



Payments Quarterly

News and Views on Regional Financial Services

Cleveland and St. Louis Join Forces to Provide Customer Support

This year, don't be surprised if you see a new Fed representative at your door or an unfamiliar phone number pop up on your caller ID. The caller may be a new member of the joint Cleveland and St. Louis Federal Reserve service team paying you a visit.

In January, these two Reserve banks entered into a partnership that combined local customer support in both districts. In effect, account executives will erase district lines and, potentially, serve financial institutions located outside their Reserve bank district.

This partnership will not affect any other business you conduct with the Fed, such as check processing, cash orders or regulatory activities. Your respective Reserve bank will continue providing these services for your institution. In addition, national and local support centers will still answer your questions on various Fed services, like FedACHSM.

So, what changes will you see? Probably the most noticeable difference is the appearance of some fresh faces visiting your institution. You may also hear new voices on the phone when discussing Fed products and setting up services with us.

This special edition of *Payments Quarterly* outlines the new service areas for our account executives and explains how they will be working with you. We encourage you to read about their backgrounds and get to know them a little better. You will see that our service team brings a wide range of experience to the job. Plus, collectively, they have provided more than 500 years of service to the financial community!

The Cleveland and St. Louis Feds will also work together to sponsor special events and educational

seminars.

Pooling our resources will enhance the quality of the events we offer and give customers in both districts more options to choose from when selecting event locations. The first opportunity to attend a regional event will come this spring when we introduce Fed Exchange, a new educational forum being offered in the region. You can read more about it on Page 5.

In addition to these visible changes, some behind-the-scenes functions will be combined, such as product development and communications. While these activities are mostly transparent to customers, combining them helps us better align our resources internally and, consequently, become more efficient at what we do.

We are very excited about this collaboration, and we hope you find that it improves our service to you and enhances your overall experience of doing business with the Fed. Our service team is looking forward to getting acquainted with new customers and building new relationships. Please browse the following pages to learn more about this initiative and "meet" the Fed staff members who will be serving you.

"FedACH" is a service mark of the Federal Reserve Banks.



At Your Service

The Fourth District's Marketing and the Eighth District's Business Development functions have been reorganized to focus on our customers' needs and to keep pace with the ever-changing marketplace. Our new regional approach encompasses both districts and was implemented to share Fed resources and experience to best serve you, our customer.

Steve Geers, Susan Bivens and Stan Zarzycki will be the primary contacts for banks with a national or super-regional presence. This team will focus on establishing multiple relationships with this customer segment, while striving to be responsive to the unique wants and needs of national and super-regional banks. This approach ensures consistency in the delivery of Federal Reserve products and services.

Bill Mason will lead the regional account executives—Don Baldwin, Paul Drennan, Debbie Long-Jolly, Kim Peters and Roger Shook—who will be the primary contacts for community-based financial institutions throughout the region. (See map, below.)

