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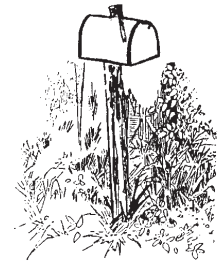
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**"YOUR COUNTRY BANK"**

October/November 2014

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## Not MY Fault...

The first word that many small children seem to learn is "no." Perhaps one of the first sentences they put together is either, "It's not my fault," or, "I didn't do it."

I picked up an article a while back, telling about a man who got tired of his teenage son using the phrase, "It's not my fault." The dad's response was very clear: "Kid, everything is your fault. Get over it. As you go through life, everything is your fault. Learn to take responsibility for your actions and quit blaming everyone else!"

Does it seem our country has developed a no-fault society? Probably; we see much of it in our own families and schools, and the most recognizable no-fault problem is politics. One great exception in the political arena was Harry Truman, with his quote, "The buck stops here." That was a notification that he wasn't going to say, "It's not my fault."

Taking responsibility for our actions needs to start at home. I'm no exception; sometimes I may have shifted the blame by not accepting it. But I realize that in every decision we make, be it family-wise or professional, responsibility goes with it.

Looking back in my life, I have done some dumb things. So what the dad I mentioned above said to his kid applies to us as well – everything is our fault. Accept it, take responsibility, and move forward.

*Banker Frank  
Frank L. Bruning –  
Chairman of the Board*

*"If you could kick the person in the pants responsible for most of your trouble, you wouldn't sit for a month."*

*– Theodore Roosevelt*

## 3 x 3 x 3...

"Triple 3" is a phrase I have been using lately to describe our current economic situation – we have \$3.00 corn, \$3.00 calves, and a 3.25% prime interest rate.

With the help of the ethanol boom, drought in the Corn Belt, and exports, we've just had the greatest corn/soybean grain cycle of good prices and good irrigated yields on crops. But as many well know, corn prices have now fallen to the level of \$3.00, which is below the cost of production.

We have now entered the \$3.00 calf cycle with 4-5 weight calves bringing \$3.00 a pound due to the drought and the cow herd being at its lowest level in 50 years. Exports have also helped build demand as people with more earnings spend it on protein in their diets.

The Federal Reserve has continued its low interest rate policy of 3.25% prime. With unemployment in the 6% range and economic growth around 2%, the Federal Reserve has indicated rates will stay low for a considerable time yet. Interestingly, our Kansas City Federal Reserve President, Esther George, believes we should already be starting to slowly raise interest rates so as not to be exposed to a time when they rise too fast and too late to chase inflation. Most of the other Fed officials want further positive data yet before changing their policy outlook.

Some experts also believe our long-term interest rates are not ready to go up because many foreign interest rates are lower than U.S. rates. For example, the yield on a U.S. 10-year treasury bond, as of this writing, is 2.6%, while Japan is at 0.6%, Germany is 1.1%, and France is 1.4%. However, there are other experts who believe when you consider not just yield but all economic data, like nominal GDP and government debt, then our rates are relatively low and should be headed higher.

What does all of this mean? We, as bankers, don't know all of the answers on interest rates, just like we can't predict corn or cattle prices. To summarize the "Triple 3": be careful selling \$3.00 corn, sell the \$3.00 cattle, and remember that 3.25% prime is a great rate for the borrowing public but hard on families who are trying to live off of the interest on their savings.

*Fred D. Bruning – President*

*"If there's one thing that's certain in business, it's uncertainty."*

*– Stephen Covey*

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## Sound Like a Broken Record?

What kind of records do you keep if you are an agricultural producer? Do you know the breakeven of your crop or livestock operation off the top of your head? Or the amount and value of inventories on hand? How about a field by field break down of breakevens? Do you know what your deferred income tax liability would be if you were to sell out today? What type of statements and records do you review, if any, and how often?

I bet you would be hard pressed to find an agricultural producer who will admit that he or she just loves to do book work. But in this rapidly changing era of agriculture, there is no skill more important than understanding and managing records. Good records are just as important as what kind of seed you are going to plant, how much fertilizer you should apply, or when you should irrigate. The sad part is many producers are lackadaisical in this area and do not give it the attention and time that it deserves.

