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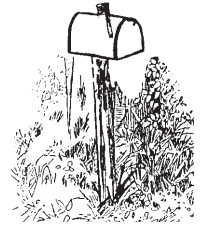
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**"YOUR COUNTRY BANK"**



October/November 2012

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## Old Friends...

(I think this title came from a country-western song; if not, someone better write a song for that title.)

The first week in September, a group of us who went to Ag College got together again. We were all part of a Rodeo Club at the University in 1947 – 1949, so you can do the math on our ages.

Our group was originally made up of ten men. Over the years, we have gotten together several times, adding spouses to the group (who probably got tired of our stories of how great we were). For the last twenty years, we have gathered together at a different location almost every year. Three of the original members and three wives have passed away, and there have been some health problems with some of the others. But I think it is really unusual for a group of this number to have lived this long, maintaining our marriages and our friendships with each other.

A lesson learned: part of the continuity was based on common interest – every one of the group went on to be involved in agriculture, mostly ranching and farming, and two were involved in ag-chemical businesses.

Our spouses are probably our best friends; who else could be married for over 60 years and still put up with all our short-comings? They have given up on making us perfect and are willing to settle for what we are.

As we look back on life (at my age, time looking back is greater than time looking ahead), we really are often a reflection of the company we keep. I believe we all like friends who are energetic, work hard, and are a pleasure to be around, so let's keep working on making new friends as we remember the old ones. I don't want to dwell on old friends too much because as we go through life, adding to our list of friends is very important. But isn't it amazing how important old friends are? Just remember though, how fun and meaningful it can be adding new friends too!

*Your old friend,  
Frank L. Bruning – Banker Frank  
Chairman of the Board*

*"A smile can start a conversation without saying a word." – Unknown*

## Drought's Impact on Livestock...

This year's drought has affected nearly every farmer and rancher in the U.S., especially those without irrigation. One of the big worries in the farming / ranching sector is that ethanol now takes about 40% of the U.S. corn crop. Demand that was built with the livestock industry is sometimes forgotten. Corn and soybean demand was originally driven by the livestock industry and exports, and now ethanol is an additional source of demand.

The pressure to survive in the dairy, hog, and cattle industries is immense. A major concern of these industries is, "Are we driving our livestock production to Brazil, Australia, Argentina, and other countries that have lower labor costs and less regulation?" Maintaining a globally competitive livestock industry is important to the U.S. not only because of the food it provides, but because dairies, hog operations, feedlots, packing plants and the trucking industry all provide employment.

According to Larry Berger of UNL, the beef cattle industry is at a crossroads. If the average size of cow herds continues to decrease, then feedlots, packing plants, and the rest of the infrastructure associated with the beef industry will be forced to downsize as well. Once this happens, it will be very costly to rebuild the infrastructure in the highly-regulated environment that is likely to exist in the future. This unfortunate combination of forces could reduce our potential for exports to developing economies around the world. If the Brazilians and Australians supply these markets and those consumers develop a preference for low-quality beef, then it will be more challenging to sell our expensive, yet high-quality beef into these markets.

In summary, we have to be careful we don't forget the livestock industry that helped build demand for grains and now distillers' by-products. We can't afford to have the price of grain be at a level that will discourage or decrease livestock production in the U.S. We thought corn may go to \$4 with a large crop; however, it went to \$8 with a drought. We are all in this together. The industries of livestock, grain, and ethanol must work together to help one another be viable and strong for generations to come.

*Fred D. Bruning – President*

*"Because things are the way they are, things will not stay the way they are."  
- Bertolt Brecht*

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## Maintaining Profits Through Volatility...

"Nothing is certain but Death and Taxes." This old saying is as true today as it was 50 years ago. I bring it up because of all the uncertainty we have in the world today. With the economic meltdown of several countries, with social unrest all over the world, and with the United States in financial turmoil, it makes one wonder what to do to protect oneself from the consequences of such chaos.

