

HERITAGE FINANCIAL CORP /WA/
Form PRE 14A
March 05, 2010

**Proxy Statement Pursuant to Section 14(a) of the
Securities Exchange Act of 1934**

Filed by the Registrant Filed by a Party other than the Registrant

Check the appropriate box:

Preliminary Proxy Statement

Confidential, for Use of the Commission Only (as permitted by Rule 14a-6(e)(2)).

Definitive Proxy Statement

Definitive Additional Materials

Soliciting Material Pursuant to Rule 14a-12

HERITAGE FINANCIAL CORPORATION

(Name of Registrant as Specified in Its Charter)

(Name of Person(s) Filing Proxy Statement, if other than the Registrant)

Payment of Filing Fee (Check the appropriate box):

No fee required.

Fee computed on table below per Exchange Act Rules 14a-6(i)(1) and 0-11.

(1) Title of each class of securities to which transaction applies:
N/A

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(2) Aggregate number of securities to which transactions applies:
N/A

(3) Per unit price or other underlying value of transaction computed pursuant to Exchange Act Rule 0-11:
N/A

(4) Proposed maximum aggregate value of transaction:
N/A

(5) Total fee paid:
N/A

Fee paid previously with preliminary materials: N/A

Check box if any part of the fee is offset as provided by Exchange Act Rule 0-11(a)(2) and identify the filing for which the offsetting fee was paid previously. Identify the previous filing by registration statement number, or the form or schedule and the date of its filing.

(1) Amount previously paid:
N/A

(2) Form, Schedule or Registration Statement No.:
N/A

(3) Filing Party:
N/A

(4) Date Filed:
N/A

March 19, 2010

Dear Fellow Shareholder:

On behalf of the Board of Directors and management of Heritage Financial Corporation, we cordially invite you to attend the annual meeting of shareholders. The meeting will be held at 10:30 a.m., local time, on Wednesday, May 5, 2010 at the Phoenix Inn Suites, 417 Capitol Way N., Olympia, Washington. The matters expected to be acted upon at the meeting are described in the attached Proxy Statement. In addition, we will report on our progress during the past year and address your questions and comments.

We encourage you to attend the meeting in person. Whether or not you plan to attend, please read the enclosed Proxy Statement and then complete, sign and date the enclosed proxy card and return it in the accompanying postpaid return envelope as promptly as possible. This will save us the additional expense of soliciting proxies and will ensure that your shares are represented at the annual meeting.

Your Board of Directors and management are committed to the continued success of Heritage Financial Corporation and the enhancement of your investment. As President and Chief Executive Officer, I want to express my appreciation for your confidence and support.

Sincerely,

Brian L. Vance
President and Chief Executive Officer

HERITAGE FINANCIAL CORPORATION

201 FIFTH AVENUE S.W.

OLYMPIA, WASHINGTON 98501

(360) 943-1500

NOTICE OF ANNUAL MEETING OF SHAREHOLDERS

TO BE HELD ON MAY 5, 2010

Notice is hereby given that the annual meeting of shareholders of Heritage Financial Corporation will be held at the Phoenix Inn Suites, 417 Capitol Way N., Olympia, Washington, on May 5, 2010 at 10:30 a.m., local time. **A proxy card and a Proxy Statement for the annual meeting are enclosed.**

The annual meeting is for the purpose of considering and voting on the following proposals:

- Proposal 1. Election of three directors of Heritage Financial Corporation for three-year terms;
- Proposal 2. Approval of an advisory (non-binding) vote on executive compensation;
- Proposal 3. Ratification of the appointment of KPMG LLP as Heritage Financial Corporation's independent registered public accounting firm for the year ending December 31, 2010;
- Proposal 4. Amendment of the Articles of Incorporation to increase the authorized number of shares of common stock from 15,000,000 to 50,000,000 shares;
- Proposal 5. Adoption of the Heritage Financial Corporation 2010 Omnibus Equity Plan; and
- Proposal 6. A shareholder proposal, if properly presented at the annual meeting, to eliminate classification of terms of the Board of Directors to require that all directors stand for election annually.

Shareholders also will transact such other business as may properly come before the annual meeting, or any adjournment or postponement thereof. As of the date of this notice, we are not aware of any other business to come before the annual meeting.

The Board of Directors has fixed the close of business on March 8, 2010 as the record date for the annual meeting. This means that shareholders of record at the close of business on that date are entitled to receive notice of and to vote at the meeting and any adjournment thereof. **To ensure that your shares are represented at the meeting, please take the time to vote by signing, dating and returning your enclosed proxy card, which is solicited on behalf of the Board of Directors, by following the instructions for voting by mail, or submit your proxy by following the instructions for voting by phone or on the Internet. The proxy will not be used if you attend and vote at the annual meeting in person. Regardless of the number of shares you own, your vote is very important. Please act today.**

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BY ORDER OF THE BOARD OF DIRECTORS

Kaylene M. Lahn
Secretary

Olympia, Washington

March 19, 2010

Important: The prompt return of proxies will save us the expense of further requests for proxies to ensure a quorum at the annual meeting. A pre-addressed envelope is enclosed for your convenience. No postage is required if mailed within the United States.

201 FIFTH AVENUE S.W.
OLYMPIA, WASHINGTON 98501
(360) 943-1500

PROXY STATEMENT
ANNUAL MEETING OF SHAREHOLDERS
MAY 5, 2010

The Board of Directors of Heritage Financial Corporation is using this Proxy Statement to solicit proxies from our shareholders for use at the annual meeting of shareholders. We are first mailing this Proxy Statement and the enclosed form of proxy to our shareholders on or about March 19, 2010.

The information provided in this Proxy Statement relates to Heritage Financial Corporation and its wholly-owned bank subsidiaries, Heritage Bank and Central Valley Bank. Heritage Financial Corporation may also be referred to as Heritage or the Company. All references in this Proxy Statement to Heritage, we, us and our or similar references mean Heritage Financial Corporation and its consolidated subsidiaries and all references to Heritage Financial Corporation means Heritage Financial Corporation excluding its subsidiaries, in each case unless otherwise expressly stated or the context requires otherwise.

INFORMATION ABOUT THE ANNUAL MEETING

Time and Place of the Annual Meeting

Our annual meeting will be held as follows:

Date: May 5, 2010

Time: 10:30 a.m., local time

Place: Phoenix Inn Suites, 417 Capitol Way N., Olympia, Washington

Matters to Be Considered at the Annual Meeting

At the meeting, you will be asked to consider and vote upon the following proposals:

- Proposal 1. Election of three directors of Heritage Financial Corporation for three-year terms;
- Proposal 2. Approval of an advisory (non-binding) vote on executive compensation;
- Proposal 3. Ratification of the appointment of KPMG LLP as Heritage Financial Corporation's independent registered public accounting firm for the year ending December 31, 2010;

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- Proposal 4. Amendment of the Articles of Incorporation to increase the authorized number of shares of common stock from 15,000,000 to 50,000,000 shares;
- Proposal 5. Adoption of the Heritage Financial Corporation 2010 Omnibus Equity Plan; and
- Proposal 6. A shareholder proposal, if properly presented at the annual meeting, to eliminate classification of terms of the Board of Directors to require that all directors stand for election annually.

You also will transact any other business that may properly come before the annual meeting. As of the date of this Proxy Statement, we are not aware of any business to be presented for consideration at the annual meeting other than the matters described in this Proxy Statement.

Important Notice Regarding the Availability of Proxy Materials for the Annual Meeting of Shareholders to Be Held on May 5, 2010

Our Proxy Statement and Annual Report to Shareholders are available at www.hf-wa.com/proxy. The following materials are available for review:

Proxy Statement;

Proxy Card;

Annual Report to Shareholders; and

Directions to attend the annual meeting, where you may vote in person.

Who is Entitled to Vote?

We have fixed the close of business on March 8, 2010, as the record date for shareholders entitled to notice of and to vote at our annual meeting. Only holders of record of Heritage's common stock on that date are entitled to notice of and to vote at the annual meeting. You are entitled to one vote for each share of Heritage common stock you own. On March 8, 2010, there were _____ shares of Heritage common stock outstanding and entitled to vote at the annual meeting.

How Do I Vote at the Annual Meeting?

Proxies are solicited to provide all shareholders of record on the voting record date an opportunity to vote on matters scheduled for the annual meeting and described in these materials. You are a shareholder of record if your shares of Heritage common stock are held in your name. If you are a beneficial owner of Heritage common stock held by a broker, bank or other nominee (i.e., in street name), please see the instructions in the following question.

Shares of Heritage common stock can only be voted if the shareholder is present in person or by proxy at the annual meeting. To ensure your representation at the annual meeting, we recommend you vote by proxy even if you plan to attend the annual meeting. You can always change your vote at the meeting if you are a shareholder of record.

Voting instructions are included on your proxy card. Shares of Heritage common stock represented by properly executed proxies will be voted by the individuals named on the proxy card in accordance with the shareholder's instructions. Where properly executed proxies are returned to us with no specific instruction as how to vote at the annual meeting, the persons named in the proxy will vote the shares FOR the election of each of management's director nominees, FOR the approval of an advisory vote on executive compensation, FOR ratification of the appointment of KPMG LLP as our independent registered public accounting firm for the year ending December 31, 2010, FOR the amendment of the Articles of Incorporation to increase the authorized number of shares of common stock, FOR the adoption of the Heritage Financial Corporation 2010 Omnibus Equity Plan and AGAINST the shareholder proposal to eliminate classification of terms of the Board of Directors to require all directors stand for election annually. If any other matters are properly presented at the annual meeting for action, the persons named in the enclosed proxy and acting thereunder will have the discretion to vote on these matters in accordance with their best judgment. We do not currently expect that any other matters will be properly presented for action at the annual meeting.

You may receive more than one proxy card depending on how your shares are held. For example, you may hold some of your shares individually, some jointly with your spouse and some in trust for your children. In this case, you will receive three separate proxy cards to vote.

What if My Shares Are Held in Street Name by a Broker?

If you are the beneficial owner of shares held in street name by a broker, your broker, as the record holder of the shares, is required to vote the shares in accordance with your instructions. If you do not give instructions to your broker, your broker may nevertheless vote the shares with respect to discretionary items, but will not be permitted to vote your shares with respect to non-discretionary items, pursuant to current industry practice. In the case of non-discretionary items, the shares not voted will be treated as broker non-votes. The proposals to elect directors and to adopt the 2010 Omnibus Equity Plan are considered non-discretionary items under the rules governing brokers that are members of the New York Stock Exchange; therefore, you must provide instructions to your broker in order to have your shares voted on these proposals.

If your shares are held in street name, you will need proof of ownership to be admitted to the annual meeting. A recent brokerage statement or letter from the record holder of your shares are examples of proof of ownership. If you want to vote your shares of common stock held in street name in person at the annual meeting, you will have to get a written proxy in your name from the broker, bank or other nominee who holds your shares.

How Will My Shares of Common Stock Held in the 401(k) Employee Stock Ownership Plan Be Voted?

We maintain a 401(k) employee stock ownership plan (KSOP) which owns 4.6% of Heritage's common stock. Our employees participate in the KSOP. Each KSOP participant may instruct the trustee of the plan how to vote the shares of Heritage common stock allocated to his or her account under the KSOP by completing a vote authorization form. If a KSOP participant properly executes a vote authorization form, the KSOP trustee will vote the participant's shares in accordance with the participant's instructions. Unallocated shares of Heritage common stock held by the KSOP will be voted by the trustee in the same proportion as shares for which the trustee has received voting instructions. Allocated shares for which proper voting instructions are not received will be voted by the trustee as directed by the KSOP administrator. In order to give the trustee sufficient time to vote, all vote authorization forms, which are in the form of a proxy card, from KSOP participants must be received by the transfer agent on or before April 30, 2010.