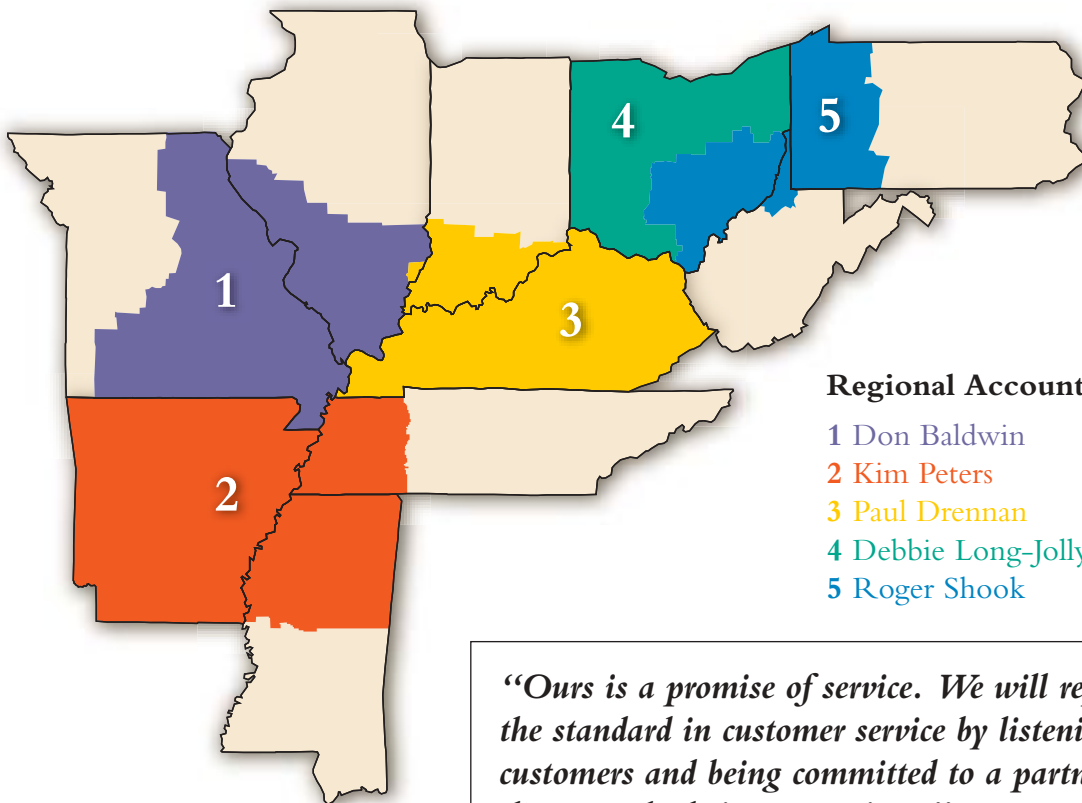
This team will focus on establishing close relationships with its customers and ensuring that the Fed's products and services—both national and local—meet the wants and needs of community-based financial institutions.

Andy Lueckenhoff and Teala McQuilkin, as product sales specialists for the region, will be dedicated to project management and education leadership. Their areas of concentration will include ACH, FedImageSM Services and FedLine[®] for the Web. This team will focus on operations, vendors and Federal Reserve operations when implementing complex services.

Max Butler and his team—Bobbi Antoff, Terri Borth, Norm Broska, Lee Kuzma, Gayle O'Connor, Deidre Stanley and Dot Trame—will serve as regional customer support specialists. This team will focus on helping customers with Fed services setup, resolving operational issues and providing alternative service solutions.

For more information on how to contact regional team members, see Page 6.

"FedImage" and "FedLine" are either registered service marks or trademarks of the Federal Reserve Banks.



Regional Account Executives

- 1 Don Baldwin
- 2 Kim Peters
- 3 Paul Drennan
- 4 Debbie Long-Jolly
- 5 Roger Shook

"Ours is a promise of service. We will represent the standard in customer service by listening to our customers and being committed to a partnership that exceeds their expectations." — Customer Service Motto

It's always much nicer to work with someone when you can put a face with a name. So, on these two pages, we'd like to introduce all of the members of our service team and tell you a little bit about each one.

CUSTOMER SUPPORT TEAM



Max Butler

- Received the Federal Reserve System's 2001 "Excellence in Customer Service" award;
- Worked in eight departments at the Fed over the past 38 years; and
- Believes everyone at the Fed has a common goal: "To provide the very highest quality of customer service possible to all customers."



Bobbi Antoff

- Received the Federal Reserve Bank of St. Louis' 2002 "Forge Long-term Partnerships" customer service award;
- Worked in Business Development at the Fed for the past five years; and
- Has nine years of community banking experience in cash management, ATM and general ledger reconciliation, and FedLine® DOS functions.

"By having community bank experience, I relate well with customers. I have been on both sides of the fence."