I certainly don't have all the answers, but I do have some thoughts on some positive steps you can take to try to at least shelter yourself from some of the adversity.

First of all, unless you have an extreme obsession for risk, now is not the time to leverage yourself into the expansion of your business or a new business venture. I'm not saying don't expand your business, what I am saying is don't borrow a majority of the money to expand. The more borrowed money you have to pay back, the more risk you have of not being able to make the venture cash flow, and the more likely you are to put the rest of your business and personal net worth at risk.

Whatever business you are in, you need to have a good business plan. On a short term basis, this means a cash flow with realistic income and expense projections. You should back off the anticipated income from the high. This doesn't mean you should use the low but be conservative. On the expense side, figure a little extra for inflation (and we are going to have hyperinflation down the road), and figure something extra for unexpected costs. If your net income before payments leaves you with enough money to make your payments plus at least one third of another payment (i.e. debt coverage of 1.33 to 1), then you're in good shape to withstand some adversity.

On a long term basis, you need to do some strategic planning. Look out 5 years, 10 years and 20 years so you start preparing for what direction you would like your business to head. I know this is hard to do with how fast our world is changing, but if you don't think about where you want to go, you might end up some place you don't want to be.

Protect your business's working capital at all cost. How do you do that? In good times (which we are having right now in agriculture), you don't spend all of your profits on capital and long term debt reduction. You use a good share of your profits to pay off short term debt. If your short term debt is paid, you invest your business's profits in assets which can readily be turned into cash. If you're a farmer, look at what your total recurring income is. You need to have at least one third of that income in working capital. More is always better.

Finally, control your costs. If you look at the statistics, almost all businesses that fail have extremely weak or totally absent budget forecasting and monitoring. As an Ag banker, I can see people are becoming complacent about watching how much they spend on both operating and living expenses. With the good times in agriculture, people's living expenses are sky-rocketing. When the profits aren't so good, it's going to be very hard for those people to cut their standard of living back.

*Darrell Raum –  
Credit Supervisor, Senior Vice President*

## From the Trust Department...

Trust basics are just that – basics. Deciding what a trust is to do is where it becomes more complex; what a trust can do is far from "basic." When a trust is created, the Owner ("Settlor," "Trustor," or "Grantor") of what will be IN the trust legally transfers that property to the Trustee (which can be the Settlor, one or more persons, or an institution, such as our Trust Department). If the Settlor is named the Trustee, there should also be a Successor Trustee named, or a means established for that to take place, in case the Settlor becomes incapacitated or passes away. The Trustee has a fiduciary responsibility to act in the best interests of the beneficiary.

There are many different varieties of trusts, but generally they are in two categories: Living Trusts (also called "inter vivos" trusts) and Testamentary Trusts. Living Trusts can be revocable or irrevocable, and can begin during the lifetime or at the death of the Settlor. Testamentary Trusts 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. Whether or not a trust is made, 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 and can spread the receipts out over time. For example, a Grantor can state that a certain amount or percent of the proceeds go to his children (or grandchildren) when they graduate from college, when they turn a certain age, or pretty much as the Grantor desires, though there is a time limit.

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 sure what you put down in writing is what you really want to do!

If you are thinking about putting a trust in place, please consider having Bruning State Bank's Trust Department serve as your Trustee. Our Trust Department has over 20 years of experience and would like to work for you!

*Janet Germer –  
VP, Trust Officer*

### Have You Moved Recently?



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

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## Identity Theft - "It Can't Happen To Me"...

That's what I told myself for several years and was recently proven wrong. On March 10, 2012, I became aware of the realities of identity theft, joining the other 11.6 million American adults last year who became victims of ID theft. This is an increase of 13 percent since 2010, and the losses total \$37 billion or more. My situation was not exactly classified as ID theft; rather the credit reporting industry refers to it as a "mixed file" case. Either way, the experience can be just as painful and affect all aspects of your life.

