

NORTHWESTERN *Banker*

APRIL
1983

Exclusive—
Bank Building Articles



Nebraska Bankers Convention Program

John E. Mangold,

**MNB Senior Vice President,
on "The importance
of creative
thinking in
correspondent
banking."**



"The challenge of developing more efficient methods in correspondent banking is greater than ever. That's why at Merchants National Bank, we encourage our correspondent bankers to develop new and better ways of handling Overlines and Liquidity Loans. That's why we offer time-saving services like the 24-Hour Transit Service and more efficient approaches to Federal Funds Purchase and Sales and Bond Purchasing and Safekeeping.

"At MNB, we expect originality and we encourage innovation. In cor-

respondent banking, as in any dynamic business, creative thinking blends vision with experience for a better product. And by aggressively seeking new perspectives, we believe we'll find the best ways to serve our respondent banks and their customers.

Talk to one of MNB's creative correspondent bankers, soon. Call **John E. Mangold, Terry M. Martin, Stan R. Farmer, or Jerry N. Trudo**. Just dial **(319) 398-4313** or call, toll free, **1-800-332-5991**.

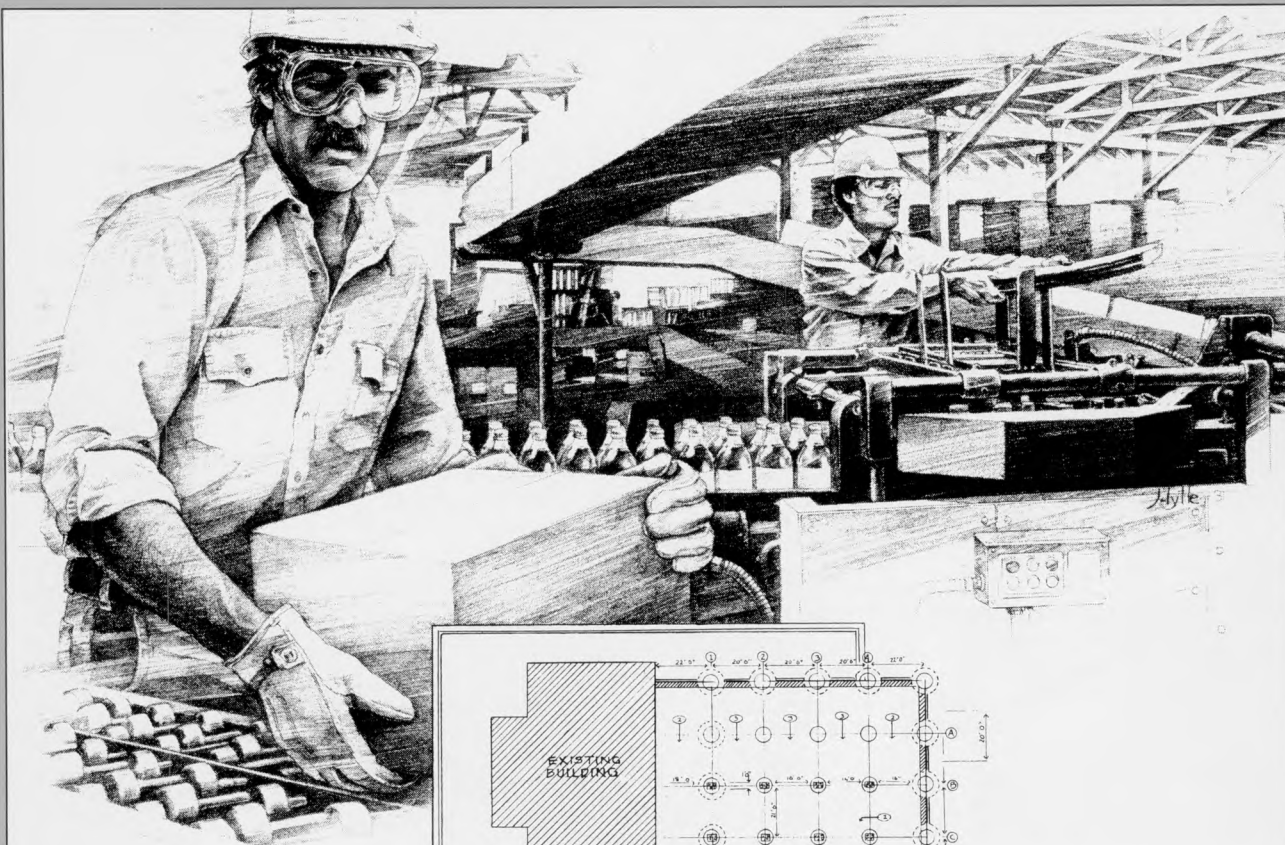
Merchants National Bank 

CEDAR RAPIDS, IOWA

A 'BANKS OF IOWA' BANK

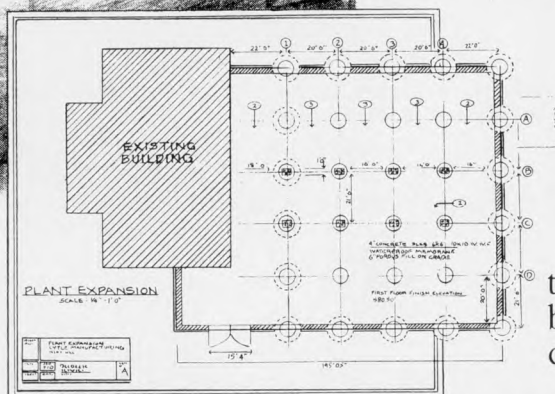
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to help keep those borrowers your customers.

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Imagine getting only bare walls when, for the same price, you could have had a beautifully built, elegantly furnished bank.

"It just about happened to us," says Henry Kinberger, president of Security 1st National Bank, in Alexandria, Louisiana.