A study conducted in 2005 by the University of Indiana polled 72 farms on their record-keeping practices and here are some of the findings. Of the farms surveyed, 99% said they keep records for tax purposes, but just 62% said they use the information to evaluate the state of their enterprise or business. Regarding how often they review their financials, 52% said they look at them annually while only 19% review them monthly. Even more staggering is that only 13% reviewed them before making a major purchase! When asked if they use this information for benchmarking purposes or to compare how they are doing against their competition (i.e. neighbors), only 18% responded yes.

So, what kinds of records do you keep? Whatever the bank or accountant wants? Or do you have your own set of numbers and figures that you look at on top of what the bank needs for evaluating your operation? Good record keeping is more vital than ever, especially with downward trending commodity prices, and leads to better informed and more confident decisions pertaining to your business.

Some basic records you should prepare annually are a balance sheet, income statement, statement of owners' equity, and a cash flow. But you say you are not a numbers person or an accountant? No problem! Bankers are eager to help you with putting a plan together and evaluating your operation using your financial data. We have software that helps us analyze the data. (Just don't expect to show up and dump the information on our desk to sort it out – you'll need to have some organization and detail in your information!) Once you have a good financial record system in place, make sure to file it so you can easily access it at any time. A good financial history can help with making decisions about large purchases, what to do in volatile market cycles, or how to improve farm efficiency.

Keeping good records is not a daunting task but should not be taken lightly either. By keeping good records and reviewing them often, you are setting yourself and your business up for success. Whether you keep your own records and benchmarks or rely on help from your banker or accountant, good sound financial record keeping can be a catalyst in a successful agri-business.

*Luke Thorell – Loan Officer &  
Personal Banker, Holdrege Branch*

## Changing Farm Economy...

As I'm sure you are all aware, the economy is constantly changing due to both economic and political factors. In the rural area we live in, we are seeing big changes coming. Corn and soybean prices have dropped significantly in value from last year, creating economic challenges for most of our customers. At the same time, livestock prices are at all time highs. Depending on your situation, you may be facing either a large increase or decrease in income.

Since many of our farm customers are cash grain farmers, I thought I would share some information given to me by Fred Bruning when I came to work here over sixteen years ago. Fred handed me a one page list which was titled, "Tips for Survival."

It may be a little premature to think the current depressed grain prices are going to stay low for an extended period of time. But you can find a number of marketing prognosticators who think we are in for a few years of low grain prices. Although this list is almost 20 years old, some or even most of the survival strategies may very well be good strategies for survival in the coming years.

### Tips for Survival

1. Take a winter job.
2. Encourage spouse to find a job.
3. Get more acres to farm.
4. Run more livestock.
5. Add a livestock program.
6. Don't add any new assets.
7. Cut back on family living expenses.
8. Liquidate assets for cash (get rid of equipment you aren't using).
9. Find an outside money injection (family, investor, etc.).
10. Combine operation with neighbors or family (machinery, etc).
11. Rent farm to neighbor and work for him.
12. Sell part of the land with option to rent.
13. Sell part of the land.
14. Cut up credit cards
15. Look for alternative financing.
16. Sell out and find a job.

None of the items listed above sound that good, but keep in mind if you start seeing a cash flow shortage coming, or you know your working capital is shrinking, you may want to start thinking about some of the options on the list.

Those who suffer the least from a downturn in the farm economy are those who embrace the challenge of adapting and take proactive steps early on to make the adjustments necessary to continue to be successful.

*Darrell Raum –  
Sr. Vice President,  
Credit Supervisor*

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## Technology Update...

Bitcoin, Peercoin, Litecoin, the list goes on and on. Virtual currencies are evolving rapidly and becoming more widely accepted. As "Your Country Bank", we aren't stuck in the mud on new payment technologies, but rather we want to look out for our friends and neighbors and tell you about the risks.

