, we provide you with a virtual branch at home and work that gives you both access to your accounts and the ability to deposit checks. Cross Keys Bank is also proud to introduce Key Pay, our very own P2P product - and it's FREE!! Key Pay allows any Cross Keys Bank customer with a debit card to send money both safely and conveniently through your mobile device or online internet banking.

We also provide the very best in debit card security, as we offer the SecurLOCK Equip mobile app. This app will allow you to manage and monitor the use of your Cross Keys Bank debit card with your smart phone. We continue to offer all types of insurance through Cross Keys Insurance Agency. Lastly, for those who are crossing over to Cross Keys Bank, we always provide the personal service that will make the transition of business to Cross Keys Bank from other institutions smooth and easy. So really, there is no better time than now to do all of your banking with Cross Keys Bank!

Sincerely,

A handwritten signature in black ink that reads "Benjamin M. Watson".

Benjamin M. Watson, President, BSJ Bancshares, Inc.



Board of Directors of Cross Keys Bank

Michael R. Vizard – *Chairman*
Shane Bridges – *Banker*
Kevin Bryan – *Architect*
Scott Franklin – *Businessman*
Jan Bagwell Johnston – *DDS*
E.D. Shaw, III – *Businessman*
Darrell VandeVen – *Planter*
Benjamin M. Watson – *Banker*
William Brooks Watson – *Attorney*

Board of Directors of BSJ Bancshares, Inc.

Benjamin M. Watson – *Chairman*
Harry Truman Goldman, III
Michael R. Vizard
Rebecca Vizard
Scott Watson
William Brooks Watson

Cross Keys Bank Officers

Michael R. Vizard – *Chief Executive Officer (CEO)*
Shane Bridges – *President & Chief Credit Officer (CCO)*
Mandy Smart – *Executive VP & Chief Operations Officer (COO)*
Benjamin M. Watson – *Executive VP & Chief Financial Officer (CFO)*
Chris Fuller – *Executive VP, Market President & Western Division
Chief Lending Officer (CLO)*

Walter Hillman – *Market President, Richland & Madison*
Mike Thompson – *Controller, Human Resources Director &
Market President, Tensas*

Bradley Bridges – *SVP, Market Manager, West Monroe*
Samuel C. Feldhaus – *SVP, IT & Information Security Officer*
Linda Green – *SVP, Credit Department Manager*
Pete Hays – *SVP, Market Manager, Shreveport*
William Handy – *SVP, Lending, Sterlington*
Beverly Joiner – *SVP, Mortgage Loan Officer*
Chad Monsour – *SVP, Cross Keys Insurance*
Lee Riordan – *SVP, Market Manager, CRA Officer, Sterlington*
Tracey Robinson – *SVP, Mortgage Department Manager*
Jeremy Rodden – *SVP, Market Manager, Tallulah*
Greg Scallan – *SVP, Lending, West Monroe*
William Brooks Watson – *SVP, Legal Counsel*

Patricia Ardis – *VP, Collection Officer*
Justin Gambill – *VP, Lending, Shreveport*
Shelly Harrell – *VP, Board Secretary, Executive Administrative
Assistant, Portfolio Manager*
Claire Rosenzweig – *VP, Assistant Controller*
Megan Smith – *VP, Compliance Officer*

Babbette Adcock – *AVP, Hudson Lane Leasing & Properties
Manager*
Kelly Coates – *AVP, BSA, OFAC, & Security Officer*
Sherry Darnell – *AVP, Electronic Banking Officer*
Robin McVay – *AVP, Branch Manager, St. Joseph and
Operations Assistant*
Sharon O'Briant – *AVP, Mortgage Department*