"We listened to not one, but a number of proposals for an important building project for our bank. One from an architect, another from a leading plan-design-build firm. Both would have offered us far less than the solution we got from HBE."

"A lot more value for the dollar."

"Instead of remodeling our old building, HBE showed us how we could build a brand-new building that would be much more functional, for about the same cost, on the same site, without any interruption of business. And the HBE price included a spectacularly beautiful, finished interior, not just bare walls."

"Other bankers couldn't believe how much we got for the price."

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"What they saw were things like floor-to-ceiling solid-oak doors, marble floors, really nice furniture and the like. All included at the square-foot price they thought would have been bare walls only."

"They didn't try to boss us around."

"We enjoyed an excellent working relationship throughout the project. HBE listened to our thoughts and responded to what we wanted to do. There was never any attempt to impose formulas or rigid sets of ideas on us. And we liked that."

"Everything about it works better for us."

"We have such nice touches as an exceptionally fine heating and air-

conditioning system with a lot of zone controls and real energy savings. Better departmental and work flow arrangements. And an employees' patio on our drive-in roof. All the site work was included, too. So was demolition of our old building. Even vault and security equipment. Plus new sidewalks, fountains, and so on. And throughout, HBE stayed with us, directing all phases and weeding out anything that proved inefficient."

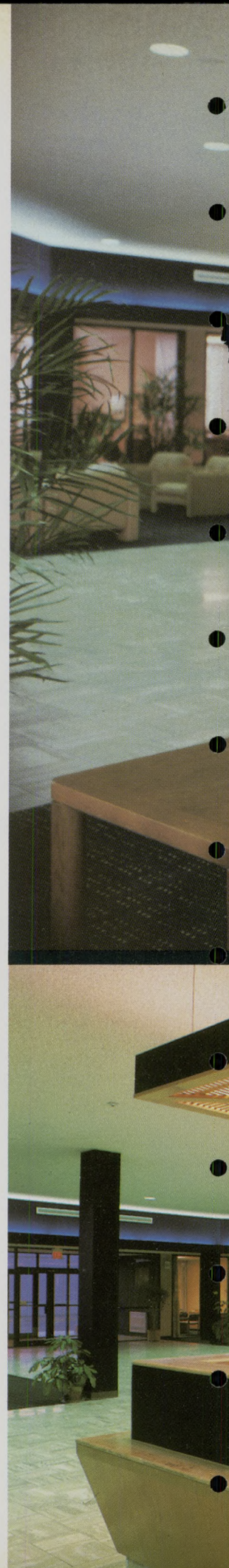
Practically no work change orders.