How Many Shares Must Be Present to Hold the Meeting?

A quorum must be present at the meeting for any business to be conducted. The presence at the meeting, in person or by proxy, of at least a majority of the shares of Heritage common stock entitled to vote at the annual meeting as of the record date will constitute a quorum. Proxies received but marked as abstentions or broker non-votes will be included in the calculation of the number of shares considered to be present at the meeting.

What if a Quorum Is Not Present at the Meeting?

If a quorum is not present at the scheduled time of the meeting, a majority of the shareholders present or represented by proxy may adjourn the meeting until a quorum is present. The time and place of the adjourned meeting will be announced at the time the adjournment is taken, and no other notice will be given unless a new record date for the meeting is set. An adjournment will have no effect on the business that may be conducted at the meeting.

Vote Required to Approve Proposal 1: Election of Directors

Directors are elected by a plurality of the votes cast, in person or by proxy, at the annual meeting by holders of Heritage common stock. Accordingly, the three nominees for election as directors who receive the highest number of votes actually cast will be elected. Pursuant to our Articles of Incorporation, shareholders are not permitted to cumulate their votes for the election of directors. Votes may be cast for or withheld from each nominee. Votes that are withheld and broker non-votes will have no effect on the outcome of the election because the nominees receiving the greatest number of votes will be elected. **Our Board of Directors unanimously recommends that you vote FOR the election of each of its director nominees.**

Vote Required to Approve Proposal 2: Advisory Vote on Executive Compensation

Approval of the advisory vote on executive compensation requires the affirmative vote of the majority of the votes cast, in person or by proxy, at the annual meeting by holders of Heritage common stock. Abstentions will have the effect of a vote against this proposal. **Our Board of Directors unanimously recommends that you vote FOR the approval of the advisory vote on executive compensation.**

Vote Required to Approve Proposal 3: Ratification of the Appointment of Our Independent Registered Public Accounting Firm

Ratification of the appointment of KPMG LLP as our independent registered public accounting firm for the year ending December 31, 2010, requires the affirmative vote of the majority of the votes cast, in person or by proxy, at the annual meeting by holders of Heritage common stock. Abstentions will have the effect of a vote against this proposal. **Our Board of Directors unanimously recommends that you vote FOR the proposal to ratify the appointment of KPMG LLP as our independent registered public accounting firm for the year ending December 31, 2010.**

Vote Required to Approve Proposal 4: Proposed Amendment to the Articles of Incorporation to Increase the Authorized Number of Shares of Common Stock

The approval of the proposed Amendment to the Articles of Incorporation to increase the authorized number of shares of common stock requires the affirmative vote of a majority of the outstanding shares entitled to vote at the annual meeting by holders of Heritage common stock. Abstentions will have the same effect as a vote against the proposal. **Our Board of Directors unanimously recommends that you vote FOR the amendment to the Articles of Incorporation to increase the authorized number of shares of common stock.**

Vote Required to Approve Proposal 5: Adoption of the Heritage Financial Corporation 2010 Omnibus Equity Plan

The adoption of the Heritage Financial Corporation 2010 Omnibus Equity Plan requires the affirmative vote of a majority of the votes cast, in person or by proxy, at the annual meeting by holders of Heritage common stock. Abstentions will have the same effect as a vote against the proposal. Broker non-votes do not constitute votes cast and therefore will have no effect on the approval of the proposal. In determining the percentage of votes that have been affirmatively voted on this proposal, the affirmative votes will be measured against the aggregate votes for and against the proposal, plus the abstentions from voting on the proposal. **Our Board of Directors unanimously recommends that you vote FOR the adoption of the Heritage Financial Corporation 2010 Omnibus Equity Plan.**

Vote Required to Approve Proposal 6: Shareholder Proposal to Eliminate Classification of Terms of the Board of Directors to Require that all Directors Stand for Election Annually

This proposal requires the affirmative vote of the majority of shares cast, in person or by proxy, at the annual meeting by holders of Heritage common stock. Abstentions will have the effect of a vote against this proposal. **Our Board of Directors unanimously recommends that you vote AGAINST the proposal to eliminate classification of terms of the Board of Directors to require that all Directors stand for election annually.**

May I Revoke My Proxy?

You may revoke your proxy before it is voted by:

submitting a new proxy with a later date;

notifying the Secretary of Heritage in writing before the annual meeting that you have revoked your proxy; or

voting in person at the annual meeting.

If you plan to attend the annual meeting and wish to vote in person, we will give you a ballot at the annual meeting. However, if your shares are held in street name, you must bring a validly executed proxy from the nominee indicating that you have the right to vote your shares.

SECURITY OWNERSHIP OF CERTAIN BENEFICIAL OWNERS AND MANAGEMENT

The following table sets forth, as of March 8, 2010, information regarding share ownership of:

those persons or entities (or groups of affiliated persons or entities) known by management to beneficially own more than five percent of Heritage's common stock other than directors and executive officers;

each director and director nominee of Heritage;

each executive officer of Heritage named in the Summary Compensation Table appearing under Executive Compensation below (known as named executive officers); and

all current directors and executive officers of Heritage as a group.

Persons and groups who beneficially own in excess of five percent of Heritage's common stock are required to file with the Securities and Exchange Commission (SEC), and provide a copy to Heritage, reports disclosing their ownership pursuant to the Securities Exchange Act of 1934. To our knowledge, no other person or entity, other than the ones set forth below, beneficially owned more than five percent of the outstanding shares of Heritage's common stock as of the close of business on the voting record date.

Beneficial ownership is determined in accordance with the rules and regulations of the SEC. In accordance with Rule 13d-3 of the Securities Exchange Act, a person is deemed to be the beneficial owner of any shares of common stock if he or she has voting and/or investment power with respect to those shares. Therefore, the table below includes shares owned by spouses, other immediate family members in trust, shares held in retirement accounts or funds for the benefit of the named individuals, and other forms of ownership, over which shares the persons named in the table may possess voting and/or investment power. In addition, in computing the number of shares beneficially owned by a person and the percentage ownership of that person, shares of common stock subject to outstanding options that are currently exercisable or exercisable within 60 days after the voting record date are included in the number of shares beneficially owned by the person and are deemed outstanding for the purpose of calculating the person's percentage ownership. These shares, however, are not deemed outstanding for the purpose of computing the percentage ownership of any other person. As of March 8, 2010, there were _____ shares of Heritage common stock outstanding.

Name	Number of Shares Beneficially Owned	Percent of Common Stock Outstanding
Beneficial Owners of More Than 5%		
(Other than Directors and Executive Officers)		
Wellington Management Company, LLP (1) 75 State Street Boston Massachusetts 02108	726,600	6.54%
Directors		
Brian S. Charneski (2)	34,870	*
Gary B. Christensen (3)	52,941	*
John A. Clees (4)	86,227	*
Kimberly T. Ellwanger (5)	9,000	*
Peter N. Fluetsch (6)	36,505	*
Daryl D. Jensen (7)	179,234	1.61
Jeffrey S. Lyon (8)	27,268	*
Donald V. Rhodes (9)	361,115	3.25
Philip S. Weigand (10)	137,241	1.24
Named Executive Officers		
D. Michael Broadhead (11)	71,347	*
Donald J. Hinson (12)	9,165	*
Gregory D. Patjens (13)	54,232	*
David A. Spurling (14)	30,664	*
Brian L. Vance (15)	209,459	1.89
Directors and Executive Officers of Heritage as a group (14 persons)	1,299,268	11.70%

* Less than one percent of shares outstanding.

- (1) According to a Schedule 13G filed with the SEC on February 12, 2010, Wellington Management Company, LLP has shared voting power with respect to 692,200 shares and shared dispositive power with respect to 726,600 shares.
- (2) Includes 8,200 shares issuable upon exercise of options.
- (3) Includes 8,037 shares issuable upon exercise of options, 32,904 shares held jointly with his spouse and 12,000 shares owned by entities controlled by Mr. Christensen.
- (4) Includes 5,575 shares issuable upon exercise of options.
- (5) Includes 4,000 shares issuable upon exercise of options and 5,000 shares held jointly with her spouse.
- (6) Includes 4,025 shares issuable upon exercise of options and 32,480 shares held solely by his spouse.
- (7) Includes 10,662 shares issuable upon exercise of options.
- (8) Includes 8,200 shares issuable upon exercise of options and 3,000 shares held as custodian for a minor.
- (9) Includes 7,248 shares issuable upon exercise of options and _____ vested shares in the KSOP.

- (10) Includes 8,200 shares issuable upon exercise of options, 15,960 shares held solely by his spouse and 49,920 shares held jointly with his spouse.
- (11) Includes 21,395 shares issuable upon exercise of options and vested shares in the KSOP.
- (12) Includes 4,040 shares issuable upon exercise of options and vested shares in the KSOP.
- (13) Includes 14,310 shares issuable upon exercise of options and vested shares in the KSOP.
- (14) Includes 13,910 shares issuable upon exercise of options and vested shares in the KSOP.
- (15) Includes 53,550 shares issuable upon exercise of options, 315 shares held by children and vested shares in the KSOP.

PROPOSAL 1 ELECTION OF DIRECTORS

Our Board of Directors consists of ten members and is divided into three classes. Approximately one-third of the directors are elected annually to serve for a three-year period or until their respective successors are elected and qualified. The table below sets forth information regarding each director of Heritage and each nominee for director, including his or her age, position and term of office. The Board Governance and Nominating Committee of the Board of Directors selects nominees for election as directors. Each of our nominees currently serves as a Heritage director. Each nominee has consented to being named in this Proxy Statement and has agreed to serve if elected. If a nominee is unable to stand for election, the Board of Directors may either reduce the number of directors to be elected or select a substitute nominee. If a substitute nominee is selected, the proxy holders will vote your shares for the substitute nominee, unless you have withheld authority. At this time, we are not aware of any reason why a nominee might be unable to serve if elected.

The Board of Directors recommends you vote FOR the election of Messrs. Charneski, Fluetsch, and Vance.

Name	Age (1)	Position(s) Held with Heritage	Director Since	Term to Expire
Nominees				
Brian S. Charneski	48	Director	2000	2013(2)
Peter N. Fluetsch	72	Director	1999	2013(2)
Brian L. Vance	55	Director, President and Chief Executive Officer	2002	2013(2)
Directors Continuing in Office				
Daryl D. Jensen	70	Director	1985	2011
Jeffrey S. Lyon	57	Director	2000	2011
Donald V. Rhodes	73	Chairman	1989	2011
Gary B. Christensen	61	Director	2005	2012
John A. Clees	62	Director	2005	2012
Kimberly T. Ellwanger	50	Director	2006	2012
Philip S. Weigand	72	Director	1985	2012

(1) As of December 31, 2009.

(2) Assuming re-election.

Business Experience of Directors

The business experience of each director of Heritage for at least the past five years and the experience, qualifications, attributes, skills and areas of expertise of each director that makes the director uniquely qualified to serve as a director is set forth below. All nominees and directors have held their present positions for at least five years unless otherwise indicated.

Brian S. Charneski is the President of L&E Bottling Company in Olympia, Washington and is Chairman of Pepsi Northwest Beverages, LLC, a regional beverage manufacturing joint venture with PepsiCo, Inc. headquartered in Tumwater, Washington. Mr. Charneski is a director of the American Beverage Association. Mr. Charneski was elected to the board of directors of the Pepsi-Cola Bottlers Association in 2010, having

previously served on that board from 1998 through 2008, including chairing the Association from 2005 to 2007. Mr. Charneski serves on the board of trustees of Saint Martin's University and has been a past director of the Washington Center for Performing Arts and The Community Foundation of the South Sound. Mr. Charneski is a 1985 graduate of Seattle University with a Bachelors of Arts in Economics. Mr. Charneski provides a depth of knowledge in corporate and regulatory matters as he is a strong advocate for the American Beverage Association. He brings significant financial, economic and corporate expertise to the Board.