Generally speaking, a "mixed file" is when two or more individuals with a similar name and social security number are mixed within a credit reporting file. In my case, an individual in the Midwest had the same first name, middle initial, and last name along with a social security number where only the last digit was different. This similarity ultimately led to this individual's credit file being mistakenly mixed within mine. As bad luck would have it, their credit history was not good. My credit scores went from the high 700's to the low 400's overnight. Between two of the three major credit reporting agencies, over 35 derogatory accounts were being reported on my credit file.

I quickly engaged a company called ID Theft 911. This is a third party through which Bruning State Bank provides to you and your family members identity theft services, including education, proactive resources, and one-on-one expert assistance for FREE. I worked with the same representative with the company over several weeks to re-establish and fix my credit file. Without her expertise and resources, this process would have taken months to clean up.

Once you experience something first hand, either good or bad, you have a greater appreciation for others who have had the same experiences. If you or your family should experience identity theft in the future, I highly recommend using the services of ID Theft 911. I realize we have shared this information with you in past newsletters, but it's always a good reminder. I would direct your attention to our website ([www.bruningbank.com](http://www.bruningbank.com)) to learn more about ID Theft 911 under the "Services" menu. As always, feel free to call your local branch to learn more about this service.

Yes, my unfortunate experience may be a rare case; none the less, it could have been avoided if I would have used my full middle name and not just my middle initial when conducting my financial affairs. Remember to review your credit reports often so you can catch errors as soon as possible.

*Kyle Anderson –  
Holdrege Branch Vice-President*

## Go Direct...

Do you still receive federal benefits by **paper check**? Before the rush of the holiday season, we wanted to remind you of the March 1, 2013 deadline that is approaching. The U.S. Treasury requires everyone to switch to electronic payments before that date. If you already receive your payments by direct deposit, this change does not affect you.

Once you start receiving direct deposit, we think you'll be really happy with how quick, easy, and reliable it is. With direct deposit, your money goes straight into your account at the same time each month and eliminates the risk of stolen checks and forged signatures. It also helps protect you from identity theft. Plus, this move to all-electronic payments will save American taxpayers \$130 million per year in costs associated with paper checks!

If you do not set up a direct deposit into your bank account by the March 1, 2013 deadline, you will automatically be enrolled in the federal prepaid debit card program to receive your payments.

There are several ways to sign up for direct deposit. We are here to help you however we can! You can go to [www.godirect.org](http://www.godirect.org) to sign up online, or follow the instructions given there on how to sign up by mail. Or you can call the Treasury processing center at 800-333-1795 to sign up.

Before you start, you'll need to have the following information ready:

- Social security number or claim number
- 12-digit federal benefit check number
- Amount of most recent benefit check
- Bank's routing transit number
- Bank account number and account type (check or savings)

Any of our customer service staff can help you find these numbers and assist you with signing up!

*Customer Service*

### Farmers & Ranchers College...



While many of you are busy with harvest, we are planning the upcoming Farmers & Ranchers College events. As many of you know, the mission of this group is to provide high-quality continuing education to farmers and ranchers in a rapidly changing global agricultural environment.

To start out this year, we will be having **Dr. David Kohl from Virginia Tech at the Bruning Opera House on December 10th**. Watch for more details on the upcoming workshops for this season.

*Fred D. Bruning & Sarah Miller*

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## ***Will I Have Enough Money to Retire?***

We are at a financial “perfect storm” as the “Greatest Generation” is living off their life savings and the “Baby Boomer” generation enters their retirement years. The perfect storm is a confluence of low interest rates, inflation, uncertainty in the market, and longevity. The question many retirees and near retirees are asking is either, “Will I outlive my retirement money?” or, “Will I have enough money to retire?”

