

Gales named bank president

Written by Chris Lee

Friday, Aug. 7 Brian Gales will begin a new chapter in his banking career when he takes over as president of Bank of the West in Holyoke.

Gales, a native of the Sterling area, has been a financial advisor with the bank for nearly two and a half years and said it has been interesting.

“As far as the stock market goes, it’s been about the worst year since 1931,” Gales said. “It’s been a good experience and I’ve met a lot of good people.”

Gales had operated his own financial advising company before beginning with Bank of the West.

Current bank president John Schneider said he really liked what Gales was doing and wanted him to join the bank staff.

It took some convincing and arm twisting,” Schneider said.

Gales will continue to perform duties as a financial advisor while taking on the additional responsibilities as bank president. He said someone will be coming from Sterling a couple times a month to take over as a financial advisor.

“I feel the people here need a little more attention than a couple times a month, and this is something I can handle,” Gales said.

Change to his office schedule comes as another part of the job. Gales will be in the Holyoke office every day of the week as opposed to the four days he has been spending in the office.

“I’m excited to get this kind of opportunity,” he added. “I’ve got some big shoes to fill. John’s (Schneider) been pretty good to the community.”

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Continuing with quality customer service is a big goal for Gales. Also, taking care of the current customers is a top priority.

The bank will host an open house on Aug. 6 for Schneider who will retire after nearly 33 years as bank president. Gales will begin the following day.

“I’m proud to see Brian taking over,” Schneider said. “I saw the potential there and he’s done an excellent job for us. He’s also a wonderful asset to the community and area. If I owned the bank 100 percent myself, I couldn’t ask for anyone better to take it over.”

Gales and his wife Jessica live in Haxtun with their two children, Tessa, 2 and Luke, 3.5 months.

Gales graduated from Northeastern Junior College in Sterling in 2003 where he majored in business administration and the University of Northern Colorado in 2006 majoring in general business with a minor in economics.

In his free time Gales enjoys spending time with his family, fishing and hunting.