Security 1st was so satisfied that work change orders amounted to only a tiny fraction of the industry average. Better planning, closer personal attention, and a more careful, more concerned, more thoroughly professional approach throughout made the difference. A difference we feel you can see in every HBE project, whether bank, savings and loan or credit union.

Stories like this are not just once-in-a-while happenings at HBE. We make them happen all the time. It's our specialty, our point of difference, our pride. We'd like to start making things happen for you. Find out more. Call or write me, Sally Eaton, right now at **314-567-9000**. HBE Bank Facilities, 11330 Olive Street Road, St. Louis, Missouri 63141.



You can't afford not to look at HBE.





**"We achieved everything we wanted
and a lot more by working with HBE."**

Henry Kinberger, president of Security 1st National Bank, is shown here in the lobby of their beautiful new facility planned, designed, and built by HBE.



NORTHWESTERN Banker

APRIL 1983 • 90th Year • No. 1435



MEMBER OF AUDIT BUREAU OF CIRCULATION
MEMBER BANK MARKETING ASSOCIATION



OLDEST FINANCIAL JOURNAL SERVING THE CENTRAL AND WESTERN STATES

ON THE COVER

Three outstanding bank construction projects are featured on this month's cover. The top left photo is of the First National Bank in Chippewa Falls, Wis. Details of the project, designed and supervised by Bank Building Corporation, St. Louis, appear on page 26. The lobby area of Peoples State Bank in Prairie du Chien, Wis., is shown on the right. This new bank building was designed and built by HBE Bank Facilities, St. Louis. Bottom left is a shot of the main floor lobby of First National Bank of West Union, Ia. This Turn Key remodeling program, developed by the Kirk Gross Company, Waterloo, Ia., is featured on page 24.

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NORTHWESTERN BANKER

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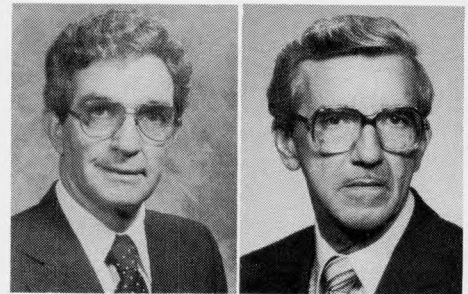
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Farmers Mutual Hail Reports Record Year

The year of 1982 was another record year for Farmers Mutual Hail Insurance Company of Iowa in writing crop hail insurance reported David Rutledge, president, at headquarters in Des Moines.

Mr. Rutledge stated that the company wrote over \$64 million in premiums in 1982, an increase of over \$4 million from 1981. The company now has over \$1,850,000,000 of insurance in force. In 1982 the com-



F. RUTLEDGE

B. DREY

pany's reported claims exceeded 17,000 which was a decrease from 1981. As a result of a good loss ratio, the company was able to increase its Surplus as Regards to Policyholders by over \$9 million. The company writes crop hail insurance in 10 Midwestern states - Illinois, Indiana, Iowa, Michigan, Minnesota, Nebraska, North Dakota, Ohio, South Dakota and Wisconsin.

Mr. Rutledge was reelected president at the company's 90th annual meeting in Des Moines. Foster Rutledge and Bill Drey were reelected to the board of directors. Bill Drey was originally elected to the board to fill the vacancy of Ray S. Olson who retired January 1, 1983.

Other officers in the company all reelected are: Perry Rutledge, senior vice president & secretary; Dale Den Hartog, senior vice president and treasurer; Bill Rutledge, assistant vice president; Michael Rutledge, assistant secretary; Donald D. Bockelman, senior vice president; Robert C. Spraker, vice president; Russell S. Cross, vice president, Albert B. Carter, assistant vice president and assistant treasurer, and Donald R. Duwelius, assistant vice president.

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We're not at the South Pole. But if you do business anywhere from Maine to California, Florida to Alaska, you will find a USLIFE Credit Insurance Group representative waiting to serve you. Then again, it's the coverage that you'd expect from the credit insurance group whose combined companies' sales rank it as one of the largest in the business.