One of the old rules of thumb for a portfolio was to subtract your age from 100 and that’s the percentage you should keep in stocks (for example a 30 year old has 70% stocks/30% bonds, and a 70 year old has 30% stocks/70% bonds). There are numerous problems with that strategy. Number one is that people are living longer so now we’re seeing some advisors suggest using 110 or 120 (that’s not an age it’s a formula number). But more importantly, it doesn’t address individualized factors such as... What is your risk tolerance? What are bond prices going to do in the mid-term? How much guaranteed income do you need without relying on market performance? What are your income sources? When do you need to start drawing income? Do you plan to leave a legacy?

It’s great that we are living longer, but as we stretch our retirement years we need more money in our “nest egg” to last. Low interest rates have hurt the CD as a safe source of income. If a person invests all their retirement savings in CDs they can expect to lose purchasing power to inflation. Ask a person in mid to late retirement about inflation. When you’re on a fixed income that’s about the same amount as it was ten or fifteen years ago, but all your living expenses have gone up, it causes a great deal of stress.

Bonds have long been a safe haven for retirees with incremental risk and typically a higher reward in interest payments helping against rising inflation. However, bond coupons have steadily decreased in this low interest rate environment. And bond values have an inverse relationship to interest rates – as interest rates increase, bond values decrease – putting pressure on another retirement income standby. On the other hand, ask a person approaching retirement in 2008 who had 30-70% of their savings in equities how that affected their retirement plans. If you are near retirement and you have a majority of your savings in the stock market, there is simply too much risk because time is no longer on your side – you don’t have years to recover substantial losses.

One solution to the complex and challenging distribution phase of your retirement is called a Time Segmented Income Distribution Plan. The basic idea for creating an income distribution plan is to “ladder” your income assets into time segments. We’ll develop a strategy that divides your assets into risk categories that match the time segments. Typically we start with five segments, each covering five years, for a total of twenty-five years of retirement (adjusted for your situation). If necessary, we’ll create a sixth segment for longer retirements or legacy gifting. For example, in the 1<sup>st</sup> segment of retirement (1-5 years), your investments needed for income will be very conservative, such as CDs, fixed annuities, and bonds. The 2<sup>nd</sup> segment (6-10 years) will have some similar investments as Segment 1, but may also include longer duration bonds, structured CD’s, and possibly managed portfolios.

As we go out in time, we take on incremental calculated risk that makes sense for your situation. The goal is to mitigate market risk in the near term with conservative investments and mitigate inflation risk in the long term with investments that have opportunities for growth. As time goes on in your retirement, we will continue to shift assets to more conservative pools that make up your guaranteed and immediate income pool. We will have target returns for the various Segments, and if we reach those targets early, we’ll shift funds to an earlier Segment to take more risk off the table.

Our goal is to help meet your income needs during retirement using pools of assets working for you over time and provide you with a plan to last your lifetime.

*David Frook –  
Financial Planner\**

All investments involve the risk of potential investment losses and no strategy can assure a profit.

Securities offered through Securities America, Inc. Member FINRA/SIPC.  
David Frook, Registered Representative

\* Advisory Services offered through Securities America Advisors, Inc.  
David Frook, Investment Advisor Representative  
Bruning State Bank and Bruning State Bank Wealth Management are unaffiliated with Securities America.  
May Lose Value, Not FDIC Insured, No Bank Guarantee

## ***We’ve Been Lucky...***

What a wonderful year it has been! Oh, I know, the weather wasn’t perfect, but look on the bright side – our homes didn’t wash away in a flood or burn up in a fire. Some in our country, and even in our state, weren’t so lucky. Many of you are working to complete a successful harvest season (even if it’s not as bountiful as last year). Since farming and ranching drive many of our local economies, we should all be thankful for a good harvest.

When harvest winds down, the holiday shopping season will soon begin. Remember your Visa Debit Card is a fast and convenient way to make those purchases. Be sure to safeguard your card and PIN at all times. Those of you with Online Banking can easily track your purchases because your debit card transactions are displayed immediately as pre-authorizations on your online accounts. The actual transaction will normally post the following day, although there may be some exceptions.