Virtual currencies (also called crypto-currencies) are electronic mediums of exchange that range from simple coins you can win playing online social games to investments you can make in hopes of earning a return. They are essentially unique, typically encrypted, computer files that can be purchased, sold, and exchanged with other types of virtual currencies or with real currencies like the U.S. dollar.

The Consumer Financial Protection Bureau recently issued a new warning advising caution with virtual currencies. Remember that virtual currencies are:

- Unregulated. They are not legal tender and are not issued or backed by any central bank or governmental authority.

- Highly volatile. For example, between March 2013 and March 2014, the value of a Bitcoin fluctuated between \$100 and \$1,200, with one-day price drops as large as 80%.

- Difficult to recover. Unlike a stolen credit card or funds in an FDIC-insured bank, there is little recourse to help you recover lost or stolen money or funds with a currency company that fails. This past spring, the largest and best-known Bitcoin exchange, Mt. Gox, was hacked and abruptly declared bankruptcy. More than one million people lost a total of \$409 million.

- Vulnerable to cyber-attacks. They are, after all, electronic files maintained by unidentified private computer networks all over the world, so they are a lucrative target for hackers. Some currencies are held anonymously which then may facilitate fraudulent transactions.

- Still an emerging technology. Glitches and technical issues are not uncommon. Further, a currency that is popular today may become obsolete tomorrow, losing all its value.

- Uncertain in terms of taxes. A recent IRS ruling says that all virtual currencies will now be treated as property for tax purposes and any value gains must be declared (and taxed) as a capital gain. This applies to previous years as well, making for very complicated calculations of value.

It is hard to know whether virtual currencies will become an accepted, dependable part of the traditional payments system. Most experts do agree that in order for it to go mainstream, regulatory oversight will be necessary.

**Tech Term of the Month:** Digital Wallet. Because your funds are not at a traditional bank, your digital wallet is like your virtual account. It is identified by "public keys" and to access it, you use your "private keys" to verify you are the owner. (The "keys" are random 64-digit codes.) You can store your private keys yourself or entrust a digital wallet company to protect them for you.

An interesting story: one individual made the news because he mistakenly discarded a computer hard drive that had contained his digital wallet – the private keys for 7,500 Bitcoin. As of July 2014, those Bitcoin were valued at \$5 million but he has not yet been able to find the computer at the city dump.

*Angela Kuhlmann – Project Coordinator*

Sources: CFPB, Compliance Alliance, CA Dept of Business Oversight

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## Safe Shopping Tips...

With all the recent security breaches that have occurred, now is a good time to remind everyone to be vigilant in keeping an eye on their bank accounts and to take steps to protect themselves against breaches and fraud.

While our bank's Fraud Watch program is very effective and has saved our customers a lot of money, it is not perfect and cannot catch every fraudulent transaction. Therefore it is always a good idea to be aware and to watch your account as well. Below is a list of tips to help protect yourself from fraud:

- Review your bank and credit card statements frequently for unusual transactions.
- In the event of a security breach, monitor your account and contact us promptly if you see any suspicious transactions.
- If the security breach involves your debit card for certain, the best way to protect yourself is to immediately cancel the card and get a replacement with a new number.
- Don't make online purchases using free public Wi-Fi hotspots, such as in a coffee shop, which can put your passwords and other information at risk.
- Shop on secure websites. One indicator that shows which websites are safe and which are not, is the presence of a yellow padlock icon in the browser bar. Another indicator is "https" in the web address.
- Never send sensitive personal or financial information through e-mail. Legitimate companies will not ask you to do so because it is not a secure way to transfer sensitive information.
- If you are receiving text messages on your cell phone saying you have won a prize or gift card, do not click on the link in the message – it is most likely a scam and may install a virus on your phone.
- Know the return policies of the retailers you shop with before you leave the store or conclude an online transaction. Many retailers will give you a refund if you have a receipt and your return is prompt, but some may only give store credit. Ask a clerk if the policy is not posted at the register.