Peter N. Fluetsch is the Chief Executive Officer of Sunset Air, Inc. in Lacey, Washington, a heating and air conditioning contractor that he founded in 1976. Mr. Fluetsch has been a board member of the Sheetmetal Contractors Association of Western Washington for twenty four years as well as a board member of the Sheetmetal Contractors National Association for four years. Mr. Fluetsch is a current board member of the Providence Saint Peter Foundation and served on their board since 2000. Mr. Fluetsch was the founding member and served several terms on the board of the Thurston County Economic Development Council. Mr. Fluetsch served as chairman of the City of Tumwater's planning commission, twelve years as the Chairman of public works for the City Council of Tumwater and served as the Mayor and Executive Officer for four years for the City of Tumwater. Mr. Fluetsch brings to the Board a diverse background in politics, community involvement and expertise of the Sheetmetal industry. He provides broad and experienced knowledge to the Board.

Brian L. Vance currently serves as President and Chief Executive Officer of Heritage and Heritage Bank, and Vice Chairman and Chief Executive Officer of Central Valley Bank. Mr. Vance joined Heritage in 1996 as its Executive Vice President and Chief Credit Officer. Effective October 1, 1998, Mr. Vance was appointed President and Chief Operating Officer of Heritage Bank and in March of 2003, he was named President and Chief Executive Officer of Heritage Bank. On October 1, 2006, Mr. Vance was appointed to his current position. Prior to joining Heritage Bank, Mr. Vance was employed for 24 years with West One Bank, a bank with offices in Idaho, Utah, Oregon and Washington. Prior to leaving West One, he was Senior Vice President and Regional Manager of Banking Operations for the south Puget Sound region. Mr. Vance serves as trustee of the South Puget Sound Community College and serves as a director of the University of Washington Tacoma Milgard School of Business Foundation, the Pierce County Economic Development Board, the Boys and Girls Club and the Community Foundation. Mr. Vance is the President of the Washington Financial League. Mr. Vance's experience with the financial services industry, which includes credit administration, management and strategic forecasting, brings valuable management and financial analysis skills to the Board.

Daryl D. Jensen served as President of Sunset Life Insurance Company of America from 1973 until his retirement in 1999. Currently, Mr. Jensen is Chief Financial Officer of Western Institutional Review Board, located in Olympia, Washington. He serves as a director of Sunset Life Insurance Company and Kansas City Life Insurance Company, and is a member of the Audit Committee of Kansas City Life Insurance Company. Mr. Jensen is also a director of Panorama City Corporation, a large retirement community located in Lacey, Washington. Mr. Jensen has served as a director of Central Valley Bank since 1989. Mr. Jensen is a member of the American Academy of Actuaries. Mr. Jensen brings significant financial services industry expertise to the Board. His management and financial operations experience broaden the Board's perspective on insurance and financial services matters.

Jeffrey S. Lyon is the Chairman and Chief Executive Officer of GVA Kidder Mathews, headquartered in Seattle, Washington. Mr. Lyon serves as a director for GVA Worldwide and Kidder Mathews-Segner Inc. Mr. Lyon is a member of the Real Estate Advisory Board of Washington State University, a member of the Business Advisory Board for the Milgard School of Business at the University of Washington, Tacoma and is also on the Tacoma-Pierce County Economic Development Board. Mr. Lyon has over 34 years of experience in the commercial real estate industry in the Puget Sound area. Mr. Lyon provides an expertise in the commercial real estate industry with excellent entrepreneurial and leadership skills, which prove beneficial to the Board.

Donald V. Rhodes currently serves as Chairman of Heritage Financial Corporation and Heritage Bank, and since 1986, Chairman of Central Valley Bank, a subsidiary of Heritage which was acquired on March 5, 1999. Mr. Rhodes joined Heritage Bank in 1989 as President and Chief Executive Officer and was elected Chairman in

1990. Mr. Rhodes serves as a director of the Federal Home Loan Bank of Seattle. Mr. Rhodes' significant experience in the financial services industry has proven to provide a depth of knowledge and judgment to the Board. He has provided the management and leadership skills required as the Chairman of the Company.

Gary B. Christensen is the President, Chief Executive Officer and Chairman of the Board of R.E. Powell Distributing, a fuel, lubricant and propane distributorship headquartered in Grandview, Washington. In 2004, R.E. Powell Distributing was named one of five inductees into the University of Washington sponsored Leadership Circle at the 6th Annual UW Minority Business of the Year Awards dinner. Mr. Christensen is also the Chief Executive Officer and Chairman of the Board of MidValley Chrysler, Jeep, Dodge Inc. Mr. Christensen is a current member of the Chevron Oil Company National Wholesale Council, a director of the Safari Club International and a founding director and current President of Central Washington Chapter of Safari Club International. Mr. Christensen serves as a director for Central Valley Bank and recently retired from serving as the Chairman of the Board of Directors for Yakima County Development Association. Mr. Christensen provides significant knowledge in corporate matters with his proven leadership in the success of his multiple companies. He also provides extensive knowledge of the Yakima Valley market, where our subsidiary bank, Central Valley Bank, is located.

John A. Clees is Tax Services Director at the consulting and accounting firm of RSM McGladrey and McGladrey & Pullen LLP in Olympia, Washington. Prior to this, Mr. Clees was the President of Clees Miles CPA Group, Olympia, Washington from 1995 until the Group was sold to RSM McGladrey. Prior to that time, he was the managing partner of Gattis, Clees and Company, an accounting firm with offices in Seattle and Olympia, Washington. Mr. Clees is a graduate of the University of Washington with a Bachelor of Arts in Economics and a graduate of the University of Washington School of Law. Mr. Clees is licensed as both a Certified Public Accountant and an attorney in the State of Washington. Mr. Clees is the past chair and continuing board member of the Community Foundation of South Puget Sound, a board member of the Providence St. Peter Hospital Foundation and of the Providence St. Peter Hospital Community Board of Directors. He is also a founding board member of Together, a board member of the South Puget Sound Community College Foundation and the Boys and Girls Club of Thurston County. Mr. Clees served on Heritage's Board of Directors from 1990 to 2000 and served as a non-voting consultant to Heritage's Board of Directors and Audit Committee from 2000 until June 2005. Mr. Clees provides important tax and accounting expertise as well as a legal perspective to the board with a solid understanding of corporate governance matters.

Kimberly T. Ellwanger was Senior Director of Corporate Affairs and Associate General Counsel at Microsoft Corporation of Redmond, Washington from 1991 until her retirement in October of 1999. At Microsoft, she directed the Company's government affairs practice, including opening a Washington D.C. office and developing a network of state and government affairs representation. Prior to Microsoft, Ms. Ellwanger was a Partner at Perkins Coie in Seattle, Washington from 1985 to 1991, where her practice included state and local tax planning, tax litigation, bankruptcy, general business and corporate advice and transactions. She has been involved in numerous civic and professional activities including currently serving on the Board of the South Sound YMCA, and the UW Law Alumni Magazine Editorial Board. She also has served as Chair of the Washington Council on International Trade and the Dean's Advisory Committee of the University of Washington Law School. Ms. Ellwanger graduated with high honors from the University of Washington School of Law and graduated Phi Beta Kappa from Vassar College with an honors degree in economics. Ms. Ellwanger brings significant legal expertise, which is complimented with her knowledge and experience in corporate and government matters.

Philip S. Weigand is a graduate of Stanford University with a Bachelor of Arts and a graduate of Boston University with a Master's of Science in Public Relations. Mr. Weigand is also a retired Lieutenant Colonel of the U.S. Marine Corps with 20 years of active service during which time he was awarded the Silver Star Medal for Heroism and the Bronze Star Medal. From 1988 to 2007, Mr. Weigand was a real estate agent with Virgil Adams Real Estate with experience in real estate sales and development in the Thurston County market. He also serves as a member of the Board of Trustees of St. Martin's University in Lacey, Washington and is a director of the Boys & Girls Clubs of Thurston County, Washington. Mr. Weigand brings significant knowledge of the south Puget Sound real estate market, adds valuable public relations and communications skills and is a longstanding member of the board with a solid understanding of the financial services industry.

MEETINGS AND COMMITTEES OF THE BOARD OF DIRECTORS

AND CORPORATE GOVERNANCE MATTERS

Board of Directors

The Board of Directors of Heritage conducts its business through meetings of the Board and through its committees. During the year ended December 31, 2009, the Board of Directors of Heritage held 14 meetings. No director of Heritage attended fewer than 75% of the total meetings of the Board and committees on which the director served during this period.

Committees and Committee Charters

The Board of Directors of Heritage has standing Audit and Finance, Compensation, Risk and Board Governance and Nominating Committees, and has adopted written charters for each of these committees. You may obtain a copy of these documents, free of charge, by writing to: Kaylene M. Lahn, Secretary, Heritage Financial Corporation, 201 Fifth Avenue S.W., Olympia, Washington, 98501, or by calling (360) 943-1500. The charters, with the exception of the Risk Committee Charter, are also available on our website at www.hf-wa.com.

Audit and Finance Committee

The Audit and Finance Committee consists of Directors Jensen (Chairman), Charneski, Christensen, Clees and Weigand. The Committee meets quarterly and on an as needed basis to evaluate the effectiveness of Heritage's internal controls for safeguarding its assets and ensuring the integrity of the financial reporting. The Committee also appoints the independent registered public accounting firm and reviews the audit report prepared by the independent registered public accounting firm. The Audit Committee met ten times during the year ended December 31, 2009 and held quarterly conference calls to review our earnings releases and periodic filings with the SEC.

Each member of the Audit Committee is independent in accordance with the requirements for companies listed on The Nasdaq Stock Market. Director Jensen has been designated by the Board of Directors as the audit committee financial expert, as defined by the SEC. Director Jensen is the Chief Financial Officer of Western Institutional Review Board.

Board Governance and Nominating Committee

The Board Governance and Nominating Committee consists of Directors Jensen (Chairman), Clees, Ellwanger, Fluetsch and Lyon. The Board Governance and Nominating Committee and its Chair are appointed annually by the Board of Directors. The Committee meets annually and on an as needed basis, and is responsible for selecting qualified individuals to fill expiring directors' terms and openings on the Board of Directors. Final approval of director nominees is determined by the full Board, based on the recommendations of the Committee. The Committee's role includes oversight of our corporate governance program. The Committee's duties include the development and administration of the Company's corporate governance standards and the internal evaluation of the Board's performance. The Board Governance and Nominating Committee did not meet during the year ended December 31, 2009 because of scheduling conflicts, but met during January 2010 to nominate directors for election.

In its deliberations for selecting candidates for nominees as director, the Committee considers the candidate's knowledge of the banking business and involvement in community, business and civic affairs, and also considers whether the candidate would provide for adequate representation of our market areas. Any director nominated by the Committee must be highly qualified with regard to some or all the attributes listed in the preceding sentence. In searching for qualified director candidates to fill vacancies on the Board, the Committee solicits its current Board of Directors for names of potentially qualified candidates. Additionally, the Committee may request that members of the Board of Directors pursue their own business contacts for the names of

potentially qualified candidates. The Committee would then consider the potential pool of director candidates, select the top candidate based on the candidates' qualifications and the Board's needs, and conduct an investigation of the proposed candidate's background to ensure there is no past history that would cause the candidate not to be qualified to serve as a director of Heritage. The Committee will consider director candidates recommended by the Company's shareholders. If a shareholder has submitted a proposed nominee, the Committee would consider the proposed nominee, along with any other proposed nominees recommended by members of the Board of Directors, in the same manner in which the Committee would evaluate its nominees for director. For a description of the proper procedure for shareholder nominations, see "Shareholder Proposals" in this Proxy Statement.