Be sure to contact us immediately if your card is lost or stolen. We will want to “hot card” it right away. Keep a close watch on your account and let us know if there are any unauthorized purchases. Our Bank subscribes to a service called “FraudWatch” that alerts us to card purchases that meet a certain set of criteria. We might call you to verify that you made a particular purchase. We’re not being snoopy, just watching out for you! We want this to be an enjoyable holiday shopping season for everyone.

*Pam Lemke, Janice Fintel,  
Carm Hinrichs & Anna Sell –  
Operations*

# Slowing Down Or Starting Up...

I recently received an inquiry on whether there might be any tax advantages for a landlord who is looking to slow down and retire but would like to help a beginning farmer or rancher get started in production agriculture. After a few phone calls and some internet searching, I was able to come across some information that may be helpful for anyone in this situation. It appears that the Nebraska Department of Revenue has some tax credits/savings out there for both the landlord who is nearing retirement and the farmer/rancher who is starting up.

Here is a quick synopsis of what I learned from this Nebraska Department of Revenue link:  
([http://www.agr.ne.gov/beg\\_farmer/index.html](http://www.agr.ne.gov/beg_farmer/index.html)).

- 1) There is a possible Personal Property Tax Exemption for the beginning farmer/rancher of up to \$100,000.
- 2) There is a Tax Credit for the landlord of up to 10% of cash rent received each year for up to 3 years if the landlord rents the land out to a beginning farmer/rancher.
- 3) This Tax Credit of up to 10% also applies to equipment, livestock, and crop storage leases in addition to the land leases.
- 4) There is a Beginning Farmers Tax Credit Act Board of Directors that is appointed by the Governor. This Board reviews all applications and certifies Property Tax Exemptions and Tax Credits.
- 5) There are deadlines to meet each year to qualify for the exemptions and tax credits. See the link for the deadlines.

As with any program, there are qualification requirements to be met with this program. If you are interested in learning more about the possible tax savings to you, please look at the internet link that I have included. Most importantly, go see your tax accountant for advice and to get all the necessary answers. In addition to the value of the tax incentives, you could make a lasting impact on the future of the next generation of farmers and ranchers.

*Jim Scott—  
Branch Vice-President, Bank of Broken Bow*

# One Size Does Not Fit All!

Farming is a full-time occupation that requires a lot of time, money, and physical labor. Every farming operation is different, so your farm insurance policy should be tailored to fit your specific needs. A standard farm liability policy may not provide adequate coverage for all the potential liability issues that may arise with different farming operations.

We invite you to consider the following questions and we'd be glad to help you review your coverage as well:

- Do you have fuel tanks on your farm or haul fuel to equipment in the field?
- Do you transport anhydrous tanks and apply chemical and fertilizers yourself?
- Do you have pollution liability coverage if there is accidental leaking or spilling of fuels, chemicals, or fertilizers?
- Do you charge a fee for others to hunt or fish on your property?
- Do you do odd jobs for a fee? Are you covered for other business pursuits?
- Do you do any custom farming?
- Do you need a personal umbrella policy?
- Do you have coverage for other people's property that is in your care, custody, and control?
- Do you have "ingestion" coverage on your combine and header?
- Is all your electronic equipment (GPS, for example) included on your policy?
- Do you have adequate coverage on all your equipment?

Insurance is not a "one size fits all" product! Contact us today for a full policy review! Make sure to discuss all the different aspects of your farming operation so we can help provide the proper coverage for your needs.


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

\*Not FDIC Insured. \*Not a guarantee of the Bank. \*Not a deposit of the Bank.

\*Not insured by any federal government agency. \*May go down in value.

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Check out our new webpage where you can look at current rates, use calculators, and even start your home mortgage application!

Go to our homepage ([www.bruningbank.com](http://www.bruningbank.com)) and click on the MORTGAGE CENTER link under the Latest News section.