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Life Insurance Company, and Security of America Life Insurance Company, have sophisticated computer systems. What's more, they are companies backed by the expertise of USLIFE Corporation—the insurance-based financial services company that now has more than \$3 billion in assets.

So if you want to expand your business, talk to the credit insurer that has the people, products, and systems waiting for your call. To see how we can help, call, toll-free, 1-800-323-4747.

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Convention Calendar

ABA—American Bankers Association
AIB—American Institute of Banking
BAI—Bank Administration Institute
BMA—Bank Marketing Association
IBAA—Independent Bankers Association of America
NABW—National Association of Bank Women, Inc.
RMA—Robert Morris Associates

National Conventions & Schools

Apr. 14-17—AIB Regional Leaders Workshop, Omaha, Nebr.
Apr. 17-27—ABA National Commercial Lending School, University of Oklahoma, Norman, Okla.
Apr. 18-20—IBAA Commodity Marketing Seminar, Chicago, Ill.
Apr. 24-27—BMA Research and Planning Conference, Hyatt Regency Crystal City, Washington, D.C.
Apr. 28-May 1—AIB Regional Leaders Workshop, Salt Lake City, Utah.
May 3-6—BAI Accounting and Finance Conference, Amfac Hotel, Dallas.
May 8-10—Conference of State Bank Supervisors, Annual Convention, The Broadmoor, Colorado Springs, Colo.
May 8-11—Association of Reserve City Bankers, Annual Meeting, Boca Raton Hotel, Boca Raton, Fla.
May 8-13—ABA National Commercial Lending Graduate School, University of Oklahoma, Norman, Okla.
May 15-18—BAI Tax Conference, Hyatt Regency Hotel, Orlando.
May 22-25—ABA National Operations and Automation Conference, Miami Beach Convention Center, Miami Beach, Fla.
May 22-27—BMA School of Trust Sales and Marketing, and Essentials of Bank Marketing School, University of Colorado, Boulder, Colo.
May 22-June 3—BMA School of Bank Marketing, University of Colorado, Boulder, Colo.
May 28-June 2—ABA National AIB Leaders Conference, Sheraton Washington, Washington, D.C.
June 5-8—BAI Strategic Planning, Four Seasons Hotel, Houston.
June 5-17—ABA Stonier Graduate School of Banking, Rutgers University, New Brunswick, N.J.
June 9-11—Association of Bank Holding Companies, Annual Meeting, Opryland Hotel, Nashville, Tenn.
July 11-12—IBAA Spread Analysis and Asset/Liability Management Workshop, Hyatt Regency Minneapolis on Nicollet Mall, Minneapolis.
July 13-16—Central States Conference, Jackson Lake Lodge, Wyo.
Aug. 8-9—IBAA Spread Analysis and Asset/Liability Management Workshop, Caesar's Tahoe, Lake Tahoe, Nevada.
Sept. 11-14—ABA National Personnel Conference, Hyatt Regency, Phoenix, Ariz.
Sept. 12-14—IBAA Commodity Marketing Seminar, Chicago, Ill.
Sept. 13-16—BMA National Corporate Marketing Conference, Westin Alpine Resort, Vail, Colorado.

Sept. 14-16—ABA Senior Operations Seminar, Marriott's Marco Beach, Marco Island, Fla.
Sept. 18-21—NABW Annual Convention, Hyatt Regency, Dallas, Tex.
Sept. 18-21—BAI National Convention, Fairmont Hotel, San Francisco.
Sept. 18-23—RMA Loan Management Seminar, The Ohio State University, Columbus.
Sept. 18-30—ABA National School of Retail Banking, University of Oklahoma, Norman, Okla.
Sept. 20-23—ABA National Bank Card Convention, Bonaventure, Los Angeles, Calif.
Oct. 8-12—ABA Annual ABA Convention, Honolulu, Hawaii.
Oct. 23-25—ABA International Banking Conference, Grand Hyatt New York.
Oct. 23-26—BMA 68th Annual Convention, Atlanta Hilton, Atlanta, Ga.
Oct. 30-Nov. 2—RMA 69th Annual Fall Conference, Fairmont Hotel, San Francisco.
Nov. 2-4—ABA Chief Financial Officer Seminar, Hyatt on Hilton Head, Hilton Head Island, S.C.
Nov. 2-5—IBAA 23rd Seminar on the One-Bank Holding Company, Marriott's Hilton Head Resort, Hilton Head Island, S.C.
Nov. 13-16—ABA National Agricultural Bankers Conference, Bonaventure, Los Angeles, Calif.
Nov. 13-17—BMA Trust Marketing Conference, Fairmont Hotel, Dallas, Tex.