If you aren't already aware, we offer Online and Mobile Banking, both of which are great tools to use to monitor your account and any transactions on it. If you have any questions about either service or need help setting them up, contact us; we'd be glad to help you!

*Liz Sieber –  
Customer Service (Bruning)*

**In observance of the following holidays,  
we will be closed at all Bank locations on:**

***Monday, October 13 - Columbus Day***

***Tuesday, November 11 - Veteran's Day***

***Thursday, November 27 - Thanksgiving***

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## From the Trust Department...

There are those who think you have to have gazillion dollars (or a reasonable facsimile thereof) to even consider creating a trust. While it makes even more sense for someone with a lot of property to take steps to protect them, the purpose of a trust is nearly as important as the amount of assets involved. Deciding what a trust is to do is where the basics become more than "basic."

First, the basics: When a trust is created, the Owner (who becomes the "Settlor," "Trustor," or "Grantor") of what will be held IN the trust legally transfers that property to the Trustee (which can be the Settlor, one or more persons, or an Institutional Trustee, such as our bank's Trust Department.) If the Settlor names himself or herself as the Trustee, there should also be a Successor Trustee named, or a means established for that to happen, in case the Settlor becomes incapacitated or passes away. The Trustee has a fiduciary responsibility to act in the best interests of the beneficiary of the Trust.

While there are many different varieties of trusts, generally there are two broad categories of trusts: Living (also referred to as "inter vivos") trusts and Testamentary trusts. The first can be revocable or irrevocable, and can begin during the lifetime or at the death of the Settlor. Testamentary Trusts by the very nature are irrevocable (unless changed during the Settlor's lifetime), as they come into play through a will, which is activated at the death of the testator (or will creator). Whether or not you have need of a trust, it is very important to have a will!

Whether Living or Testamentary, the trust can specify certain conditions to be met for the beneficiaries to receive benefits. The timeframe of the distribution of the trust assets can be spread out over time, as well. For example, a Settlor can state that a certain amount or percent of the proceeds go to his beneficiaries (such as children or grandchildren) upon graduation from college, when they turn certain ages, or pretty much as the Settlor desires, though there IS a time limit. And the trust can include language to allow distribution at the Trustee's discretion, if there is an emergency.

Trusts are often used to avoid probate, and as such, will not go through your local county court but WILL have tax consequences, so be sure to contact an experienced estate planning and trust attorney to be certain that what you put down in writing is what you really want to do!

If you are thinking about a trust, visit with Bruning State Bank's Trust Department, and please consider having us serve as your Trustee. We have been here for over 20 years, have Trust staff in each of our four branches, and would like to help you!

*Janet Germer –  
VP & Trust Officer*

## Upcoming Educational Opportunities...



Dr. David Kohl is a world renowned speaker and educator from Blacksburg, Virginia. He received his MS and PhD degrees in Ag Economics from Cornell University. He taught for 25 years at Virginia Tech University and is currently Professor Emeritus there. His work includes 4 books, 1,200 articles,

and over 6,000 workshops and seminars!

Take advantage of these opportunities to hear about the latest in the ag industry from an expert:

### **Thursday, December 11th – Bruning, NE**

Sponsored by Farmers & Ranchers College, along with donations from Bruning State Bank, UNL Extension, and area agri-businesses.

### **Friday, December 12th – Holdrege, NE**

Sponsored by Bruning State Bank.

Watch for more details on these exciting, cutting edge programs.

## Have You Moved Recently?



If you have recently moved, please remember to update your mailing address with us!

# Crop Insurance Reminders...

This has been an interesting growing season with multiple wind and hail storms, drought in some areas, and plenty of moisture in others. Please make note of these reminders to avoid any problems in the event of a loss:

- Keep production from Irrigated crops separate from the Non-Irrigated crop in order to maintain separate units. Production must also be kept separate by section.
- Get prior approval if you intend to co-mingle your grain as authorization is required. Bins need to be marked to keep production separate by section and practice. Keep load records to assist in calculating bushels in the bin.
- Contact us if you have ANY questions prior to or during harvest. If production records aren't properly maintained, you could lose your separate unit structure – plus any loss payment could be reduced!
- Give us a call right away if you think you will have a loss so the appropriate loss notice can be submitted.
- Report production information to your agent when harvest is complete so we can review each unit to determine if there is a loss.
- Note that the end of the insurance period for Corn, Milo and Soybeans is December 10, so contact us if you can't get your crop harvested by that date.
- Remember the crop insurance premium was due on September 1. Interest will be added starting October 1.