Terri Borth

- Worked at the Fed for the past 17 years in Adjustments, Check Support, Off-Shift Processing and, currently, in Business Development; and
- Has five years of commercial banking experience as an adjustments clerk and a teller.

"I feel that customer support is important because it gives customers a means of resolution to problems or questions they encounter."



Norm Broska

- Worked at the Fed for 30 years, spending the first 19 years on the night shift in Check, then transferred to days in Check Support; and
- Was hired in Business Development as a merger coordinator five years ago; handles an average of 70 bank mergers each year.

"To me, good customer service is taking ownership of the customer's issues and doing the necessary follow-up to ensure that the customer is satisfied with our service."



Lee Kuzma

- Began at the Pittsburgh Fed in 1984 in the Securities Department; and
- Earned a master's degree in leadership from Pittsburgh's Duquesne University in 2000.

"What I like best about customer service is the many professional relationships that I have built over the years. Each time the phone rings, it is a wonderful opportunity to meet and assist new and interesting people!"



Gayle O'Connor

- Spent entire Fed career (18 years) in the Marketing area, currently as a customer service representative;
- Is known for her positive attitude: "I love doing what I do — assisting our customers."

"My most memorable time at the Fed was assisting with a joint board meeting here in Cincinnati. Alan Greenspan was the speaker for the evening dinner. I got to personally meet him and shake his hand!"



Deidre Stanley

- Has 17 years of Fed experience, starting in Bank Supervision & Regulation, moving to Accounting and, now, in Marketing; and
- Worked at a commercial bank and a savings and loan for six years before joining the Fed.

"Customer service is important to me because it allows me to put myself in the customer's place. I enjoy the daily customer interaction."



Dot Trame

- Has 34 years of experience working for the Fed in Treasury, Savings Bonds, Funds and Securities, Noncash, Cash, Accounting, Check Collection and Adjustments;
- Over the last few years, she has been instrumental in dealing with super-regional bank mergers and consolidation of operations; and
- One of her most memorable experiences was setting up a customer on FedLine DOS for check adjustments, then later helping convert the institution to FedLine for the Web check adjustments once that was available.

"We must always remember that the customer is why we are here."

SENIOR ACCOUNT EXECUTIVES



Steve Geers

- Received the Federal Reserve System's 2002 "Sales Team Member of the Year" award; and
- Has 28 years of banking experience, 25 of them at the Fed in Audit, Accounting, Operations and, now, in Marketing.

"I feel that customer service is vastly important because we all, even in our personal lives, are constantly raising the bar on our service providers."



Susan Bivens

- While a senior account executive, increased the Memphis Branch's processed check volume by 35 percent (the largest increase in any Fed office in the past five years);
- Spent 18 years in commercial banking, primarily in retail and business development;
- Her most memorable service setup was designing a new product for a customer that reduced its overall costs, simplified sorting requirements and improved funds availability.

"My personal mission statement hangs on my office wall: 'Customer Focus, Respect for the Individual, Teamwork, Responsible Citizenship, Integrity.'"



Stan Zarzycki

- Spent the past 20 years at the Fed building customer relationships; and
- Worked in the Fed's Check Collection Department for two and a half years.

"My vision of customer service is listening to customers and exceeding their expectations."

REGIONAL ACCOUNT EXECUTIVES



Bill Mason

- Worked 26 years at the Fed, the last 20 in Marketing;
- Spent 15 years as an account executive and the last five as district and regional sales manager; and
- Is a graduate of the NACHA Payments Institute and Wisconsin's Graduate School of Banking.

"As a participant on many Federal Reserve System committees, I can share a national perspective with our regional account executives; likewise, I share our customers' regional perspectives with the Fed System. This has been important in the design of services and products that are national in scope."



Don Baldwin

- Started in 1968 with National Stockyards National Bank and watched its long journey of mergers until it became part of Bank of America in 1997; and
- Served as vice president and Midwest correspondent banking manager until his retirement from commercial banking in 2000.

