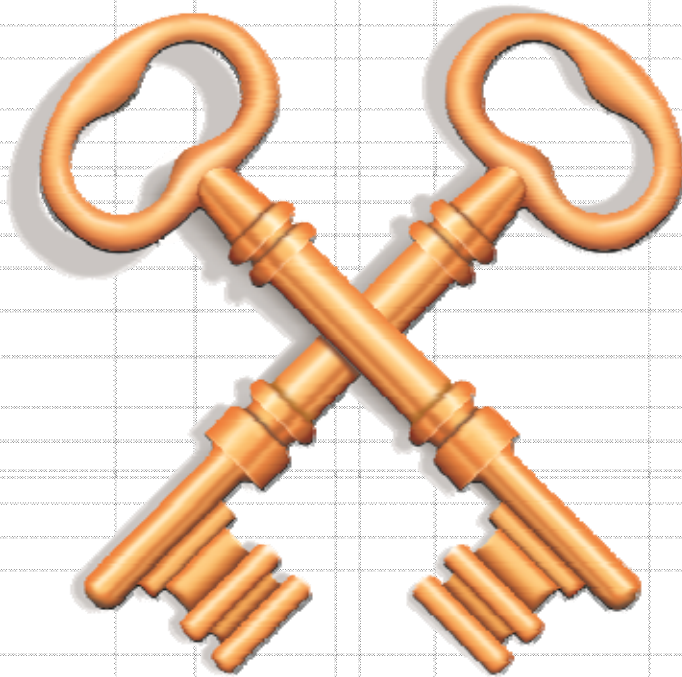


*BSJ Bancshares, Inc.*

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&  
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**Cross Keys Bank**

**Founded 1902**

*Member FDIC*

# MESSAGE TO OUR SHAREHOLDERS AND CUSTOMERS

Dear Shareholders and Customers:

We hope you had a very merry Christmas and a safe and happy New Year's celebration. With the gloomy economic outlook persisting, and the rhetorical battles heating up over the upcoming Presidential election, we could fill every minute of our time commiserating over the adversities and challenges we face as a nation. But that would be a huge waste of time and energy given that, despite it all, we have so much to be grateful for. With the official end of the Iraqi War this past year, we would like to take this opportunity to thank all of our military for their service and dedication to the cause of freedom. Our thoughts and prayers are with those who have given the greatest sacrifice and with those who continue to serve at home and abroad. After all, we would not be afforded the luxury of presenting you with this report if not for the dedication of those willing to defend our great nation!

Cross Keys Bank has its own horn to toot as we enter our 110th year among the strongest banks in the nation, being a destination for customers seeking the strength and stability we have to offer. Your bank had asset growth of just over 9% last year, ending 2011 at more than \$317 Million. We had a healthy increase in after-tax earnings of \$9.49 per share compared to \$8.78 per share for 2010, allowing us to declare a special dividend over our usual dividend, just as we did last year. While past performance is no guarantee of future results, and the economic outlook does not have us all warm and fuzzy over the prospects for 2012, we will remain prepared to act in the best interests of our customers, shareholders and employees.

Ironically, we have enjoyed our success despite an insanely reactionary regulatory environment. We urge you to let your voice be heard in the upcoming elections. Please appeal to your political representatives to deter them from enacting mandates and regulations in the name of consumer advocacy that are strangling our collective productivity and spirit as freedom-loving people.

Every year we ask that you include in your New Year's resolution a commitment to move all your business to Cross Keys Bank. The safety and strength of your bank is the reason there is no better time than right now to do ALL of your business with Cross Keys Bank. Please remember that we have a full-service insurance agency, Cross Keys Insurance, and a mortgage loan division, in addition to E-banking services with the convenience of debit cards, e-statements, online applications and account access. We also have the latest in mobile banking conveniences (download your free Cross Keys Bank Mobile App from the App Store) that complement our traditional banking products. In addition, we also have an investment advisor affiliate for any of your non-deposit investment needs.

With all of that, how could you not recommend Cross Keys Bank to your family, friends and neighbors throughout the coming year and beyond?

It is our privilege to help you unlock your dreams of financial success, and we wish you and yours the very best in 2012! Thank you.