As noted above, the Board Governance and Nominating Committee Charter provides for a number of criteria that are considered when selecting new members of the Board. Those criteria as well as work experience, community involvement, skills and viewpoints are considered to provide for diversity on our Board of Directors. These diversity factors are considered when the Committee and Board are seeking to fill a vacancy or new seat on the Board.

Compensation Committee

The Compensation Committee is comprised of Directors Fluetsch (Chairman), Charneski, Christensen, Ellwanger and Jensen. The Compensation Committee meets on an as needed basis regarding the personnel, compensation and benefits related matters of Heritage. The Committee also meets outside of the presence of Mr. Vance to discuss his compensation and make its recommendation to the full Board, which then votes on Mr. Vance's compensation. Mr. Vance makes recommendations to the Compensation Committee regarding the compensation of all other executive officers. The Committee considers the recommendations of Mr. Vance and makes its recommendation to the full Board, which then votes on executive compensation. This Committee met nine times during the year ended December 31, 2009.

Risk Committee

The Risk Committee reviews risks inherent in our business such as credit risk, market and liquidity risk, operational risk and the regulatory component of compliance risk. The members of the Risk Committee are Directors Clees (Chairman), Ellwanger, Fluetsch, Lyon, Vance and Rhodes. There were four meetings of the Risk Committee during the year ended December 31, 2009.

Leadership Structure

As noted above, the positions of Board Chairman and of President and Chief Executive Officer are held by two persons. This has been the case since 2006. The Board believes this structure is appropriate for the Company because it provides segregation of duties between managing the Company and the facilitation of the Board.

Board Involvement in Risk Management Process

A risk management officer reports directly to the Risk Committee Chair and the Audit and Finance Committee Chair, while administratively reporting to the Chief Executive Officer of the Company. The Board and senior management are diligent and prudent in managing risks of the Company.

Corporate Governance

Director Independence. Our common stock is listed on the Nasdaq Global Select Market. In accordance with Nasdaq requirements, at least a majority of our directors must be independent directors. The Board of Directors has determined that eight of our ten directors are independent. Directors Charneski, Christensen, Clees, Ellwanger, Fluetsch, Jensen, Lyon and Weigand are all independent. Only Brian L. Vance, who serves as

President and Chief Executive Officer of Heritage Financial Corporation and Heritage Bank, and Donald V. Rhodes, the Chairman of Heritage and its financial institution subsidiaries and the former President and Chief Executive Officer of Heritage Financial Corporation and Heritage Bank, are not independent.

Code of Ethics. The Board of Directors has adopted a written Code of Ethics Policy that applies to our directors, officers and employees. You may obtain a copy of the Code of Ethics free of charge by writing to: Kaylene M. Lahn, Secretary, Heritage Financial Corporation, Inc., 201 Fifth Avenue S.W., Olympia, Washington 98501, or by calling (360) 943-1500. In addition, our Code of Ethics is available on our website at www.hf-wa.com.

Shareholder Communication with the Board of Directors. The Board of Directors maintains a process for shareholders to communicate with the Board of Directors. Shareholders wishing to communicate with the Board of Directors should send any communication to Kaylene M. Lahn, Secretary, Heritage Financial Corporation, Inc., 201 Fifth Avenue S.W., Olympia, Washington 98501. Any such communication should state the number of shares beneficially owned by the shareholder making the communication.

Annual Meeting Attendance by Directors. It is Heritage's policy that its directors attend the annual meeting of shareholders. At the 2009 annual meeting, all of Heritage's directors were in attendance, except for Director Charneski.

Related Party Transactions. We have followed a policy of granting loans to our executive officers and directors, which fully comply with all applicable federal regulations, including those governing loans and other transactions with affiliated persons of Heritage. Loans to our directors and executive officers are made in the ordinary course of business and on substantially the same terms, including interest rates and collateral, as those prevailing at the time for comparable loans with all customers, and do not involve more than the normal risk of collectability or present other unfavorable features.

All loans and aggregate loans to individual directors and executive officers, without regard to loan amount, are completely documented and underwritten using the same underwriting policies, procedures, guidelines and documentation requirements as are used for non-director and non-executive customers of Heritage. Following the normal underwriting approvals by underwriting personnel, all such loans are then presented for review and approval by the Board of Directors of Heritage Bank or Central Valley Bank, as the case may be, pursuant to Regulation O of the Federal Reserve Board, and the requirements of the Federal Deposit Insurance Corporation and the Washington State Department of Financial Institutions, Division of Banks. There are no exceptions to these procedures and all approvals are documented in the Board meeting minutes. There were \$8.9 million balances outstanding on loans to directors and executive officers at December 31, 2009.

DIRECTORS COMPENSATION

The following table shows the compensation paid to our non-employee directors for the year ended December 31, 2009. Compensation for Brian L. Vance, who is the President and Chief Executive Officer of Heritage, is included in the section below entitled Executive Compensation.

Name	Fee Earned or Paid In Cash (\$)	Option Awards (\$)(1)(2)	All Other Compensation (3)	Total (\$)
Brian S. Charneski	26,050	3,495		29,545
Gary B. Christensen	26,200	4,544		30,744
John A. Clees	26,200	3,495		29,695
Kimberly T. Ellwanger	23,350	3,495		26,845
Peter N. Fluetsch	25,700	3,495		29,195
Daryl D. Jensen	30,300	4,544		34,844
Jeffrey S. Lyon	23,200	3,495		26,695
Donald V. Rhodes	20,000	4,544	57,929	82,473
Philip S. Weigand	24,900	3,495		28,395

- (1) Reflects the aggregate grant date fair value of awards, computed in accordance with Financial Accounting Standards Board Accounting Standards Codification Topic 718, Compensation Stock Compensation (FASB ASC Topic 718). The stock options were valued using the Black-Scholes option pricing model with the following assumptions: weighted average risk-free rate of 2.07%, expected term of 5.00 years, expected volatility of 31%, and expected dividend yield of 3.49%. The resulting Black-Scholes grant value for the February 2009 stock option awards was \$2.33 per share.
- (2) The following is the aggregate number of stock option awards held by each director at December 31, 2009: Mr. Charneski 10,200 shares; Mr. Christensen 10,637 shares; Mr. Clees 7,575 shares; Ms. Ellwanger 6,000 shares; Mr. Fluetsch 6,025 shares; Mr. Jensen 13,262 shares; Mr. Lyon 10,726 shares; Mr. Rhodes 14,049 shares; and Mr. Weigand 10,726 shares.
- (3) Mr. Rhodes was an employee of Heritage until August 31, 2009. The amount reflects his salary (\$50,000), as well as cell phone value, club memberships, insurance premiums, car allowance and employer 401(k) contributions.

Fees. Each non-officer director received a monthly retainer fee of \$625, a monthly \$1,000 fee for each Board meeting attended or \$750 if teleconferenced into the board meeting, and a fee for each committee meeting attended. Committee meeting fees consisted of \$1,000 for the Audit Committee Chair, and \$500 for Audit Committee members. Committee meeting fees consisted of \$350 for the Risk and Compensation Committee Chairs, and \$300 for Risk and Compensation Committee members. Committee meeting fees consisted of \$200 for the Donation and Governance/Nominating Committee Chairs, and \$150 for Donation and Governance/Nominating Committee members. Executive Committee members received \$150 per committee meeting. A \$1,000 retreat fee was also paid to all directors. The Chairman of the Board received a monthly fee of \$5,000 for serving in that capacity. Directors who are officers or employees of Heritage or its subsidiaries receive no additional compensation for service as directors or members of Board committees.

Stock Options. Non-officer directors typically receive annual grants of non-qualified stock options. Stock options granted vest ratably over a three-year period and expire five years from the vesting date. On February 26, 2009, the non-officer directors were each granted non-qualified stock options to purchase 1,500 shares at a strike price of \$11.35. In addition, Directors Jensen, Christensen, and Rhodes each received non-qualified stock options to purchase 450 shares at a strike price of \$11.35 for their service as Directors of Central Valley Bank.

EXECUTIVE COMPENSATION

Compensation Discussion and Analysis

Set forth below is a discussion of our compensation policies for 2009, applicable to our Chief Executive Officer, Chief Financial Officer and three other most highly paid executives. We refer to these five people as our named executive officers.

Compensation-related Governance and Role of the Compensation Committee. The Compensation Committee of the Board of Directors, composed entirely of independent directors, establishes and monitors compensation programs for executive officers of Heritage and its subsidiaries. The Compensation Committee's responsibilities are to:

review the goals and objectives of the compensation plans of Heritage, Heritage Bank and Central Valley Bank;

review and administrate our compensation plans in light of the goals and objectives of these plans, and adopt and recommend new compensation plans or amendments to existing plans;

review and recommend to the Board action affecting salaries, bonuses, benefits, equity compensation grants and other compensation arrangements for the Chief Executive Officer and other executive officers;

review and approve the corporate goals and objectives for the Chief Executive Officer annually;

review and recommend to the full Board for approval director compensation and fees, benefits and equity compensation grants;

conduct reviews of our compensation programs, and provide such reports, certifications and disclosures and discharge any other obligations under the U.S. Department of the Treasury's Troubled Asset Relief Program (TARP) or any other government program;

review and discuss the Compensation Discussion and Analysis with management;

review our policies regarding the tax deductibility of compensation paid to executive officers for purposes of Section 162(m) of the Internal Revenue Code; and

review and approve the compensation policies of Heritage, Heritage Bank and Central Valley Bank on a periodic basis.

Heritage, through its Compensation Committee, has the sole discretion: (a) to determine whether and to what extent any named executive officer compensation plans covering the executives encourage taking unnecessary and excessive risks that threaten Heritage's value; (b) to determine whether and to what extent any other employee compensation plans covering the executives pose risks to Heritage that should be limited; (c) to determine whether and to what extent any compensation plans covering the executives encourage the manipulation of reported earnings; and (d) to limit or eliminate any compensation or compensation plan based on these determinations.

As a TARP participant, Heritage is subject to certain restrictions and limitations on the compensation it may provide to certain of its executive officers and other employees. Accordingly, Heritage compensation programs must be designed and administered in compliance with these restrictions and limitations for as long as Heritage remains subject to them. Additionally, as a financial institution, Heritage must abide by any other rules, regulations or guidelines related to compensation that may be imposed by bank regulatory authorities.

Impact of American Recovery and Reinvestment Act of 2009 on Executive Compensation. On November 21, 2008, Heritage completed the sale to the U.S. Department of the Treasury of 24,000 shares of its Fixed Rate Cumulative Perpetual Preferred Stock, Series A (the Series A

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Preferred Stock), for an aggregate purchase price of \$24.0 million, with a related warrant to purchase 276,074 shares of Heritage s common stock

(the Treasury Warrant). Under the terms of the warrant, because our recent offering of common stock, described below, was a qualified equity offering resulting in aggregate gross proceeds of at least \$24.0 million, the number of shares of our common stock underlying the warrant was reduced by 50% to 138,037 shares. The issuance of the Series A Preferred Stock and the Treasury Warrant was the result of the Treasury's approval of Heritage's application to participate in the Treasury's Capital Purchase Program, which was established by Treasury pursuant to the authority granted by the Emergency Economic Stabilization Act of 2008 (the EESA). Heritage was required to make certain changes to its executive compensation arrangements as necessary to comply with the provisions of the EESA. Effective February 17, 2009, President Obama signed into law the American Recovery and Reinvestment Act of 2009 (ARRA). The ARRA amends the provisions of the EESA that are applicable to TARP recipients, such as Heritage. Accordingly, Heritage is now subject to additional limitations on executive compensation, including a provision for recovery of bonus, retention awards, or incentive compensation paid based on earnings, revenue, gains or other criteria later found to be materially inaccurate, a prohibition on making golden parachute payments, a prohibition on paying or accruing any bonus, retention award or incentive compensation (except for certain grants of long-term restricted stock), and providing tax gross-ups. These restrictions and prohibitions apply to various Heritage officers, as discussed in greater detail herein.