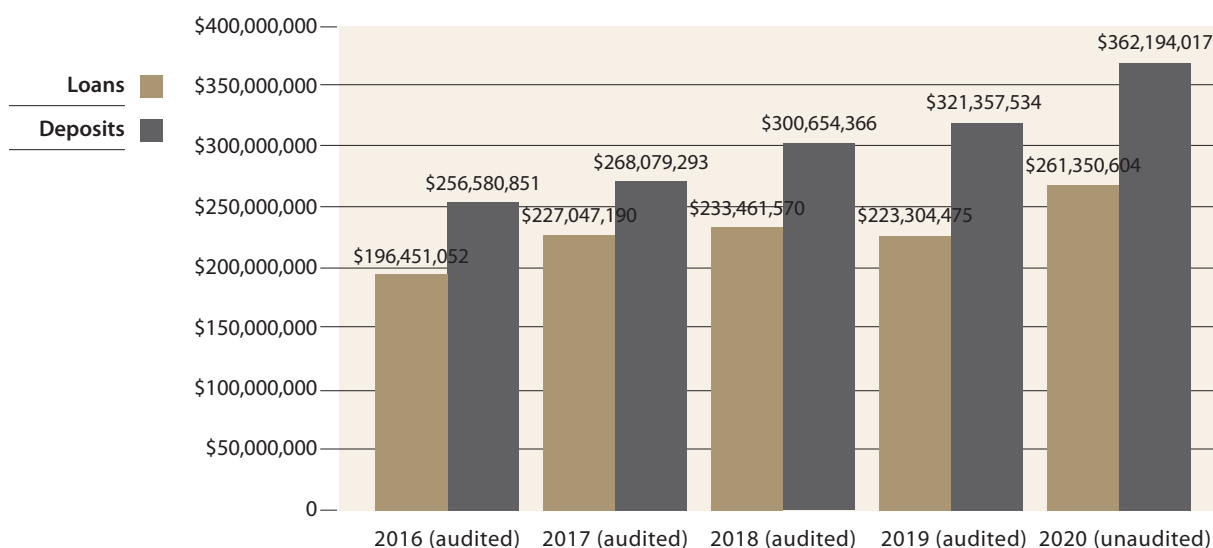
Kelly Burt – *Mortgage Loan Officer, Shreveport*
Josh Copes – *Loan Officer, Tallulah*
Landon Joiner – *Mortgage Loan Officer, Monroe*
Jeremy Lowe – *Mortgage Loan Officer, West Monroe*
Tammy McKee – *Mortgage Loan Officer, Shreveport*
Brooke Spillers – *Loan Officer, St. Joseph*
Johnny Williams – *Loan Officer, Rayville*

2020 Annual Reports

Comparative Statement of Condition

| RESOURCES AT YEAR END | 2016 (Audited) | 2017 (Audited) | 2018 (Audited) | 2019 (Audited) | 2020 (Unaudited) |
|--------------------------------------|----------------------|----------------------|----------------------|----------------------|----------------------|
| Cash and Due from Banks | \$22,183,952 | \$21,068,098 | \$28,732,377 | \$48,807,494 | \$37,975,736 |
| Investment Securities* | \$108,923,049 | \$91,260,612 | \$88,090,934 | \$111,443,557 | \$128,888,027 |
| Loans | \$196,451,052 | \$227,047,190 | \$233,461,570 | \$223,304,475 | \$261,350,604 |
| Provision For Loan Loss | (\$1,604,303) | \$2,151,607 | \$1,639,860 | \$1,741,510 | \$2,514,147 |
| Loans Net of Provisions For Loss | \$194,846,749 | \$224,895,583 | \$235,101,430 | \$221,562,965 | \$258,836,457 |
| Fed Funds Sold | \$0 | \$0 | \$15,000,000 | \$0 | \$0 |
| Bank Buildings/Equipment | \$5,111,211 | \$5,584,527 | \$7,357,763 | \$8,497,225 | \$8,173,883 |
| Interest Earned — Not Collected | \$2,006,431 | \$1,981,367 | \$2,163,298 | \$2,329,379 | \$2,843,406 |
| Other Assets | \$4,326,864 | \$9,377,344 | \$9,638,322 | \$10,339,854 | \$10,367,134 |
| Total Assets | \$337,398,256 | \$354,167,531 | \$386,084,124 | \$402,980,474 | \$447,084,643 |
| LIABILITIES AT YEAR END | 2016 | 2017 | 2018 | 2019 | 2020 |
| Deposits | \$256,580,851 | \$268,079,293 | \$300,654,366 | \$321,357,534 | \$362,194,017 |
| Repurchase Agreements | \$1,435,811 | \$1,143,166 | \$1,620,989 | \$2,364,522 | \$3,082,577 |
| FHLB Borrowings | \$36,542,513 | \$38,574,152 | \$33,710,418 | \$28,911,163 | \$27,006,405 |
| Other Liabilities | \$1,511,430 | \$2,922,361 | \$2,272,253 | \$2,128,756 | \$2,315,507 |
| Total Liabilities | \$296,070,605 | \$310,718,972 | \$338,258,026 | \$354,761,975 | \$394,598,506 |
| Capital | \$40,561,062 | \$42,596,509 | \$44,641,028 | \$46,268,382 | \$48,502,214 |
| Treasury Stock | \$0 | \$0 | \$0 | \$0 | \$0 |
| Number of Shares Treasury Stock | 0 | 0 | 0 | 0 | 0 |
| Unrealized Gain (Loss) on Sec | \$766,589 | \$852,049 | (\$94,650) | \$1,950,117 | \$3,983,923 |
| Total Stockholders Equity | \$41,327,651 | \$43,448,559 | \$44,546,3768 | \$48,218,499 | \$52,486,137 |
| Total Liabilities and Capital | \$337,398,256 | \$354,167,531 | \$382,804,404 | \$402,980,474 | \$447,084,643 |