***Ben Watson,  
President /CEO***

***BSJ BANCSHARES, INC***



***Michael Vizard,  
President/CEO***

***CROSS KEYS BANK***

## 9 Locations To Serve You

### Main Office

307 Plank Road,  
St. Joseph, LA 71366  
888-766-3246

### Hudson Lane Branch

1401 Hudson Lane,  
Monroe, LA 71201  
318-361-9500

### McMillan Road Branch

400 McMillan Road  
West Monroe, LA 71291  
318-362-0023

### Sterlington Branch

167 Keystone Road  
Sterlington, LA 71280  
318-665-4511

### University Branch

710 Hwy 165 North  
Monroe, LA 71203  
318-345-4130

### Rayville Branch

1913 Julia St.  
Rayville, LA 71269  
318-728-6380

### Tallulah Branch

115 N. Chestnut  
Tallulah, LA 71282  
318-574-3210

### Waterproof Branch

423 Main St.  
Waterproof, LA 71375  
318-749-3276

### Newellton ATM

Highway 65  
Newellton, LA 71357

[www.crosskeysbank.com](http://www.crosskeysbank.com)



# Cross Keys Bank

## 2011 Board of Directors of BSJ Bancshares, Inc.

William W. Watson, *Chairman*  
Philip Watson  
Rebecca Vizard  
Benjamin M. Watson  
Scott Watson  
Harry Truman Goldman, III

## 2011 Board of Directors of Cross Keys Bank

William W. Watson, *Chairman*

Jack M. Grace Jr., <i>Retired Banker</i>	Michael R. Vizard, <i>Banker</i>
Paul Meeks, <i>Manufacturer</i>	Benjamin M. Watson, <i>Banker</i>
E.D. Shaw, III, <i>Business</i>	William Brooks Watson, <i>Attorney</i>
Charles I. Tucker, <i>Planter</i>	Darrell VandeVen, <i>Planter</i>
Jan Bagwell Johnston, <i>DDS</i>	Shane Bridges, <i>Banker</i>

## 2011 Cross Keys Bank Officers

Michael R. Vizard, *President & Chief Executive Officer (CEO)*  
Benjamin M. Watson, *Executive Vice President & Chief Financial Officer (CFO)*  
Shane Bridges, *Executive Vice President & Chief Credit Officer (CCO)*  
Mandy Smart, *Senior Vice President & Chief Operations Officer (COO)*

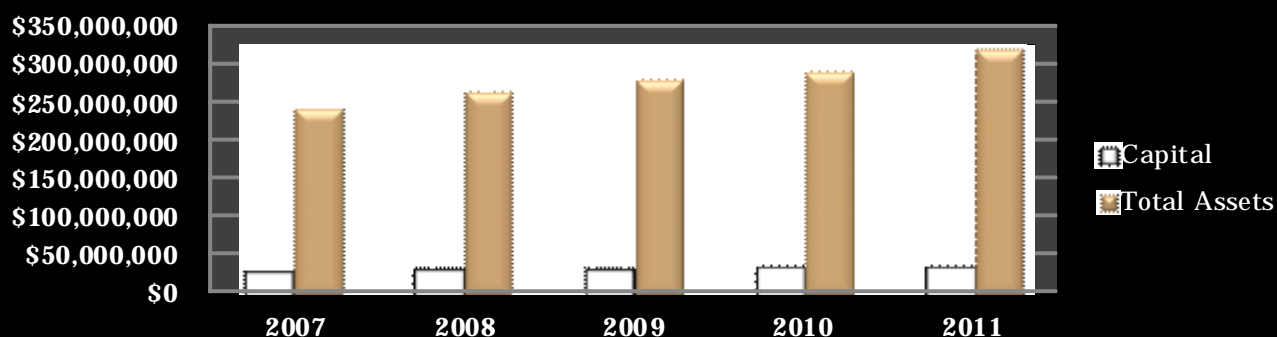
James J. Cuthbert, III, *Senior Vice President, Marketing, CRA Officer*  
Wayne Fleming, *Senior Vice President, West Monroe*  
Walter Hillman, *Senior Vice President, Agricultural Lending, Rayville*  
Beverly Joiner, *Senior Vice President, Mortgage Lending*  
Linda Bacle, *Vice President, Credit Analyst & Loan Review*  
Steve Bonnette, *Vice President, Waterproof*  
Samuel C. Feldhaus, *Vice President, Sr. IT Officer*  
Chris Fuller, *Vice President, Monroe*  
Linda Keahey, *Vice President, Cashier*  
Chad Monsour, *Vice President, Cross Keys Insurance*  
Adam Richardson, *Vice President, West Monroe*  
Mike Thompson, *Vice President, Assistant CFO, Senior HR Officer, Branch Manager, St. Joseph*  
William Brooks Watson, *Vice President, Legal Counsel*  
Babbette Adcock, *Hudson Lane Leasing & Properties Manager*  
Laura Crowder, *Assistant Vice President, Branch Manager, West Monroe*  
Shelly Harrell, *Assistant Vice President, Executive Administrative Assistant*  
Rochelle Lee, *Assistant Vice President, Branch Manager, University*  
Kristen VandeVen, *Assistant Vice President & Electronic (E) Banking Officer*  
Joel Turner, *Assistant Vice President, Mortgage Originator*  
Tracey Robinson, *Assistant Vice President, Mortgage Lending*  
Veronica Plaisance, *Assistant Vice President, Board Secretary, Lending*  
Laura McCullin, *Assistant Vice President, Branch Manager, Sterlington*  
Jeremy Rodden, *Assistant Vice President, Branch Manager, Tallulah*  
Alissa Russell, *Sales & Marketing, Training Coordinator*  
Megan Smith, *Assistant Vice President, BSA OFAC and Bank Security Officer*