Also, here are some reminders for farmers who are sowing wheat this fall:

- Any changes in your 2015 wheat crop insurance had to be made by September 30.
- Final planting date in most counties is October 15 (NE) or October 31 (KS).
- Report your acres and plant dates to us by section and practice as soon as planting is completed. Deadline is November 15 (NE) or December 15 (KS).
- Report your 2014 wheat production to us if you haven't already done so.

This is a lot of information to digest and keep track of, so please contact us if you have any questions. We are here to assist you. Hope you have a safe and bountiful harvest!

*Jeff Hammer, Kathy Roberts,  
Brian Hulse, Craig Pope,  
Shari Fischer & Janet Germer –  
Crop Insurance Agents*

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Join Us For An  
**OPEN HOUSE**  
In Honor Of  
*Frank L. Bruning*  
On His 50<sup>th</sup> Year  
in Banking!  
Friday, October 24  
1:00 - 4:00 p.m.  
At the Bank in Bruning  
*Hope to see you there!*

## Have you tried MoneyPass?

It's an app for finding surcharge-free ATMs. Use your Bruning State Bank ATM card or Visa debit card at MoneyPass locations to avoid paying the usual surcharge fees.

For example, here is a map of the surcharge-free ATMs closest to Memorial Stadium in Lincoln, if anyone happens to be going there for anything this fall...



BSB's foreign ATM fees will still apply, depending on your account type and monthly usage.

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## Time for an Oil Change & Tune-Up...

You expect your vehicles to run smoothly and not break down. Therefore, you do regular maintenance and tune-ups to avoid having unforeseen problems. There's nothing more frustrating than a vehicle that doesn't work when it's needed!

"Tuning up" your insurance is another very important maintenance item that needs to be done regularly. Avoiding those regular check-ups can potentially cause headaches, frustration, and financial problems if you don't have the coverage needed when you have a claim.

ALL types of insurance should be "tuned up," but we would like to give you a few things to think about:

- Dwelling & Personal Property – Do you have enough coverage to rebuild your home and replace your personal property should you lose everything? Do you have replacement cost coverage? Is your home insured within 80% of full replacement cost to avoid any penalties at loss time? Have you remodeled, built a deck, or added on to your home?
- Farm Equipment & Pivots – Have you purchased new equipment or replaced any existing equipment? Are all items included on your policy? Farm personal property on a "blanket" schedule needs to be insured within 80% of replacement cost value to avoid penalties at loss time.
- Outbuildings & Other Structures – Are all of your outbuildings and other structures included on your policy? Have you built a new storage shed, grain bin, or any other structure?
- Automobiles – Are all vehicles and drivers included on the policy? Do you have comprehensive and collision coverage to provide physical damage coverage to your vehicle? Do you have emergency road service and car rental coverage?
- Boats, ATVs, Motorcycles, and Other Toys – Have you insured all of your motorized equipment? These items are NOT automatically included on a home or auto insurance policy.
- Life Insurance – Do you have coverage to protect your family if something happens to you?
- Personal Umbrella – Do you have or need a personal umbrella policy? Liability coverage on your home, auto, farm, and other insurance may not be sufficient to cover a large loss. An umbrella policy can provide additional coverage to protect you financially.

Don't wait until things break down and cause problems! Contact us to schedule your insurance "tune-up" today.

*Kathy Roberts, Brian Hulse  
& Kristen Monteforte –  
Insurance Agency*

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## Where Are the Ag Commodity Markets Heading?

I attended the Nebraska Bankers Association Fall Ag Conference the first week in September and was able to listen to a number of speakers in regards to the agricultural industry. The hot topics seemed to be corn, soybean, and cattle markets.

