



BUSINESS NEWS

National group honors Edmond banker again

For the second straight year, American Banker has named Jill Castilla, president and CEO of Citizens Bank of Edmond, as one of 25 Women to Watch in the banking industry.

It also recognized her innovation. Castilla has added video ATMs by partnering with a local company, instituted "cash mob" events to support Edmond businesses and helped initiate the monthly Heard on Hurd street festival in Edmond.

Castilla also is adept at social media interaction, with more than 7,000 followers on Twitter.

"All of these efforts helped position Citizens Bank as accessible and earn Castilla an award from the Oklahoma City chapter of the American Marketing Association," American Banker wrote.

Castilla was in the military and worked at the Federal Reserve Bank of Kansas City before becoming the fourth generation of her family to run Citizens Bank.

She serves on the boards of the Oklahoma Bankers Association



Jill Castilla

and the Community Bankers of Oklahoma, and holds leadership roles at the Independent Community Bankers of America and the American Bankers Association.

She is scheduled to receive official recognition later this month in New York.

'Heard on Hurd'

Bank's festival again draws thousands to downtown

With cooler weather and back-to-school in full swing, Citizens Bank of Edmond's Heard on Hurd local street festival drew a crowd of 14,000 to enjoy local music from five different performers and local food and pop-up shops from nearly 60 vendors.

This month, a special performance by the Edmond Fine Arts Youth Chorus, beckoned attendees to join the festival a bit earlier. University of Central Oklahoma's mascot Buddy Broncho drummed up some school spirit for the local Edmond University and Ida Freeman Elementary School's third grade class also had a presence to raise money for class projects.

"We were honored to have an opportunity to participate in this month's Heard on Hurd. The kids had a blast with face painting and designing an obstacle course. They were really excited to be part of a local community event," said Pam LaFollette, Ida Freeman Elementary School third grade teacher.

The Heard on Hurd music stage featured family funk super

duo, Sugar Free Allstars, rock and roll band, Baby Bee, the alternative/indie/rock stylings of Aluma and blues/country/soul band, Wilson and the Snakes.

"Heard on Hurd is adding another must-see to the Oklahoma City metro area. Families with kids, dogs, and friends can all hang out and enjoy the festive atmosphere," Jill Castilla, president and CEO, said. "It's a great place to discover new local bands to follow or bump into a neighbor or two."

Local food trucks and pop-up shops continued their strong support for Heard on Hurd and some reported record sales.

"We are so excited to be a part of downtown Edmond's Heard on Hurd event," said Molly and Elise Hall, owners of The Hall's Pizza Kitchen. "Our fans came out in droves and we were sold out! Thanks to Citizens Bank of Edmond for putting on this amazing event!"

Heard on Hurd will return to the corner of Broadway and Hurd on Oct. 17. The musical lineup will include Lunar Laugh, Emily Hearn and KALO.

Job interview advice

When it comes to landing the job of your dreams, there are so many ways to go wrong in your efforts - including deciding on the right career path, says career coach Lisa Quast.

"A few years ago, many professionals were happy simply to have a job as we slowly recovered from the economic meltdown of 2008-2009, which signified years of an 'employer's market,'" she says. "But in 2015, employees have more options, including more jobs in their field, and many are considering other fields, too."

Whether you're just out of college or looking for a better deal with another company, landing an interview takes work. Once you've earned that interview, you don't want to mess it up.

Quast, author of the book "Secrets of a Hiring Manager Turned Career Coach: A Foolproof Guide to Getting the Job You Want Every Time" (www.careerwomaninc.com),

briefly reviews eight ways to make the interview a success.

■ **Anticipate interview questions and prepare answers.** There are five groups of questions you should consider for the interview: your background; familiarity with the field/industry; your functionality and competency for key aspects of the job; your style and personality; and how you see your future. It's helpful to think about questions the hiring manager might ask

and prepare how you could respond.

■ **Prepare questions for the employer.** Good questions indicate to hiring managers that you know what you're taking about. Consider questions about the character of the company; the history, nature and future prospect of the open position; and the department.

■ **Conduct practice interviews.** The more you do something, the easier it gets,

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Annual Women's Health Forum

Integris books famed actress

It's that time of year again... Time for the 29th annual Integris Women's Health Forum! Get ready for two full weeks of Integris-hosted sessions on health, exercise, nutrition and the latest medical breakthroughs.

The series will run from Sunday, Oct. 11 through Saturday, Oct. 24. The keynote speaker this year will be Andie MacDowell. Her event will kick-off the forum at 5 p.m. on Sunday, Oct. 11 at the Civic Center Music Hall, 201 N. Walker Ave., in Oklahoma City.

Andie MacDowell has established herself as an accomplished actress with worldwide recognition. MacDowell has been seen on the big screen in "Footloose," "Monte Carlo," the indie feature "Mighty Fine" and most recently in "Magic Mike XXL."

On TV, MacDowell stars as Judge Olivia Lockhart in Hallmark's first ever



Andie MacDowell

scripted series, "Cedar Cove." Previously, she was featured on the ABC Family series "Jane By Design" and starred in the Lifetime original movies "At Risk" and "The Front," both based on Patricia Cornwell crime novels.

Earlier movies she received notoriety for include the ever-popular "St. Elmo's Fire." MacDowell earned the worldwide title of No. 1 female box-office draw with her performance in the smash hit

romantic comedy "Four Weddings and a Funeral," for which she received a Golden Globe nomination. She also starred in the classic "Groundhog Day" with Bill Murray.

This event is free, but space is limited and a ticket is required for admission.

Call the Integris HealthLine at 405-951-2277 or toll free 888-951-2277 to register for the event.