# COMPARATIVE STATEMENT OF CONDITION

Resources At Year End	<u>2007</u> (Audited)	<u>2008</u> (Audited)	<u>2009</u> (Audited)	<u>2010</u> (Audited)	<u>2011</u> (Unaudited)
Cash and Due from Banks	\$6,424,954	\$8,033,660	\$11,820,191	\$9,738,145	\$15,584,660
Investment Securities*	\$68,579,602	\$81,400,131	\$90,890,464	\$111,898,594	\$136,276,298
Loans	\$157,915,902	\$162,130,742	\$165,449,788	\$155,070,881	\$155,952,605
Provision For Loan Loss	(\$1,768,903)	(\$1,979,958)	(\$2,562,014)	(\$2,452,559)	(\$3,167,944)
Loans Net of Provisions For Loss	\$156,146,999	\$160,150,784	\$162,887,774	\$152,618,322	\$152,784,660
Fed Funds Sold	\$0	\$0	\$0	\$0	\$0
Bank Buildings/Equipment	\$6,579,296	\$6,759,626	\$6,443,194	\$6,111,338	\$5,877,211
Interest Earned-Not Collected	\$2,218,364	\$1,930,573	\$1,999,961	\$1,992,715	\$1,940,729
Other Assets*	\$2,583,964	\$3,674,505	\$5,270,947	\$6,259,408	\$5,237,109
<b>Total Assets</b>	<b>\$242,533,179</b>	<b>\$261,949,279</b>	<b>\$279,312,531</b>	<b>\$288,618,522</b>	<b>\$317,700,667</b>
<b>Liabilities At Year End</b>	<b><u>2007</u></b>	<b><u>2008</u></b>	<b><u>2009</u></b>	<b><u>2010</u></b>	<b><u>2011</u></b>
Deposits	\$192,097,740	\$198,664,200	\$213,679,083	\$223,718,258	\$251,840,031
Repurchase Agreements	\$8,238,240	\$4,474,448	\$4,400,223	\$3,428,411	\$2,924,215
FHLB Borrowings	\$12,576,595	\$23,365,148	\$28,971,092	\$27,842,931	\$25,636,822
Other Liabilities	\$2,463,575	\$7,037,228	\$2,249,474	\$2,494,060	\$2,978,464
<b>Total Liabilities</b>	<b>\$215,376,150</b>	<b>\$233,541,024</b>	<b>\$249,299,872</b>	<b>\$257,483,660</b>	<b>\$283,379,532</b>
<b>Capital</b>	<b>\$27,956,218</b>	<b>\$29,419,673</b>	<b>\$30,969,445</b>	<b>\$32,356,196</b>	<b>\$34,143,535</b>
Treasury Stock	(\$1,038,976)	(\$1,203,448)	(\$1,832,521)	(\$1,902,121)	(\$1,902,121)
Number of Shares Treasury Stock	23,550	25,419	32,034	32,834	32,834
Unrealized Gain (Loss) on Sec	\$239,787	\$192,030	\$875,735	\$680,787	\$2,079,721
<b>Total Stockholders Equity</b>	<b>\$27,157,029</b>	<b>\$28,408,255</b>	<b>\$30,012,659</b>	<b>\$31,134,862</b>	<b>\$34,321,135</b>
<b>Total Liabilities and Capital</b>	<b>\$242,533,179</b>	<b>\$261,949,279</b>	<b>\$279,312,531</b>	<b>\$288,618,522</b>	<b>\$317,700,667</b>

\*Corporate Stocks reported as Other Assets beginning 2006.