"I am anxious to meet with bankers, many of whom I consider old friends, and work with them to provide new opportunities for both their financial institutions, their customers and the Fed."



Paul Drennan

- Received the Federal Reserve System's 2000 "Newcomer Salesperson of the Year" award; and
- Received Accredited ACH Professional certification in 2002.

"For us to continue to do well, we must continually find products and services that meet the ever-changing needs of our customers. These solutions help solidify the relationship with our valued customers."



Debbie Long-Jolly

- Joined the Cleveland Fed's Human Resources Department in 1978, then worked in Check Collection as a production administrator and later as a technical support administrator; and
- In 1997, began as an account executive to promote the Fed's products and services to financial institutions in Ohio.

"I strive to exceed my customers' expectations."



Kim Peters

- Received the Federal Reserve System's 2001 "Salesperson of the Year" award; and
- Worked in the financial services industry for 20 years, the past 10 at the St. Louis Fed's Little Rock Branch.

"When a customer calls me, I take pride in owning his or her problem. Many of my customers know that I personally may not be able to resolve their problems, but they know I

will see them through to resolution. This has helped me develop strong relationships with my customers."



Roger Shook

- Started his career with the Fed in 1963 at the Chicago Fed, then moved to the Cleveland Fed;
- In 1972, transferred to the Columbus Office as part of the Regional Check Processing Center implementation team; and
- After 40 years, is still going strong — made 352 sales calls or customer contacts in 2002 as an account executive.

"My most memorable Fed project occurred just last year when I worked with a Fourth District financial institution to pilot the Fed's new FedImageSM Services product via FedLine for the Web."

PRODUCT SALES SPECIALISTS



Andy Lueckenhoff

- Has had a long career at the St. Louis Fed with more than 20 years in Check, ACH, Wire Transfer, Support Services and Reserve Accounting;
- Received Accredited ACH Professional certification in 1997 and was recently recertified; and
- Has called on customers as an account executive for 10 years but, in his new role, will be dedicated to project management and education leadership.

"I'll really miss seeing the many friends I've made in southern Illinois over the last 10 years and the new ones I've met in Indiana and Kentucky this past year. On the other hand, I'm excited to play a role in the Fed's commitment to growing electronic payments and helping to improve the payments system. I look forward to working with Business Development staff and customers on FedACHSM and Check payor services and hope to introduce new services to bankers that will help them meet the ever-changing needs of their customers."



Teala McQuilkin

- Has 17 years of Fed experience, including responsibilities as a systems analyst in the Information Technology and Check areas and as an account executive for the past two years; and
- In her role as product sales specialist, she will apply her technical experience to the needs that customers have and assist in the implementation of new products and services for financial institutions. She looks forward to working with customers in determining how the Federal Reserve's products and services can help meet their needs, which in turn will allow them to provide good service to their customers.

"I feel that customer service is important because, without customers, we would not have a reason to exist. We must strive to build relationships and to provide products and services that benefit our customers. We should offer quality and add value to the products and services that our customers can then offer to their customers."

"FedLine," "FedImage" and "FedACH" are either registered trademarks or service marks of the Federal Reserve Banks.

Looking Ahead TO OUR NEW PARTNERSHIP

SOMETHING OLD, SOMETHING NEW, SOMETHING BORROWED, SOMETHING BLUE

While the new regional structure can't offer you something borrowed or blue, we can certainly take advantage of what we've learned from the old and bring you something new—the new Fed Exchange, that is!

Over the past few years, both the Fourth and Eighth districts have been active in hosting customer events that focused on hot topics throughout the Federal Reserve System and the financial services industry.

In the Fourth District, the event known as User Group meetings was designed to provide you with the opportunity to share information about timely, important payment issues and to discuss Federal Reserve services and production efficiencies.

Back to School seminars, the Eighth District's event, provided the same opportunities, while emphasizing what was new at the Fed and passing along up-to-date information that could be used in your daily operations.