LOANS & DEPOSITS

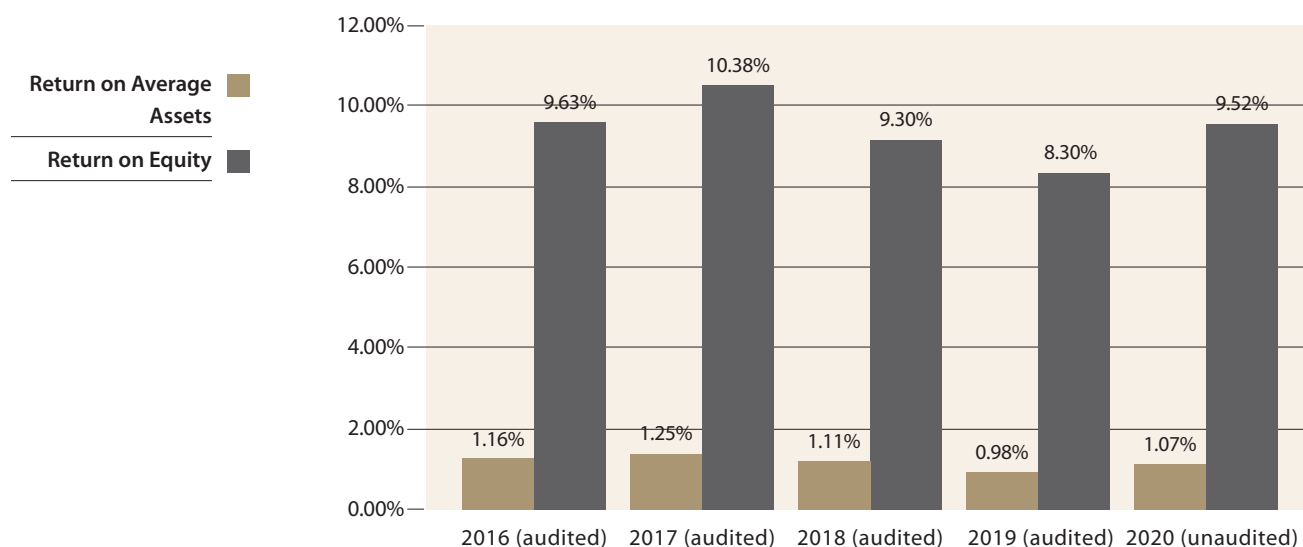


Comparative Statement of Earnings

| OPERATING INCOME | 2016 (Audited) | 2017 (Audited) | 2018 (Audited) | 2019 (Audited) | 2020 (Unaudited) |
|---|-------------------|-------------------|-------------------|-------------------|---------------------|
| Interest Income | \$13,890,594 | \$14,765,980 | \$16,424,812 | \$16,989,892 | \$16,986,102 |
| Interest Expense | \$1,622,625 | \$2,204,711 | \$3,337,858 | \$4,320,654 | \$2,362,689 |
| Net Interest Margin | \$12,267,969 | \$12,561,269 | \$13,086,954 | \$12,669,238 | \$14,623,413 |
| Other Income | \$4,054,832 | \$4,419,046 | \$4,104,789 | \$4,623,498 | \$6,465,430 |
| Total Income | \$16,322,801 | \$16,980,315 | \$17,191,743 | \$17,292,736 | \$21,088,843 |
| Operating Expenses | \$11,785,390 | \$11,908,224 | \$11,929,803 | \$12,123,669 | \$14,289,830 |
| Provision For Bad Debts | \$670,117 | \$757,963 | \$1,222,914 | \$1,408,803 | \$2,248,225 |
| Total Operating Expenses | \$12,455,507 | \$12,666,187 | \$13,152,717 | \$13,532,472 | \$16,538,055 |
| Federal Income Taxes | \$0* | \$0* | \$0* | \$0* | \$0* |
| Earnings After Taxes | \$3,867,294 | \$4,314,128 | \$4,039,026 | \$3,760,264 | \$4,550,788 |
| Earnings Per Share (BSJ Bancshares, Inc.) | \$11.59 | \$12.87 | \$11.98 | \$11.15 | \$13.41 |
| Shares Outstanding | 333,630 | 335,200 | 337,095 | 337,391 | 339,301 |
| Return on Average Assets | 1.16% | 1.25% | 1.11% | 0.98% | 1.07% |
| Return on Equity | 9.63% | 10.38% | 9.30% | 8.30% | 9.52% |
| Dividend Per Share | \$6.65 | \$7.30 | \$6.65 | \$6.45 | \$7.65 |

*No income tax due to 2012 Subchapter S conversion.

RETURN ON AVERAGE ASSETS & RETURN ON EQUITY





Cross Keys Bank



**ATM located at branch*

Monroe*

1401 Hudson Lane, Suite 100
318.361.9500

Rayville*

1913 Julia Street
318.728.6380

Sterlington*

167 Keystone Road
318.665.4511

Tallulah*

115 North Chestnut
318.574.3210

Newellton* (ATM Only)

3144 Highway 65
318.766.3246

Shreveport*

4855 Line Avenue
318.698.3246

St. Joseph*

307 Plank Road
318.766.3246

West Monroe*

400 McMillan Road
318.362.0023