Or go directly to:  
<http://bruningbank.mortgagewebcenter.com>  
to see all of the new resources available online!

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**Congratulations  
to the Winner of our  
E-Statement Husker  
Football Tickets Contest!**

*Robin Christen, Anselmo, NE*

If you're interested in receiving e-statements,  
it's never too late to start - just ask us how!

# RAIN, RAIN, RAIN...

In case any of you have forgotten: RAIN is liquid water in the form of droplets that have condensed from atmospheric water vapor and then precipitated—that is, have become heavy enough to fall due to gravity's pull.

Try as we might – praying and rain dances didn't seem to bring the rain this year! Multi-peril crop insurance may be a very important part of your farming operation in 2012 and into 2013. Please note the following reminders:

## WHEAT:

- September 30th was the final day to apply for or make changes in coverage for 2013.
- Final planting date for Nebraska is October 15.
- Final planting date for Kansas is October 31.
- Wheat acres need to be reported by November 15.

## ROW CROP:

- Notify us IMMEDIATELY if you think there might be a loss!
- Contact us if you have ANY questions prior to or during harvest.
- Report your yields as soon as harvest is completed.
- Remember that production on Irrigated crops must be kept separate from Non-Irrigated crops in order to maintain separate units and to allow for appropriate loss payment. Production must also be kept separate by section.
- Row crop premium was due August 15. Interest will begin to accrue on November 1.

We will continue to mail out important reminders as future deadlines approach.

Please feel free to give us a call or stop by our office if you have any questions! We can help with all your multi-peril crop, crop hail, and livestock insurance needs.

*Jeff, Kathy, Craig, Shari, Brian,  
Janet & Ryne –  
Crop Insurance Agents\**

\*Not FDIC Insured. \*Not a guarantee of the Bank. \*Not a deposit of the Bank.

\*Not insured by any federal government agency. \*May go down in value.



## MEDICARE PART D – PRESCRIPTION DRUG COVERAGE

**October 15, 2012 - December 7, 2012**

is the open enrollment period for  
changing your Medicare Part D  
(Prescription Drug) coverage for 2013.

Please contact us to review your Medicare Part D coverage!

# Parenting “KIPPERS”...

It's every parent's dream to give their children the opportunities they didn't have. The problem is your retirement may be in jeopardy, if you keep the cash flowing their way long after they're grown! (KIPPERS stands for 'Kids In Parents' Pockets Eroding Retirement Savings'.)

A recent article by Lisa Smith on [www.investopedia.com](http://www.investopedia.com) provides some helpful advice to any parents in this situation. It is an increasingly common dilemma in our society that was decades in the making. To change this, you need to learn to say, “No”. Your children are never going to learn how to handle money responsibly until you stop the handouts and start teaching financial responsibility.

If you've been generous about giving handouts to your kids, they have probably gotten used to the comfortable lifestyle that you and your spouse worked so hard to achieve, but they didn't see, or were too young to remember, the days when you didn't have money. Now that they are old enough to understand, talk to them about how you struggled to get by on small salaries earlier in your life and let them know that the house you live in took three decades to pay off. Also tell them you may need to provide financial assistance to their grandparents as they age.

For those of you with adult children who have left the nest and are living on their own, cutting off the cash flow is a bit easier. Start by having a frank conversation about all of the issues covered in the previous paragraph and ask them to put some serious thought into their lives. Where do they want to live? What do they want to drive? How often do they want to go on vacation? What are they going to do to “earn” that lifestyle on their own?

If your adult children are still living at home, it's time to start charging rent. Sooner or later, the kids need to learn that there are no free rides in life. From there, it's time to talk about financial self-sufficiency. Have the kids explain what they are going to do in order to support themselves. How do they plan to fund their golden years? What will they do if their kids expect a lifetime of financial support? How will they handle it if their children's financial dependence affects their retirement?