Heritage's Compensation Philosophy and Objectives. Heritage's compensation programs are designed to link compensation with performance, taking into account competitive compensation levels at similar financial institutions and in the markets where Heritage competes for talent. The policies and underlying philosophy governing Heritage's compensation programs include the following:

Employer of Choice: Heritage views compensation as a key means of being an employer of choice in its markets and allowing it to attract and retain key employees critical to its long-term success. Heritage provides competitive compensation packages in order to attract above-average employees.

Pay Aligned with Performance: Heritage provides a competitive salary combined with incentive opportunities that reward outstanding bank and individual performance and involve appropriate levels of risk.

Flexibility: Heritage recognizes that the market for talent requires flexibility in compensation in order to attract qualified individuals. Salary ranges and individual compensation decisions take into account local competitive pressures and changing conditions, as well as TARP-related and any other regulatory restrictions. Furthermore, the targeted position relative to market may vary depending on the type and level of position, recognizing the different recruiting conditions and relative importance of various qualifications.

The following table lists some of the major components of compensation that we may use as part of the compensation program, to the extent permitted under TARP-related and any other regulatory restrictions.

Component	Primary Objective
Base salary	Attract talent
Annual incentives	Recognize individual differences in performance, experience, responsibility and position worth Motivate achievement of annual goals
Long-term incentives (cash and equity)	Provides a vehicle for adjusting pay on an annual basis to reflect individual and corporate-wide performance Motivate achievement of long-term performance
Supplemental benefits	Align employees with shareholders Retain talent Reduce shortfalls of qualified plans Provide financial security, protection, and retention

Taking into account factors such as internal pay equity, experience, tenure, scope of responsibility, market and economic conditions, performance and risk management considerations, the Compensation Committee seeks to target overall compensation at levels that it believes to be consistent with comparable peers within the banking industry. Executive and officer compensation is set to promote our achievement of stated annual and long-term performance objectives. In general, for applicable positions with similar titles or general responsibilities Heritage will attempt to target total compensation at levels competitive with peer financial institutions. Additional details of our compensation program are as follows:

Base pay levels are designed to be competitive within the banking industry and to take into consideration the experience and skills, as well as the role and responsibilities, assigned to each named executive officer.

Incentive payouts throughout Heritage are intended to be performance-based and reflect the actual performance results compared to established incentive plan goals.

Long-term incentive payouts, paid in equity or cash, are intended to follow similar guidelines utilized under the annual incentive plans, but with a focus on longer-term performance.

The Compensation Committee, with approval from the Board, reserves the right, in its sole discretion, to not award any incentive payouts when extraordinary circumstances occur that may negatively impact Heritage.

This compensation philosophy will be reviewed periodically by the Compensation Committee and will be modified, as appropriate, to reflect market trends and industry best practices.

Adoption of Formal Compensation Philosophy. Heritage adopted a formal compensation philosophy on February 24, 2010 to provide an overarching guideline for establishing and managing all elements of executive compensation. The philosophy includes specific market percentiles in which to target compensation. The formal compensation philosophy takes into account factors such as internal pay equity, experience, tenure, and scope of responsibility. The Compensation Committee seeks to target overall compensation at levels that it believes to be consistent with other comparable peers within the banking industry. Executive and officer compensation will be weighted toward Heritage's achievement of stated annual and long-term performance objectives.

Role of Executives in Compensation Committee Deliberations. The Compensation Committee frequently requests the Chief Executive Officer and other executives to be present at Committee meetings to discuss executive compensation. Executive officers in attendance may provide their insights and suggestions, but only independent Compensation Committee members may vote on decisions regarding executive compensation. The Compensation Committee discusses the Chief Executive Officer's compensation with him, but final deliberations and all votes regarding his compensation are made in executive session, without the Chief Executive Officer present. The Committee also reviews the Chief Executive Officer's recommendations and input from the compensation consultant regarding the other named executive officers' compensation.

Compensation Committee Activity and Key Initiatives During 2009. In mid-2009, the Compensation Committee retained Amalfi Consulting, an independent third-party consulting company specializing in providing compensation consulting services to financial institutions, to review its executive and officer total compensation, which provided compensation data for each of the named executive officers as well as four other top officers. This review included data on salary, cash compensation (salary and annual cash incentives), direct compensation (cash compensation and all forms of equity compensation), and total compensation (direct compensation and all other forms of compensation). A custom proxy peer group was established and industry salary surveys were utilized in the report.

In addition, the Compensation Committee engaged Amalfi Consulting to work with its Senior Risk Officer to assist in the risk assessment required of TARP participants. Amalfi Consulting reported directly to the Committee in this engagement, and worked closely with the Senior Risk Officer to evaluate the potential of unnecessary and excessive risk taking promoted by its compensation programs.

Amalfi consultants report directly to the Compensation Committee and the Committee discusses, reviews, and approves all consulting projects performed by Amalfi Consulting. The Compensation Committee periodically reviews the relationship with Amalfi Consulting and considers competitive proposals from other firms. As an independent consulting firm, Amalfi Consulting does not provide other non-executive services such as retirement or welfare plan administration.

During 2009, the Compensation Committee also met independently with Amalfi and the Company's special legal counsel.

Selection Criteria for the Company's Peer Group. The peer group was created based on the following criteria:

publicly-traded financial institutions;

locations in the states of Idaho, Montana, Oregon, Utah, Washington and Northern and Central Coast California;

asset size of \$700 million to \$2 billion; and

comparable business model and performance results.

Shaded banks were used in Heritage's prior peer group, and were determined to still be an appropriate peer comparison. Nine of the 19 banks were TARP participants at the time the peer group was compiled.

	Company Name	Ticker	City	State	Total Assets As of December 31, 2008	Total Assets as of June 30, 2009
					(\$000)	(\$000)
1	Columbia Banking System, Inc.	COLB	Tacoma	WA	3,097,079	3,021,857
2	West Coast Bancorp	WCBO	Lake Oswego	OR	2,516,140	2,613,483
3	Farmers & Merchants Bancorp	FMCB	Lodi	CA	1,684,437	1,761,024
4	Cascade Financial Corporation	CASB	Everett	WA	1,637,319	1,610,696
5	Heritage Commerce Corp	HTBK	San Jose	CA	1,499,227	1,437,024
6	PremierWest Bancorp	PRWT	Medford	OR	1,475,954	1,478,040
7	Sierra Bancorp	BSRR	Porterville	CA	1,326,292	1,295,816
8	Intermountain Community Bancorp	IMCB	Sandpoint	ID	1,105,555	1,103,880
9	Pacific Continental Corporation	PCBK	Eugene	OR	1,090,843	1,130,238
10	Bank of Marin Bancorp	BMRC	Novato	CA	1,049,557	1,094,359
11	Northrim BanCorp, Inc.	NRIM	Anchorage	AK	1,006,392	975,693
12	Bridge Capital Holdings	BBNK	San Jose	CA	947,596	829,336
13	San Joaquin Bancorp (1)	SJQU	Bakersfield	CA	936,008	834,054
14	Washington Banking Company	WBCO	Burlington	WA	899,631	934,653
15	Riverview Bancorp, Inc.	RVSB	Vancouver	WA	886,849	920,390
16	North Valley Bancorp	NOVB	Redding	CA	879,551	913,366
17	Heritage Oaks Bancorp	HEOP	Paso Robles	CA	805,588	881,355
18	Central Valley Community Bancorp	CVCY	Fresno	CA	752,713	747,623
19	Timberland Bancorp, Inc.	TSBK	Hoquiam	WA	681,883	675,492
	Average				1,277,822	1,276,757
	25th Percentile				893,240	897,361
	50th Percentile				1,049,557	1,094,359
	75th Percentile				1,487,591	1,457,532

Heritage Financial Corporation	HFWA	Olympia	WA	946,145	966,763
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Percent Rank

38%

43%

- (1) San Joaquin Bancorp failed on October 16, 2009 and will not be included in the peer group in the future.

In addition, the study included executive compensation information from published banking industry surveys including: Amalfi Consulting, Watson Wyatt, American Bankers Association, Bank Administration Institute, and the regional survey *Northwest Financial Industry Salary Survey* (Milliman). The Milliman survey contains compensation data from financial institutions located in the states of Washington, Oregon and Idaho.

Pay Level and Benchmarking Process. To evaluate executive pay, the Compensation Committee considers data collected on external competitive levels of compensation and internal relationships within the executive group. The Committee makes decisions regarding individual executives' target total compensation opportunities based on the need to attract, motivate and retain an experienced and effective management team. Although the Committee gains considerable knowledge about the competitiveness of Heritage's compensation programs through the benchmarking process and by conducting periodic studies, the Committee recognizes that each financial institution is unique and that significant differences between institutions in regard to executive compensation practices exist.

The Compensation Committee did not complete the benchmarking process in early 2009, as is its typical practice, as it was determined that four of the named executive officers, Messrs. Vance, Patjens, Spurling and Hinson, would be subject to a base salary freeze, along with others at Heritage Bank. Only Mr. Broadhead received a modest base salary increase of 2%.

According to the report provided by Amalfi Consulting in October 2009, salaries, cash compensation, direct compensation, and total compensation amounts for each named executive officer fell below the market 50th percentile. The primary data source used in evaluating competitive market levels for the named executive officers was the peer group of 19 financial institutions above. This information was supplemented with banking industry survey data. The Compensation Committee has received and reviewed the report, and continues to take the findings under advisement. The Compensation Committee is currently considering strategies to align these individuals more closely to our overall compensation philosophy statement and our peer group. No action has been taken to date with regard to named executive officer compensation as a result of this compensation study.

Base Salary. Salary levels of executive officers are designed to be competitive within the banking industry and are based on the experience and responsibility assigned to the officer. We utilize, among other information, compensation studies performed by third parties. To set competitive salary ranges, the Compensation Committee periodically evaluates current salary levels of other financial institutions with size, lines of business, geographic dispersion and market place position similar to Heritage's. Base salaries for Heritage's executive officers other than the Chief Executive Officer are based upon recommendations by the Chief Executive Officer taking into account the subjective and objective factors described above. The Committee reviews and approves or disapproves those recommendations. The base salary for the Chief Executive Officer is recommended to the Board of Directors by the Compensation Committee.

The Compensation Committee meets in February or March of each year in order to approve the base salaries of the officers of Heritage and its subsidiaries effective April 1 of that year. This timing coincides with the review of the performance of the individual officer as well as the prior year performance of Heritage and its subsidiaries.

Heritage utilizes various compensation surveys and a proxy peer group to obtain a general understanding of current base salary, salary range and total cash compensation trends of competitors to ensure that executive compensation is not significantly out of line with competitors of a similar size or within our market areas. Management also utilizes a peer group of publicly traded banks to assess base salaries, cash compensation, direct compensation, and total compensation. Further detail regarding the peer group and surveys utilized can be found in the *Pay Level and Benchmarking* section.

Salary Adjustments Made in Year 2009. Heritage's review of the information obtained in order to establish salaries effective April 2009 reflected that generally base salary compensation lags that of the companies surveyed. Management recommended a salary freeze in all officers' salaries for the 12-month period beginning

April 2009; this recommendation was approved by the Committee. It was recommended and approved that Mr. Broadhead, President of Central Valley Bank, receive a base salary increase of 2% to be effective April 2009. One factor considered in establishing named executive officer annual base salaries is the prior year's performance results; Mr. Broadhead received a salary increase as Central Valley Bank achieved its 2008 incentive goals, and was not subject to the salary freeze. All named executive officers, excluding Mr. Broadhead, last received a salary increase in April 2008.