Both of these successful customer programs were established to create an educational forum of two-way communication. Each year, the number of attendees increased, and their evaluations told us that they found the programs to be very beneficial. You spoke and we listened! Going forward, we will incorporate the best practices from each program, including both spring and fall sessions, more locations, expanded agenda topics and opportunities for bankers to bring us their questions and concerns. Hence, the new regional customer program, Fed Exchange, was created.

At Fed Exchange, we will continue to focus on your financial services needs by providing information on the products and services we offer, while giving you the opportunity to tell us face-to-face about your needs and concerns. At these events, you will gather not only with fellow bankers, but also with members of the Fed's regional sales team and operations staff, who will listen to your concerns and provide the service and support you expect.

Take a look at the dates and locations below—a total of eight—we have set for the spring series and pencil them in your calendar. Feel free to attend the one that is most convenient for you. In the near future, all Fourth and Eighth district financial institutions will receive an invitation—with all of the details—to attend the spring Fed Exchange.



Week of April 7

St. Louis, Mo.
Pittsburgh, Pa.

Week of May 5

Columbus, Ohio
Memphis, Tenn.

Week of May 12

Cleveland, Ohio
Little Rock, Ark.

Week of May 19

Cincinnati, Ohio
(held in Lexington, Ky.)
Louisville, Ky.

WELCOME TO OUR NEW PQ READERS

The Fourth and Eighth districts are pleased to announce our exciting partnership news through this special edition of *Payments Quarterly*—a publication targeted to bankers that features articles on ACH, Cash and Check Operations, the FedLine® suite of products and many other Fed services.

Eighth District financial institutions will continue to receive this newsletter, and now, Fourth District customers will begin to receive it on a quarterly basis, starting with the spring 2003 issue. Look for it to arrive in your mailboxes in early April. You can access back issues of *PQ* online at www.stlouisfed.org/publications/pq/pastissues/default.html.

If there are others at your organization who would like to receive this newsletter, they can easily subscribe online from either the Fourth or Eighth District's Web site by clicking the "Publications" button along the top, then "Subscribe" on the left. The URLs are:

Fourth District www.clevelandfed.org
Eighth District www.stlouisfed.org

"FedLine" is a registered trademark of the Federal Reserve Banks.



FedContacts

Here's a list of numbers that will come in handy if you have questions or comments about the Fed's products and services. Feel free to give us a call!

SERVICE AND NEW PRODUCT INQUIRIES

Phone: (314) 444-4773
Fax: (314) 444-4654

CHECK OPERATIONS

CINCINNATI
1-877-214-7233

CLEVELAND
1-800-929-2435

COLUMBUS
1-800-333-2439

LITTLE ROCK
(501) 324-8340

LOUISVILLE
(502) 568-9253

MEMPHIS
(901) 579-2450

PITTSBURGH
1-877-417-7771

ST. LOUIS
1-866-433-3227

ELECTRONIC ACCESS (FEDLINE FOR THE WEB AND DOS*)

Phone: 1-888-333-7010
Fax: 1-866-281-1060

* For DOS-based FedLine support, Fourth District customers should call 1-800-228-3371 or (216) 579-2003.

FEDACH

FOURTH DISTRICT
Phone: 1-866-234-5681
Fax: (404) 498-7907

EIGHTH DISTRICT
Phone: 1-888-883-2180
Fax: (612) 204-5575

FUNDS TRANSFER AND BOOK- ENTRY SECURITIES

Phone: 1-800-327-0147
Fax: (617) 973-5918 or 3619

Volume 8, Number 1

Payments Quarterly is published quarterly for Fourth and Eighth district regional financial services customers. If you would like additional copies or back issues, contact Debbie Boren at (314) 444-8946 or 1-800-333-0810, ext. 44-8946. You can subscribe online at www.clevelandfed.org or www.stlouisfed.org under "Publications."