Regardless of where the kids live, talk to them about their lifestyle choices. Explain the importance of living within or even below their means. Teach them that anything they can't buy with their own salaries is an item they can't afford. Talk to them about the responsible use of credit cards.

Last but not least, cut off the cash flow. Mom and Dad need to stop funding their kids' discretionary purchases. If the kids don't need the money to avoid eviction or starvation, don't give it to them. If they do need it for such an emergency, make it clear that you expect to be repaid and either make a payment plan or set a date for the repayment. Ask them to explain how they intend to change their lifestyles to avoid the need for another loan.

As the author points out, this economic lesson may be emotionally tough to administer, but it will give your children the knowledge they need to survive long after you aren't there or able to pay their bills. In the long term, your kids will learn to appreciate the lessons – after all, you probably had to learn the hard way, too.

*Craig Pope –  
Hebron Branch President*

# Generation What?

A controversial July Newsweek article labeled Millennials (those born after the late 1970's through the 1990's) as the "Screwed Generation" because of the massive amount of government debt we will eventually have to pay for and because of how hard the Great Recession has hit the younger generation. While Millennials used to be known for our optimism, statistics from the article are discouraging:

- Fifty-eight percent of recent college graduates expect they will not be as financially successful as their parents' generation.
- Forty-three percent of recent college graduates now working are at jobs that do not require a college education.
- Median net worth of households headed by someone 65+ is 42% higher than it was in 1984; median net worth of younger households is 68% lower than it was at that time.
- Unemployment for those ages 18-29 is 12% (50% higher than the national average).
- Nearly a quarter of those ages 18-34 have moved back in with their parents due to economic conditions.

The Millennials will be the first generation in recent times to experience downward mobility instead of upward mobility, as our parents and grandparents did. We've already accepted that Medicare and Social Security probably won't be around by the time we need it, and there is growing realization that our economic situation may be "the new normal" and we might simply have to lower our expectations.

However, I try to be one of those "glass-half-full" types of people who choose to see the positive side. Every challenge is supposed to be an opportunity, right? Blaming the Boomer Generation won't get us anywhere. I've pulled a few tips for surviving these times from a list by author Annie Leonard:

- Look for creative, entrepreneurial work opportunities in the collapse and don't go into debt educating yourself for a career that may no longer exist in 10 years.
- Get out of debt, learn to live well on less, and save for something that really matters to you – perhaps a piece of land, a work of art, or special training.
- Consider building a life in a less-expensive smaller city, town or rural area. (How about Nebraska?)
- Free yourself from addictive "weapons of mass distraction" so you can deal with real life and appreciate and enjoy what you have.
- Declutter and simplify. Repair, reuse, and recycle. Don't purchase things simply for the sake of owning more stuff.

And as we endure these last few weeks of the presidential campaign, I'd like to add one more tip to the list – VOTE! The outcome this year really will impact the future direction of our country more than other years. As the Newsweek article points out, the Millennials will comprise 24% of voting-age adults this year, up from 18% in 2008. Just as politicians target 'soccer moms' and 'independents' because they are unpredictable, our generation should stand up and be heard so we aren't taken for granted.

*Angela Kuhlmann –  
Young Bankers of BSB*



## ATTENTION Online Shoppers & International Travelers

As many other credit and debit card providers have recently done, we are increasing our security to prevent card fraud. *Please be aware that we will begin blocking card transactions from most foreign countries as of October 15, 2012.* Don't worry - we can remove this block on a case-by-case basis if you contact us!

Transactions with countries that are common business partners, such as the United Kingdom and France, will still be allowed. Please note however, that some common travel destinations, such as Canada and Mexico, will be blocked because of the frequency of fraudulent card activity originating in those countries.