Amalfi Consulting presented the results of its executive compensation review and analysis in October 2009. It was determined not to make any changes to named executive officer base salary or salary ranges as of December 31, 2009; however, the base salary and salary ranges are being analyzed and any annual salary increases, if granted, will be effective April 1, 2010.

Annual Cash Incentive Bonus (Management Incentive Plan). The Company uses annual cash incentives to focus attention on current strategic priorities and encourage achievement of short-term corporate objectives. The objectives of the Management Incentive Plan are to (1) clearly focus the attention of management on organizational priorities, (2) provide competitive pay opportunities contingent on bank performance, and (3) differentiate and reward the individuals who make the most significant contributions to our success. The annual awards are determined by formulas recommended and established by the Compensation Committee each fiscal year and are based upon an assessment of Heritage's performance as compared to budgeted fiscal year performance and upon an evaluation by the Chief Executive Officer of an executive's individual performance and contribution to Heritage's overall performance. The Committee then reviews and approves or disapproves the bonus recommendations and presents them to the Board of Directors for approval. The named executive officers, with the exception of Mr. Broadhead, participate in the Management Incentive Plan. Central Valley Bank has a separate incentive plan for its employees, and Mr. Broadhead, President of Central Valley Bank, is a participant in this plan. In order for Mr. Broadhead to be eligible for a payout, Central Valley Bank must achieve \$1.6 million in after tax earnings. The pool is based on 50% of after tax earnings above \$1.6 million to a maximum of \$100,000. Mr. Broadhead is eligible for 30% of the pool.

As a result of Heritage's participation in the Treasury's Capital Purchase Program, it must ensure that it implements provisions for the recovery of any bonus, incentive compensation or retention award paid to a senior executive officer or the next 20 most highly compensated employees based on financial statements or performance metric criteria later determined to be materially inaccurate or inaccurately applied. Each of the named executive officers has signed a compensation modification agreement that specifies any awards made under the Management Incentive Plan are subject to clawback, or repayment, to Heritage should the bonus be paid on statements of earnings, gains, officer statements, loan criteria, or any other criteria that are later proven to be materially inaccurate regardless of whether or not the company or the officer is at fault. Participation in the Management Incentive Plan, and any awards made under the plan, are subject to all applicable current or future regulations or policies issued by the Treasury or other governing agencies.

The Compensation Committee approves the funding level for the Management Incentive Plan based on meeting or exceeding Company goals (net and core income). Minimum levels of performance based on these measures must be achieved for participants to be eligible for a payout. Each manager provides a scorecard to the Chief Executive Officer and Human Resources with department/individual performance results for the Chief Executive Officer's review and approval.

Annual Incentive Plan (AIP) Award Determination. In 2009, the named executive officers eligible to participate in the Management Incentive Plan, Messrs. Vance, Patjens, Spurling and Hinson had an annual incentive opportunity for cash bonus awards based on individual goals and performance. To be eligible to receive an award, a minimum level of overall Company performance had to be achieved, which is described in more detail below. No awards could be paid for individual goals or performance under the plan unless the minimum company performance measures were achieved. The Central Valley Bank plan is described above; Mr. Broadhead is the only named executive officer participating in this plan.

The performance targets for 2009 for our named executive officers are detailed in the table below. In 2009, the target Management Incentive Plan opportunities were reduced by 50% from 2008 levels due to expected company performance. None of the Heritage Bank officers received a bonus in 2009.

Executive	2008 AIP Target Opportunity (as % of base salary)	2009 AIP Target Opportunity (as % of base salary)	2009 Bonus Received (as % of base salary)
Brian L. Vance	35%	(1)	0%
Donald J. Hinson	17.5%	8.8%	0%
Gregory D. Patjens	20%	10%	0%
D. Michael Broadhead	(2)	(2)	14.0%
David A. Spurling	17.5%	8.8%	0%

- (1) As a result of Heritage's participation in the Treasury's Capital Purchase Program, it is currently prohibited from paying or accruing any bonus, retention award or incentive compensation to its most highly compensated employee; Mr. Vance was the most highly compensated employee for 2009 and thus, was not eligible for an annual incentive bonus. If Heritage were not prohibited from paying Mr. Vance a cash incentive bonus, his target bonus opportunity would have been 17.5%.
- (2) Mr. Broadhead did not have a target bonus. His 2009 bonus was calculated based on 30% of the Central Valley Bank bonus pool resulting in a bonus of \$22,000 for 2009. This bonus pool is calculated as 50% of the amount of net income over a profit threshold set for Central Valley Bank. The maximum amount for the bonus pool was \$100,000 for 2009.

Changes to the Management Incentive Plan in 2009. For 2009, annual cash incentive awards for Heritage officers were based on the achievement of department and/or individual goals (100% weighting). To be eligible to receive an award, a minimum level of overall Company performance (measured by net income and core income) had to be achieved. In the past, the weighting had been: 10% Heritage net income, 30% Heritage Bank net income, and 60% department/individual performance goals. The incentive pool funding was formerly based on a sliding scale of net income achievement that allowed for payout if net income was achieved, exceeded goal, or only partially achieved. In the past, an individual could still earn a bonus based on department and/or individual goals even if Heritage and Heritage Bank net income goals were not met.

In 2009, the plan changed so that incentives (based 100% on individual goals) are paid *only* if *both* Heritage Bank net and core income minimum goals are met. This change was made to further protect shareholder value and assure that Heritage is profitable before paying out incentive awards. The required minimum levels of achievement and 2009 actual performance are described in the table below:

Goal (Heritage Bank)	Minimum Level of Achievement (to determine eligibility to receive award)	2009 Actual Performance (loss)
Net Income	\$ 834,000	\$ (235,893)
Core Income	\$ 14,930,000	\$ 17,381,785

Because Heritage Bank did not achieve both its 2009 net income and core income minimum goals, no incentive awards were paid to Messrs. Hinson, Patjens and Spurling, regardless of their individual performance.

Named Executive Officer Personal Objectives. Achievement of named executive officer personal objectives are measured as follows:

Personal performance ratings are measured on a 0-2 scale, as detailed below, where:

- 0 = failed to meet minimum expectations
- 0.25 = met only minimum expectations

- 0.5 = partially met expectations
- 1 = fully met expectations
- 1.5 = exceeded expectations
- 2 = far exceed expectations

Bonus payouts are not made if the individual performance rating is .74 or below; ratings between .75 and 1.00 result in a payout reduction of 50% to 100% (e.g., if the rating is .85, the total payout is .70 multiplied by bonus target).

If an individual loan or transaction results in significant exposure to Heritage Bank (as determined by management), no incentive will be paid regardless of other performance results.

Personal performance may include production goals, branch or department management, customer retention, credit quality, and individual project or plan execution. The plan is designed to include objectives other than production objectives for each participant to underscore the expectations of the Board that the incentive plan does not encourage or reward unnecessary or excessive risk taking to the shareholder by senior management, lenders or other participants in order to receive a payment.

Personal Performance Goal Selection and Evaluation. In 2009, Messrs. Hinson, Patjens and Spurling had five main goal categories related to department/individual performance. Their 2009 individual goals did not change from the performance goals selected for 2008. 2009 was perceived to be an extraordinary year due to economic conditions, and the 2008 individual goals were determined to still be applicable for 2009. Personal goal performance is evaluated based on a subjective assessment of performance by the Chief Executive Officer, and takes into consideration measures such as accuracy, quality, timeliness and performance to budget.

Brian L. Vance, Chief Executive Officer, was prohibited from receiving a cash bonus in 2009 as he was the most highly compensated employee pursuant to the TARP regulations. However, Mr. Vance did have performance objectives in 2009, which consisted of the following categories: financial results, strategic contributions, shareholder relations, and infrastructure development. The Chief Executive Officer's performance results are determined on a discretionary assessment by the Compensation Committee and Mr. Vance's performance met and exceeded his performance goals.

Messrs. Hinson, Patjens and Spurling had the 2009 individual performance goals set forth in the tables below. Subjective factors determined by the Chief Executive Officer and objective factors measured analytically are utilized to determine the performance goals rating. Each of Messrs. Patjens, Hinson and Spurling met and exceeded their overall performance goals. However, the annual incentive plan is designed such that a minimum portion of net income and core income goals must be met before any award is paid, regardless of individual performance. Because the minimum net income and core income goals were not met for 2009, Messrs. Patjens, Hinson and Spurling did not receive bonuses.

Individual Goals	Weighting (a)	2009 Actual Performance (b)	Weighted Factor (a x b)
Gregory D. Patjens			
Achieve Divisional Financial Plan	40%	0.75	0.30
Achieve 2009 Strategic Goals	30%	1.25	.38
Lender Transition Plan	10%	1.50	.15
Individual Management Development	10%	1.00	.10
Lender Production Goals	10%	1.00	.10
Total	100%		
Individual Performance Factor			1.03

Individual Goals	Donald J. Hinson	Weighting (a)	2009 Actual Performance (b)	Weighted Factor (a x b)
Board Financial Reporting		15%	1.00	0.15
Investment Portfolio Management		30%	1.25	.38
ALCO		15%	1.25	.18
Investor Relations		20%	1.00	.20
Financial Performance		20%	0.75	.15
Total		100%		
Individual Performance Factor				1.06

Individual Goals	David A. Spurling	Weighting (a)	2009 Actual Performance (b)	Weighted Factor (a x b)
Asset Quality		20%	0.75	0.15
Achieve 2009 Strategic Goals		20%	1.00	.20
Board of Directors/Management Reporting		20%	1.50	.30
GL Administration		20%	1.00	.20
Develop and implement department efficiencies		20%	1.00	.20
Total		100%		
Individual Performance Factor				1.05

D. Michael Broadhead, President of Central Valley Bank, does not participate in the Management Incentive Plan. Central Valley Bank has a separate incentive plan for its employees, and Mr. Broadhead participates in this plan. In order for Mr. Broadhead to be eligible for a payout for 2009, Central Valley Bank must achieve \$1.6 million in after tax earnings. The pool is based on 50% of after tax earnings above \$1.6 million. Mr. Broadhead is eligible up to 30% of the pool. The 2009 actual year-end result was \$1.75 million for Central Valley Bank; as a result, Mr. Broadhead earned and was paid a bonus equal to 14% of base salary or \$22,000.

Equity-Based Compensation

Equity-based compensation is intended to more closely align the financial interests of Heritage's executives with long-term shareholder value, and to assist in the retention of executives who are key to the success of Heritage and its subsidiaries. Equity-based compensation historically has been in the form of incentive stock options and restricted stock awards to officers pursuant to Heritage's existing stock option plans.

Stock options and restricted stock awards are priced based on the closing price of Heritage's stock on the date of grant. The date of grant is the date that the options or awards are approved by the Board of Directors, or by the shareholders at the annual shareholders meeting if the level of grants requires a new option or award plan. Generally, options and restricted stock awards are granted annually at the Board meeting coinciding with the Compensation Committee meeting in February or March. One-time grants of options and/or restricted stock awards to individuals occur occasionally at the discretion of the Compensation Committee; the Committee makes such recommendations and they are approved by the Board of Directors.

Stock options generally vest ratably over three years and expire five years after they become exercisable. Restricted stock awards generally have a five-year cliff vesting schedule.

Equity Grant Award Determination. The Chief Executive Officer makes recommendations to the Compensation Committee regarding the amount and terms of equity awards to the named executive officers. The Chairman of the Board recommends to the Committee the amount and terms of equity awards to the Chief Executive Officer. Using the recommendations of the Chief Executive Officer and the Chairman, the Compensation Committee determines which executives will receive awards and determines the number of shares subject to each award.