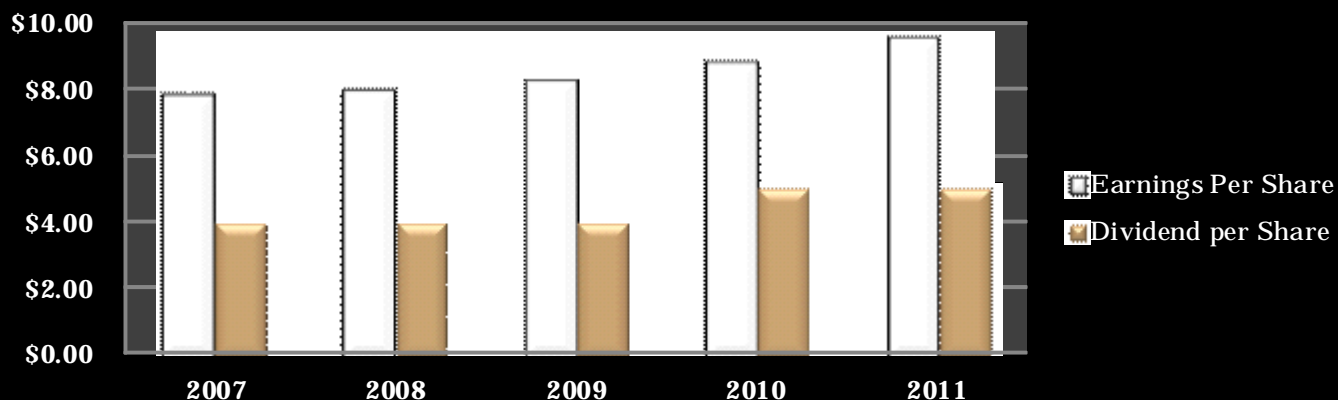
## Trends in Capital & Assets



# COMPARATIVE STATEMENT OF EARNINGS

Operating Income	<u>2007</u> (Audited)	<u>2008</u> (Audited)	<u>2009</u> (Audited)	<u>2010</u> (Audited)	<u>2011</u> (Unaudited)
Interest Income	\$16,722,336	\$15,693,507	\$14,938,410	\$14,548,139	\$14,581,778
Interest Expense	\$6,704,830	\$4,762,227	\$3,384,890	\$3,018,472	\$2,641,187
Net Interest Margin	\$10,017,506	\$10,931,280	\$11,553,520	\$11,529,667	\$11,940,591
Other Income	\$2,860,576	\$3,026,320	\$3,313,977	\$3,359,349	\$3,541,772
Total Income	\$12,878,082	\$13,957,600	\$14,867,497	\$14,889,016	\$15,482,363
Operating Expenses	\$8,563,278	\$9,577,260	\$10,081,356	\$10,380,203	\$10,209,810
Provision For Bad Debts	\$600,000	\$572,380	\$993,792	\$583,330	\$1,051,477
Total Operating Expenses	\$9,163,278	\$10,149,640	\$11,075,148	\$10,963,533	\$11,261,287
Federal Income Taxes	\$776,477	\$846,181	\$770,713	\$701,902	\$736,944
Earnings After Taxes	\$2,938,327	\$2,961,779	\$3,021,636	\$3,223,581	\$3,484,132
Earnings Per Share (BSJ Bancshares, Inc.)	\$7.81	\$7.91	\$8.21	\$8.78	\$9.49
Shares Outstanding	376,450	374,581	367,966	367,166	367,166
Return on Average Assets	1.22%	1.15%	1.11%	1.12%	1.15%
Return on Equity	11.02%	10.63%	10.41%	10.67%	11.01%
Dividend Per Share	\$4.00	\$4.00	\$4.00	\$5.00	\$5.00

## Earnings & Dividends per Share



# Innovative Solutions

Helping You Achieve Your Dreams of Success

## Internet Banking

- Real-Time Transaction Display
- Online BillPay
- Future View
- Online Check Images
- External Transfer
- E-Statements
- Remote Deposit Capture
- Mobile Banking (iPhone, Android, SMS)