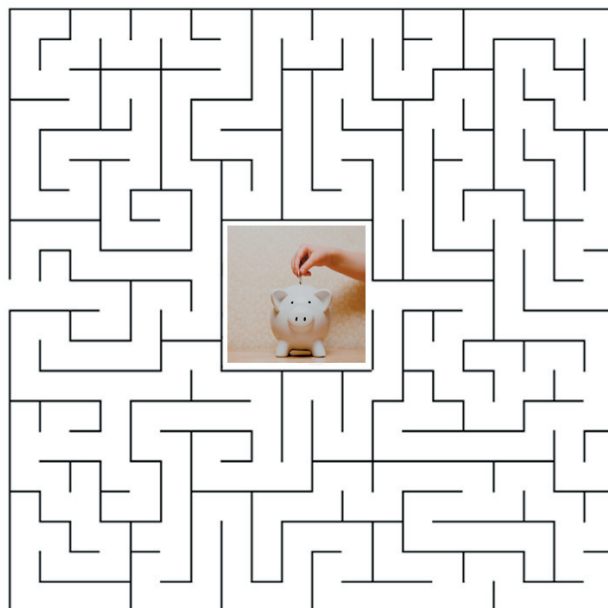
*This change will also affect those who shop online*, as sometimes you might not be aware of exactly where a seller or retailer is located or where the product will be shipped from. Thus the card transaction may not originate in the U.S.



**If you are concerned this may affect you,  
please feel free to contact us.**

## Howdy, Buckaroos...

See if you can find your way to the piggy bank!



Remember it isn't hard to find one of our Bank locations to make a deposit to your savings account!

Keep saving,  
*Buck*

# BRUNING STATE BANK

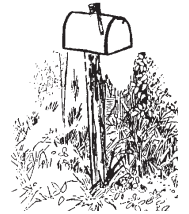
P.O. Box 100  
Bruning, Nebraska 68322

Std  
U.S. Postage  
PAID  
Permit No. 4  
Bruning,  
Nebraska

*Address Service  
Requested*



*"YOUR COUNTRY BANK"  
Since 1891*



## *No Card, No Problem...*

It seems to happen a lot in my house. We receive gift cards for various restaurants and fully intend to use them only to discover that we have forgotten them at home when we go out to eat. Or we receive email after email of online coupons for stores we like and shop at but either lose them in our family's 17 different email addresses or forget about them until well after they have expired. What is an absent-minded family like mine to do? In the near future, our phones may actually keep track of these things for us with what is being referred to as the digital wallet.

You may have heard that with the release of its iPhone 5, Apple is also releasing an app called Passbook which allows users to store coupons, loyalty cards, and other related items in one place on their cell phones. The possibilities seem endless as totals on cards could be updated in real time as you use them and coupons could be sent to you as you are shopping in the store.

Apple isn't the only one entering this field with many providers looking into this technology. It is believed that this type of application, along with the development of a chip that allows you to "swipe" your phone as you would swipe a credit card, will lead to us someday using our phones as our payment device of choice both online and at the register.

There are obstacles to this such as merchants who do not have chip readers, costs associated with upgrading the payments infrastructure and phones themselves, as well as customer usage. However, it is conceivable that the phone you are reading this article on right now (if you choose to read your BSB newsletter digitally) could someday replace your wallet for everything but your driver's license.

This would be a welcome change in the Swartzendruber household and most likely lead to savings at the places we dine and shop. It is important to note though that the digital wallet idea has been around for a few years now with little nation-wide use to show for it. However, the hope is that Apple's Passbook and Google's Wallet will eventually lead us down this path.

**Tech Term of the Month: 4G.** You've most likely heard about it on television and in print but what exactly is 4G? It refers to a fourth generation network and there are many requirements for one to be labeled this way. Those requirements include upload and download speeds, the communication protocol it relies on, and other such factors.

*Corey Swartzendruber –  
Network Administrator*

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

*Monday, October 8  
Columbus Day*

*Monday, November 12  
Veteran's Day*

*Thursday, November 22  
Thanksgiving*