Heritage issued primarily restricted stock grants in 2007 and 2008. However, the Company decided to grant stock options in 2009 primarily because it did not have sufficient authorized shares of restricted stock available to grant at the desired award levels.

Chief Executive Officer 2009 Equity Award Determination. Mr. Vance was the most highly compensated employee for 2009 under the TARP regulations; therefore, he is not eligible to receive stock options while the Series A Preferred Stock remains outstanding and Mr. Vance is the most highly compensated employee. Mr. Vance received a restricted stock award in 2009 as permitted by TARP, while the other named executive officer received grants of stock options. The restricted stock grant made to Mr. Vance complied with the TARP limitation that no more than 33% of total compensation may be in the form of restricted stock.

The TARP regulations also impose a limitation on equity award vesting while Heritage's Series A Preferred Stock remains outstanding. Awards may not become transferrable (or payable for stock units) earlier than 25% of the shares at the time 25% of the aggregate financial assistance is repaid to the government and in additional 25% tranches when each additional 25% of aggregate financial assistance is repaid. Mr. Vance's 2009 equity award is subject to five-year cliff vesting. In the event that the Series A Preferred Stock remains outstanding at the end of the five-year vesting period (2014), the shares will remain unvested and subject to the TARP vesting rules.

The Board considered a number of factors in recommending Mr. Vance's equity award, including performance metrics such as nonperforming assets, return on equity, efficiency ratio, construction and commercial real estate exposure, 2009 capital raising results and capital position, and the stability of Heritage as compared to its peers. The Board also took into consideration the fact that Mr. Vance is ineligible to receive a cash bonus pursuant to the TARP regulations and that he was subject to a salary freeze in April 2009. In addition, the Board's strong desire to retain Mr. Vance's leadership and service to Heritage was a significant factor behind the decision to award this discretionary grant. The Chairman of the Board submitted the recommendation for Mr. Vance's equity award, which was approved by the Compensation Committee.

Named Executive Officer 2009 Equity Award Determination. Each of the named executive officers, except for Mr. Vance, received a grant of stock options in 2009. Heritage applied a tiered structure with target award opportunities expressed as a percentage of salary, as described in the table below, and applied subjectivity to the process to differentiate individual performance. Executive officers are assigned to one of five different tier levels within the plan based upon factors such as title, position and/or responsibilities. The tier level is the primary factor used to determine the equity award each executive officer may earn. The target opportunity is based upon a percent of salary and placement within the tiered structure. If minimum expectations are not met, the executive officer may not receive an award, or the award may be reduced. Additional grants of stock options or awards are based on various subjective and objective factors relating primarily to the responsibilities of individual executives, their expected future contributions to Heritage, and the recruitment of new officers. In 2009, target equity award opportunities were reduced by 50% from 2008 levels due to anticipated 2009 Company performance.

Executive	Position	Tier	Target Opportunity as % of Salary	2009 Actual Award as % of Salary (1)
Brian L. Vance	President & CEO	I	25%	28%
Donald J. Hinson	SVP/Chief Financial Officer	III	15%	5%
Gregory D. Patjens	EVP/Community Banking	II	20%	6%
D. Michael Broadhead	President/Central Valley Bank	II	20%	8%
David A. Spurling	SVP/Credit Administration	III	15%	4%

(1) Calculated using grant date fair value of equity awards as a percentage of 2009 salary.

To determine 2009 equity awards, Heritage took into consideration individual performance goals used in the Management Incentive Plan and the tiered structure outlined above for Messrs. Patjens, Spurling and Hinson; for Mr. Broadhead, equity awards were made on a discretionary basis however consideration was given to the performance of Central Valley Bank, and the tiered structure. Subjectivity was also used primarily to apply consistency to the named executive officers. Company performance was considered as well. However, subjectivity was ultimately applied to determine 2009 equity grant awards.

Retirement Plan. We maintain a 401(k) Employee Stock Ownership Plan (KSOP) as a retirement plan. The KSOP is a defined contribution plan. This plan is designed to provide employees with savings opportunities and financial security during retirement. Heritage makes three different contributions to the plan:

A contribution matching 50% of an employee s salary deferral contributions up to 6% of an employee s eligible compensation;

A profit sharing contribution which includes a fixed contribution of 2% of an employee s eligible compensation and a discretionary contribution based on a percentage of an employee s eligible compensation based on Heritage s financial performance and management s recommendation and as approved by the Board. For 2009, the discretionary contribution was equal to 0% of employees eligible compensation; and

A contribution to the Employee Stock Ownership Plan (ESOP).

Perquisites and Other Benefits. The positions of Chairman of the Board, Chief Executive Officer and President of either Heritage or its subsidiaries receive perquisites in the form of golf club memberships and use of automobiles. These perquisites are considered a priority for these individuals due to their community involvement and business development activities. Executive officers also participate in Heritage s other benefit plans on the same terms as other employees. These plans include medical, dental, and vision insurance, life insurance, long-term disability and flexible spending accounts.

Executive Compensation Limitations under EESA, ARRA and the Securities Purchase Agreement

Under EESA, ARRA and the Securities Purchase Agreement, Heritage is subject to certain restrictions on the compensation of its senior executive officers and other specified employees until such time as the Treasury ceases to own the Series A Preferred Stock. The specific impact of the restrictions and limitations continue to evolve. We intend to fully comply with applicable regulations as issued by the Treasury, the Federal Deposit Insurance Corporation, the SEC and any other governing body. In addition, we intend to comply with recently distributed guidance from the Federal Reserve Board and the Federal Deposit Insurance Corporation with respect to sound incentive compensation policies.

For purposes of these restrictions, senior executive officers are defined as (1) the principal executive officer, (2) the principal financial officer and (3) the three most highly compensated executive officers other than the principal executive and financial officers as determined under applicable SEC rules. We have determined that the following officers are senior named executive officers for 2010: Messrs. Vance, Hinson, Patjens, Broadhead and Spurling.

Unnecessary and Excessive Risk. In accordance with the regulatory restrictions and guidance, we have taken the following steps to prevent incentivizing senior executive officers from taking unnecessary and excessive risks that threaten the value of Heritage while the Series A Preferred Stock remains outstanding:

the Compensation Committee reviewed the senior executive officers incentive and bonus compensation arrangements with senior risk officers to ensure that the senior executive officer incentive arrangements do not encourage them to take such unnecessary and excessive risks and has made reasonable efforts to limit any features of the senior executive officers incentive arrangements that would lead any senior executive officer to take such unnecessary and excessive risks;

the Compensation Committee must meet at least annually with the senior risk officers to review the relationship between the institution's risk management policies and the senior executive officer incentive arrangements;

the Compensation Committee must meet at least semi-annually to discuss and evaluate employee compensation plans in light of an assessment of any risk posed from such plans; and

the Compensation Committee must certify in the Compensation Committee Report included in the Company's Proxy Statement that it has completed the reviews discussed in the prior two bullet points.

General Prohibition. ARRA included an additional compensation standard prohibiting the use of any compensation plan that encourages manipulation of reported earnings.

Prohibition on Bonus, Retention Awards or Incentive Compensation. While the Series A Preferred Stock remains outstanding, Heritage is prohibited from paying or accruing any bonus, retention award or incentive compensation to the most highly compensated employee. These restrictions do not apply to long-term restricted stock that (1) does not fully vest while the Series A Preferred Stock remains outstanding, (2) has a value that is one-third or less of the total amount of annual compensation of the employee receiving the restricted stock and (3) is subject to such other terms and conditions as the Treasury may determine is in the public interest.

Clawbacks. Any incentive or bonus payments paid to a senior executive officer and the next 20 most highly compensated employees while the Series A Preferred Stock remains outstanding must be subject to a clawback if the payments were based on materially inaccurate financial statements or any other materially inaccurate financial performance metric criteria.

Golden Parachute Payment Prohibition. Heritage may not make any golden parachute payments to the senior executive officers or the next five most highly compensated employees while the Series A Preferred Stock remains outstanding. For these purposes, the term golden parachute payment generally means any payment to a subject individual made on account of any termination from employment (other than death or disability), except for payments for services performed or benefits accrued, or payments made pursuant to qualified pension and retirement plans.

Deduction Limitations. EESA also applies an amended deduction limitation under Section 162(m) of the Internal Revenue Code to the Company while the Series A Preferred Stock remains outstanding. Under this new deduction limitation, the deduction limit for remuneration paid to senior executive officers during any taxable year was reduced from \$1 million to \$500,000. The \$500,000 deduction limit is computed without regard to performance-based compensation and certain deferrals of income.

Limitation on Luxury Expenditures. ARRA requires the Board, while the Series A Preferred Stock remains outstanding, to have in place a company-wide policy prohibiting excessive or luxury expenditures, as identified by the Treasury.

Chief Executive Officer and Chief Financial Officer Certifications of Compliance. ARRA requires the Chief Executive Officer and Chief Financial Officer to provide to the SEC written certifications of compliance with the EESA and AARA executive compensation and corporate governance requirements.

As the Compensation Committee reviews Heritage's compensation arrangements going forward, it will continue to take into account, and Heritage will comply with, the restrictions set forth in EESA and ARRA and related regulations, as they are promulgated.

Tax and Accounting Considerations. Heritage takes into account tax and accounting implications in the design of its compensation programs. For example, in the selection of long-term incentive instruments, the Compensation Committee reviews the projected expense amounts and expense timing associated with alternative

types of awards. In selecting appropriate incentive devices, the Compensation Committee reviews extensive modeling analyses and considers the related tax and accounting issues.

Section 162(m) of the Internal Revenue Code places a limit on the tax deduction for compensation in excess of \$1 million paid to the Chief Executive Officer and four most highly compensated executive officers of a corporation in a taxable year. All of the compensation Heritage paid in 2009 to the named executive officers is expected to be deductible under Section 162(m) of the Code. The Compensation Committee retains the discretion, however, to pay non-deductible compensation if it believes doing so is in our best interests.

Compensation Committee Report

The Compensation Committee of the Heritage Board of Directors has submitted the following report for inclusion in this Proxy Statement:

The Compensation Committee has reviewed and approved the Compensation Discussion and Analysis contained in this Proxy Statement with management. Based on the Committee's discussion with management, the Compensation Committee recommended that the Board of Directors approve and include the Compensation Discussion and Analysis in this Proxy Statement.

The Compensation Committee certifies that:

- (1) It has reviewed with the senior risk officer the senior executive officer (SEO) compensation plans and has made all reasonable efforts to ensure that these plans do not encourage SEOs to take unnecessary and excessive risks that threaten the value of Heritage;
- (2) It has reviewed with the senior risk officer the employee compensation plans and has made all reasonable efforts to limit any unnecessary risks these plans pose to Heritage; and
- (3) It has reviewed the employee compensation plans to eliminate any features of these plans that would encourage the manipulation of reported earnings of Heritage to enhance the compensation of any employee.

Discussion of Risk Review and Assessment Overview

The Compensation Committee engaged Amalfi Consulting to assist Heritage's Senior Risk Officer in conducting an assessment of the Company's compensation programs. This assessment was reviewed and discussed with the Compensation Committee in preliminary form in November 2009 and the final Overall Risk Assessment was presented and accepted by the Committee in December 2009. The assessment covered all compensation plans, including the SEO compensation plans. The review was focused on incentive based compensation plans and the administration of them. Amalfi considered compensation plans providing for de minimis payouts and determined that these plans did not present opportunities for employees to take unnecessary and excessive risks that threaten the value of Heritage, or to manipulate earnings to enhance the compensation of any employee. The review also did not include broad-based welfare and benefit plans that do not discriminate in scope and terms of operation.