The conference opened up with a speaker from "Market to Market" and his discussion centered on our declining corn and soybean prices. As we all know, there is going to be record production in 2014 and he felt that it could take a couple of years to work through all these bushels and to find a consistent price range. He emphasized that exports are very important to our corn market and he felt that exports will become even more important in the years to come as the world population will increase by one billion people over the next ten years. What is even more important about the increase of the world population is that those foreign countries are becoming more developed, which means the people of those countries have more money to spend on our commodities.

The second speaker was from "Cattle Fax" and he spent his time talking about our current and future cattle markets. He was pretty optimistic about our cattle markets and that it is going to take some time to build up the country's cattle herd inventory. Exports are good and people are wanting beef. If there is a fear in the cattle market he says it would be that of exports. If we have a Mad Cow scare, that could shut off exports which in turn would cause a drop in our cattle prices.

Both speakers, and especially the Market to Market speaker on grains, emphasized the importance of a marketing plan in these times. Know what your break-evens are and work with those numbers in your marketing plan.

*Jim Scott –  
Broken Bow Branch Vice President*

## Welcome...



We are very excited to welcome back a recent intern, Joslyn Nelson, as a full-time employee at our Holdrege location. She has now graduated from UNL with her degree in Ag Business Banking and Finance and will be starting her career with Bruning State Bank!

# Student Loan Debt Isn't Just for Young People...

The percentage of seniors struggling to pay off student education debt is growing, and tens of thousands are seeing their Social Security benefits offset when they can't make payments.

According to a Government Accountability Office report released September 10, 2014, the percentage of Americans ages 65 to 74 carrying federal student loan debt increased from 1 percent in 2004 to 4 percent in 2010. For all seniors, the collective amount of student loan debt grew from about \$2.8 billion in 2005 to about \$18.2 billion in 2013. Therefore, student loan debt is not just a young person's problem.

Eighty percent of the student loan debt by seniors was for their own education while the rest was taken out for their children. However, it is unclear when the loans originated since repayment periods can range from 10 years to 25 years. Some older Americans could have taken out the loans when they were younger or later in life if they enrolled in college after a layoff in the midst of the economic downturn, for example.

What is concerning is the number of older Americans who had their Social Security benefits offset to pay student loan debt. That number increased from 31,000 to 155,000 from 2002 to 2013. About a quarter of loans held by seniors ages 65 to 74 were in default. The government can use a variety of tools to recoup student loans, such as docking wages or taking tax refund dollars.

Have we as parents, high school guidance counselors, or student loan providers failed to educate our college bound children about how long it will take to repay student loans based on their chosen career path? Do we fall into that financial loan trap of thinking, "If they approve my loan request, then I must be able repay the loan from my career path earnings." Or perhaps the lenders are approving your student loan request because they know you have a lifetime to repay the loan plus interest, you can't erase student loan debt by filing bankruptcy, and they can recoup student loan debt from income tax refunds, wages, and social security payments when you retire.

The bottom line is that we need to educate students, as well as their parents and grandparents, about the various problems associated with incurring a large amount of student loan debt in comparison to the career path they are seeking. There are other educational avenues to reduce college expenses. And if your children are still young, remember it's never too early to start their college savings!

*Craig Pope –  
Hebron Branch President*

Sources: New York Post, Associated Press.

# Ice Bucket Challenge...

The Ice Bucket Challenge has raised awareness and funds to fight a terrible disease. Amyotrophic lateral sclerosis (ALS) is a progressive neurodegenerative disease that affects nerve cells in the brain and the spinal cord.

On our Facebook page, you may have seen our Bank President, Fred Bruning, taking the ice bucket challenge, and many of our employees are shown doing the same. The challenge was in support and honor of a member of the Bruning family, Dr. Tom Tonniges. Tom is married to Jane (Bruning) Tonniges, daughter of our Chairman Frank and his wife, Mary Bruning.