## ACH Origination

- Direct Deposit
- Direct Debit
- Business to Business Payments

## Rewards Checking

- Debit Cards
- Interest Checking
- Money Market Accounts
- Health Savings Accounts
- Savings
- IRAs
- CDs

## Mortgages

## Office Space

## Investment Advisors

## Insurance



Cross Keys Bank

www.crosskeysbank.com MEMBER FDIC

# LOCATION LOCATION LOCATION



## Cross Keys Bank Building

1401 Hudson Lane - Monroe, LA 71201  
318-361-3132 - babs@ckbonline.com

Babbette Adcock  
Property Manager

Convenient Location - Nightly Janitorial Service - Lighted Parking Lot

## Let us help you make getting into your dream home simple and easy.

Buying a home is one of the most important decisions you'll ever make. These days the process can be overwhelming as increased regulations have created more paper work than ever before. At Cross Keys Mortgage we make the process as simple and easy as possible. We offer a variety of Home Loan Products and are very serious about helping our customers obtain the loan that will best suit their individual needs.

- **FHA Loans**  
(Federal Housing Administration)
- **VA Loans**  
(Veterans Administration)
- **Conventional Loans**
- **Rural Housing Loans**
- **Lot Loans**
- **Construction Loans**
- **Refinance**
- **And more!**

### Contact



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Senior Vice President  
Mortgage Lending  
bjoiner@ckbonline.com



Joel Turner,  
Assistant Vice President  
Mortgage Lending  
jturner@ckbonline.com

**PHONE: 318.361.9050** • FAX: 318.361.9558  
Cross Keys Bank Building • 1401 Hudson Lane, Suite 101 • Monroe, LA 71201



[www.crosskeysbank.com](http://www.crosskeysbank.com)



## We can't offer a crystal ball, but we can have you prepared for anything.

No one can predict the future, but with complete coverage from Cross Keys Insurance you can relax knowing that you're covered. As a full service agency we represent many fine insurance carriers to bring you the products required to successfully manage both personal and business risks.

**Business • Auto • Home • Flood • Life • Health • Boats • RVs • Umbrella**

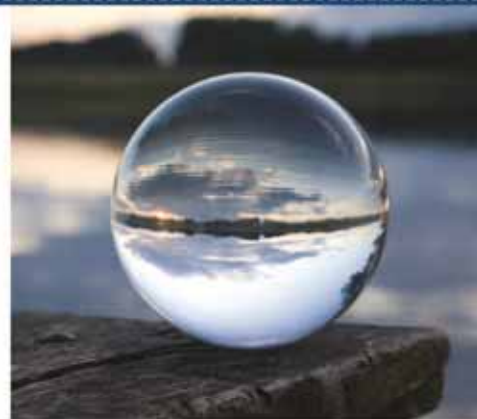


**In St. Joseph contact**  
Dee Micheau,  
CISR  
dmicheau@ckionline.com  
**PHONE: 318.766.3279**  
FAX: 318.766.3270  
142 Plank Road  
P.O. Box 27  
St. Joseph, LA 71366



**In Monroe contact**  
Chad Monsour,  
Vice President  
cmonsour@ckionline.com  
**PHONE: 318.340.0027**  
FAX: 318.340.0206  
Cross Keys Bank Building  
1401 Hudson Lane,  
Suite 101  
Monroe, LA 71201

*Insurance products are not FDIC insured and are not a deposit or obligation of or guaranteed by Cross Keys Bank. Certain life products may involve investment risks.*



[www.crosskeysbank.com](http://www.crosskeysbank.com)



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Sterlington, LA 71203  
318.665.4511

**St. Joseph, LA**  
307 Plank Road  
St. Joseph, LA 71366  
318.766.3246

**Tallulah, LA**  
115 North Chestnut  
Tallulah, LA 71282  
318.574.3210

**University**  
710 Highway 165 North  
Monroe, LA 71203  
318.345.4130

**Waterproof, LA**  
423 Main Street  
Waterproof, LA 71375  
318.749.3276

**West Monroe, LA**  
400 McMillan Road  
West Monroe, LA 71291  
318.362.0023

**West Monroe  
Administrative Office**  
3101 Cypress Street, Suite 3  
West Monroe, LA 71291  
318.340.6274

**Monroe, LA**  
1401 Hudson Lane, Suite 100  
Monroe, LA 71201  
318.361.9500

**Newellton, LA**  
3144 Highway 65  
Newellton, LA 71357  
Full service ATM only

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Rayville, LA 71269  
318.728.6380