The review of the compensation plans included recommendations for potential improvements to plans and/or control processes. The Committee reviewed with Amalfi, the Senior Risk Officer and other members of management the findings of the report and concluded that the Company's compensation plans do not encourage unnecessary or excessive risk and that management and the Board have effective controls in place utilizing outside auditors, internal auditors and Board oversight to ensure adequate controls are in place to mitigate risk within the company. The Committee further determined to engage Amalfi for compensation plan projects to further mitigate risk within the Company's annual incentive plan and equity plans. The Committee expects recommendations from Amalfi in the spring of 2010 and will implement recommendations as it deems appropriate.

SEO Compensation Plans

The SEO compensation plans are currently operating within the constraints of the TARP limits. As discussed in further detail in the Compensation Discussion and Analysis, the standard incentive compensation plans for the SEOs, before the impact of TARP, consisted of annual incentive plan and long-term equity awards (stock options or restricted stock awards). The opportunity to earn annual incentive awards are closely linked to the Company's financial performance compared with financial plans for each plan year. In 2009, the Company integrated clawback or repayment provisions to the Annual Incentive Plan requiring incentives be re-paid to the Company should such incentives be paid on statements of earnings, gains, Officer statements, loan criteria, or any other criteria that are later proven to be materially inaccurate. Long-term equity awards (stock options or restricted stock) are generally granted based on both prior year individual performance standards and/or other discretionary factors for each individual officer as determined by the Committee. Vesting in equity grants has historically been tied to employment/tenure with the Company and is not tied to Company or individual performance. The opportunity to earn annual incentive awards in cash and stock provides a mix of variable compensation that integrates the Company's short-term and long-term goals, as well as helps attract and retain executive officers. Due to the impact of TARP, annual cash incentives to Mr. Vance are prohibited and there are restrictions placed on equity awards. These are discussed as appropriate within the Compensation Discussion and Analysis.

Employee Compensation Plans

In addition to the incentive plans in which the SEOs participate, the Company has incentive plans for retail (branch) employees at both Banks which reward performance for such areas as product referrals and branch profitability. The Compensation Committee believes that the features of these incentive compensation plans, alone and/or combined with the systems of controls in place, do not encourage unnecessary or excessive risk and do not encourage the manipulation of reported earnings to enhance the compensation of any employee. These plans were considered in Amalfi's review and were included in the plans determined to be de minimis in size.

Respectfully submitted by:

Peter N. Fluetsch, Chair of the Committee

Brian S. Charneski, Member

Gary B. Christensen, Member

Kimberly T. Ellwanger, Member

Daryl D. Jensen, Member

This report shall not be deemed to be incorporated by reference by any general statement incorporating by reference this Proxy Statement into any filing under the Securities Act of 1933 or the Securities Exchange Act of 1934, and shall not otherwise be deemed filed under such acts.

Summary Compensation Table

The following table shows the aggregate compensation for services rendered to Heritage or its subsidiaries by named executive officers in all capacities paid or accrued for the year ended December 31, 2009.

Name and Principal Position	Year	Salary (\$)	Stock Awards (1) (\$)	Option Awards (2)* (\$)	Non-Equity Incentive Plan Compensation (\$)	All Other Compensation (3) (\$)	Total (\$)
Brian L. Vance	2009	238,200	67,750			22,632	328,582
	2008	235,950	39,980			25,457(3)	301,387
President and Chief Executive Officer	2007	241,054	38,610		25,000	31,085	335,749
Donald J. Hinson	2009	131,280		6,990		9,328	147,598
	2008	129,720	13,993		13,279	13,201	170,193
Senior Vice President and Chief Financial Officer	2007	106,820	65,770		11,135	9,918	193,643
Gregory D. Patjens	2009	147,840		8,388		8,652	164,880
	2008	147,120	19,990		18,787	8,544	194,441
Executive Vice President, Heritage Bank	2007	159,515	19,305		18,572	16,414	213,806
D. Michael Broadhead	2009	156,765		11,883	22,000	14,739	205,387
	2008	152,967	22,989		28,000	18,748(3)	222,704
President, Central Valley Bank	2007	147,084	19,890		30,000	20,522	217,496
David A. Spurling (4)	2009	139,080		5,592		10,613	155,285
Senior Vice President and Chief Credit Officer, Heritage Bank							

- (1) Restricted stock values as computed in accordance with FASB ASC Topic 718.
- (2) Reflects the aggregate grant date fair value of the 2009 stock option awards computed in accordance with FASB ASC Topic 718. The stock options granted on February 26, 2009 were valued using the Black-Scholes option pricing model with the following assumptions: weighted average risk-free rate of 2.07%, expected term of 5.00 years, expected volatility of 31%, and expected dividend yield of 3.49%. The resulting Black-Scholes grant value for the February 2009 stock option awards was \$2.33 per share.
- (3) Please see the table below for more information on the other compensation paid to our named executive officers in 2009.
- (4) Mr. Spurling became a named executive officer in 2009; therefore, compensation is not shown for 2008 and 2007.

All Other Compensation. The following table sets forth details of All Other Compensation, as presented above in the Summary Compensation Table.

Name	Auto	Employer 401(k) & ESOP Contrib.	Cell Phone/PDA	Country Club Dues	Parking	Life Insurance Premium	Dividends	Loan Referral Incentive	Movie Tickets	Health Club	Total
Brian L. Vance	\$ 2,082	\$ 11,915	\$ 2,108	\$ 4,607	\$ 600	\$ 406	\$ 200	\$ 100	\$ 14	\$ 600	\$ 22,632
Donald J. Hinson		7,228	180		600	356	350		14	600	9,328
Gregory D. Patjens		6,083	352		1,020	400	183		14	600	8,652
D. Michael Broadhead	1,389	9,238	1,661	1,840		406	205				14,739
David A. Spurling		7,769	596		1,320	377	523		28		10,613

Grants of Plan-Based Awards Table

The following table discloses each plan-based award for named executive officers for the year ended December 31, 2009. The named executive officers did not receive any equity incentive plan awards.

Name (a)	Plan	Grant Date (b)	Estimated Future Payouts Under Non-Equity Incentive Plan Awards (1)			All Other Stock Awards: Number of Shares of Stock or Units (#) (i)	All Other Option Awards: Number of Underlying Securities Options (#) (j)	Exercise or Base Price of Option Awards (\$/Sh) (k)	Grant Date Fair Value of Stock and Option Awards (2) (l)
			Threshold (\$) I	Target (\$) (d)	Max (\$) (e)				
Brian L. Vance	AIP (MIP)		NA(3)	NA(3)	NA(3)				
Brian L. Vance	LTI	9/29/09				5,000		13.55	67,750
Donald J. Hinson	AIP (MIP)		0	11,487	22,974				
Donald J. Hinson	LTI	2/26/09					3,000	11.35	6,990
Gregory D. Patjens	AIP (MIP)		0	14,784	29,568				
Gregory D. Patjens	LTI	2/26/09					3,600	11.35	8,388
D. Michael Broadhead	AIP (MIP)		0	NA(4)	NA(4)				
D. Michael Broadhead	LTI	2/26/09					5,100	11.35	11,883
David A. Spurling	AIP (MIP)		0	12,170	24,340				
David A. Spurling	LTI	2/26/09					2,400	11.35	5,592

- (1) Represents the threshold, target, and maximum award opportunities under the Management Incentive Plan. No awards were earned in 2009 because corporate goals were not met.
- (2) The stock options were valued using the Black-Scholes option pricing model which used the following assumptions: weighted average risk-free rate of 2.07%, expected term of 5.00 years, expected volatility of 31%, and expected dividend yield of 3.49%.
- (3) As a result of Heritage's participation in the Treasury's Capital Purchase Program, it is currently prohibited from paying or accruing any bonus, retention award or incentive compensation to its most highly compensated employee. Mr. Vance was the most highly compensated employee for 2009 and was therefore not eligible for an annual incentive bonus. If Heritage were not prohibited from paying Mr. Vance a bonus, his target bonus opportunity would be 17.5%, or \$41,685. His maximum bonus opportunity would be 35%, or \$83,370.
- (4) Mr. Broadhead is eligible for a cash incentive based on the performance of Central Valley Bank. In order for participants to be eligible for a payout, Central Valley Bank must achieve \$1.6 million in after-tax earnings. The pool is based on 50% of after-tax earnings above \$1.6 million with a limit of \$100,000 and Mr. Broadhead is eligible for 30%, or \$30,000, of the pool.

Stock Compensation Plans

Heritage maintains the 1997 Stock Option and Restricted Stock Award Plan, 1998 Stock Option and Restricted Stock Award Plan, 2002 Incentive Stock Option Plan, Director Nonqualified Stock Option Plan, and Restricted Stock Option Plan and 2006 Incentive Stock Option Plan, Director Nonqualified Stock Option Plan, and Restricted Stock Option Plan. Incentive stock options and restricted stock awards are generally granted to officers of Heritage or its subsidiaries. Nonqualified stock options are generally granted to directors of Heritage or its subsidiaries. At December 31, 2009, the number of incentive stock options, nonqualified stock options and restricted stock awards available for grants were 356,223, 26,719 and 16,372 shares, respectively.

Stock options generally vest ratably over three years and expire five years after they become exercisable which amounts to an average term of seven years. Restricted Stock awards issued have a five-year cliff vesting. Heritage issues new shares to satisfy share option exercises.

Heritage 401(k) ESOP

Effective October 1, 1999, Heritage combined three retirement plans, a money purchase pension plan, a 401k plan, and an employee stock ownership plan at Heritage Bank into one plan called the Heritage Financial Corporation 401(k) Employee Stock Ownership Plan (KSOP). Effective April 1, 2002, Heritage approved an amendment of the plan to reflect certain provisions of the Economic Growth and Tax Relief Reconciliation Act of 2001 (EGTRRA). Effective July 1, 2008, Heritage restated the plan to incorporate previously approved plan amendments, to formally comply with EGTRRA and to incorporate certain provisions of the Pension Protection Act of 2006. At that time certain plan eligibility; administration and contribution provisions were changed. The KSOP is a defined contribution retirement plan which provides three features, the 401(k) match, the discretionary and fixed profit sharing contributions and the Employee Stock Ownership Plan.

Outstanding Equity Awards Table

The following table shows the outstanding option awards and unvested stock awards held by the named executive officers as of December 31, 2009.

Name	Number of Securities Underlying Unexercised Options (#) Exercisable	Option Awards			Stock Awards	
		Number of Securities Underlying Unexercised Options (#) Unexercisable	Option Exercise Price	Option Expiration Date	Number of Shares That Have Not Yet Vested (#)	Market Value of Shares That Have Not Yet Vested (\$) (6)
Brian L. Vance	5,251		\$ 11.67	2/19/10		
	14,700		\$ 20.36	3/20/11		
	12,600		\$ 20.11	3/18/12		
	15,750		\$ 20.50	2/17/13		
	10,500		\$ 25.94	4/28/14	10,650(1)	146,757
Donald J. Hinson	1,840		\$ 20.95	8/29/13	3,500(2)	48,230
	1,200		\$ 25.94	4/28/14		
		3,000	\$ 11.35	2/26/17		
Gregory D. Patjens	3,150		\$ 20.36	3/20/11		
	3,780		\$ 20.11	3/18/12	1,825(3)	25,149
	3,780		\$ 20.50	2/17/13		
	2,400		\$ 25.94	4/28/14		
		3,600	\$ 11.35	2/26/17		
D. Michael Broadhead	2,416		\$ 11.67	2/19/10		
	4,830		\$ 20.36	3/20/11		
	5,670		\$ 20.11	3/18/12		
	5,670		\$ 20.50	2/17/13		
	3,525					