The Hastings Tribune ran a wonderfully written article about Dr. Tonniges by John Huthmacher that included reference to his time as a pediatrician in Hastings and other positions he has held during his impressive medical career.  
[www.hastingstribune.com/august/news0830tonniges.php](http://www.hastingstribune.com/august/news0830tonniges.php)

As he and his family battle against this terrible disease, they are raising money and awareness to help others, with the goal of no one else going through what they are going through now. The internet has made it possible to find out so much about many things; you can do a search on ALS or Tom Tonniges, MD and find a large volume on each. Here is a site to visit and watch a video made by Dr. Tonniges:  
[http://web.alsa.org/site/PageNavigator/Tonniges\\_video](http://web.alsa.org/site/PageNavigator/Tonniges_video)

Yet Dr. Tonniges is so much more than this disease. My association with him covers just over 21 years and to me, the most important thing he is, down to his very spirit and core, is children. He has tended to sick little ones, he has fought government red tape, and he has testified to bring more resources into the fight for the betterment of children's lives. His advocacy is known literally all around the world. His dedication and leadership are showing even stronger now as ALS robs him of his ability to speak. But his "voice" is being heard, and now he and his family's actions are speaking to us all and I hope you hear the call to action.

Loving what you do for a living is a hard thing to accomplish, yet Dr. Tonniges has done just that. He truly loves his calling and is one the most authentic and visionary leaders I've ever met. He is what we need more of in this world.

*Jerry Catlett – Senior Vice President*

## Upcoming Insurance Dates to Note:

Open Enrollment Periods to Change 2015 Coverage	
Medicare Part D (Prescription Drug)	10/15/14 - 12/07/14
Individual Health Insurance (from Affordable Care Act health insurance exchanges)	11/15/14 - 02/15/15

Contact us to review your coverage!

*Kathy & Brian - Insurance Agency*

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# BRUNING STATE BANK

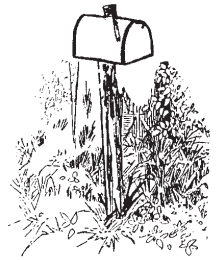
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*Since 1891*



## *I Remember When...*

I've been thinking lately about how much technology has changed since I starting working in the bank in 1980. I suppose having another birthday (a good thing) and reaching that special retirement age (I am not planning on retiring yet) has made me reflect.

Calculators and manually posting checks and deposits were my first experiences. We also wrote by hand a daily balance sheet of the checking and loan totals, with savings and certificate deposits and withdrawals all listed individually. Loan advances and payments were written out on the back. It wasn't fun at the end of the day if everything didn't balance. There was a lot of room for human error. Statements were on a very heavy weight paper with a magnetic strip; we tore them in half and mailed one half and kept the other. Anyone remember those?

I remember when we started processing with a computer. It was big and put out a lot of heat. Statements printed on a track feed line printer that often jammed because of static electricity. So we ran a humidifier and bookkeeping sometimes felt like a locker room. The statement printing was not very clear, and we also had to take out the carbon paper and tear off the track feed edges.

Move along a few more years and processing speeds were greatly improved. We added ATM and Visa Check Cards. The big 12-pocket proof machine that was used to capture all the work was also used for sorting the checks to mail out with statements; no more hand filing the checks. But, that machine was huge and noisy. When we switched to check imaging, the machine shrunk and the noise level dropped. No more handling all those checks and the images are nice and clear now.

But the best time is the present time. We have so much more to offer you than in the past. Internet banking and e-statements can

keep you up to date on a daily or even hourly basis if you choose. Our internet banking product also includes Alerts and Bill Pay. Mobile deposit for personal accounts is available on Android or iPhones with our mobile banking app – it's convenient and really "cool." Oops, slipped into some old jargon for a minute there!

Even if you are "old school" like me, you should take advantage of the "new" services we offer. We still want to give the personal service we are known for, but we want you to have all the advantages of the "new" technology too. The best of both worlds!

*Pam Lemke and Janice Fintel –  
Operations (Bruning)*

## **Anytime. Anywhere.**

**Make a Mobile Deposit!**



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