State Conventions & Schools

Colorado:

Apr. 22—Mid-Year Membership Meeting, Stapleton Plaza Hotel, Denver.
Sept. 21-24—Independent Bankers of Colorado Annual Meeting and Convention, Keystone Resort.

Illinois:

Apr. 19-21—IBA Estate Planning Seminars, Mount Vernon, Ill.
May 4-5—IBA Consumer Credit Conference, Holiday Inn, Decatur.
May 10-11—Independent Community Banks in Illinois 9th Annual Convention, Holiday Inn East, Springfield.
May 23-31—IBA Bankers School, Southern Illinois University, Carbondale.
June 9-11—IBA Annual Convention, Chicago Marriott Hotel.
June 12-18—IBA Agricultural Lending School, Illinois State University, Normal.
June 15-18—IBA Advanced Ag Lending Clinic, Illinois State University, Normal.
June 19-25—IBA Commercial Lending School, Illinois State University, Normal.
July 10-22—Illinois Executive Graduate School of Banking, University of Illinois, Champaign, Ill.

Iowa:

Apr. 24-27—IBA Washington, D.C. Trip.
June 19-24—Iowa School of Banking, University of Iowa, Iowa City.

Minnesota:

May 3-6—MBA Washington Legislative Conference, Washington, D.C.

May 10-12—MBA Investment Workshops.
June 20-21—MBA Annual Convention, Hyatt Regency, Minneapolis.
June 26-July 1—Minnesota School of Banking, St. Olaf, Northfield.
July 24-29—Midwest Banking Institute, University of Minnesota, Morris.
Aug. 7-12—MBA Commercial Lending School.
Aug. 7-20—Prochnow Graduate School of Banking, University of Wisconsin, Madison.
Aug. 18-21—Independent Bankers of Minnesota Annual Convention, Arrowwood Lodge, Alexandria.

Montana:

Apr. 24-26—MBA Consumer Lending Conference, Big Sky.
May 12-13—MBA Trust Conference, Sheraton, Billings.
May 19-20—MBA Commercial Lending Conference, Colonial, Helena.
June 16-17—MBA Real Estate Conference, Colonial, Helena.
June 28-July 2—MBA Annual Convention & Membership Meeting, Sun Valley.

Nebraska:

Apr. 10-16—ABA Leadership Conference, Greenbriar.
Apr. 24-29—ABA Commercial Lending, School, Regency West, Omaha.
May 4-6—NBA Annual Convention, Holiday Inn, Omaha.
June 11-14—NBA Washington Visit.
July 10-15—NBA Trust School, Regency West, Omaha.

North Dakota:

Apr. 26-28—NDBA Washington Legislative and Administrative Conference, Hyatt Regency on Capitol Hill.
Apr. 28-29—NABW State Meeting, Holiday Inn, Fargo.
May 23-24—NDBA 98th Annual Convention, Civic Auditorium, Grand Forks.
June 5-10—NDBA North Dakota School of Banking, Grand Forks.
Sept. 14-16—Independent Community Banks of North Dakota Annual Convention, Kirkwood Motor Inn, Bismarck.
Sept. 26—NDBA Northeast Group Meeting.
Sept. 27—NDBA Northwest Group Meeting, Rugby.
Sept. 28—NDBA Southwest Group Meeting, Dickinson.
Sept. 29—NDBA Southeast Group Meeting, Ellendale.
Oct. 25-26—NDBA Bank Women's Conference, Holiday Inn, Fargo.

South Dakota:

Apr. 20-21—Joint NDBA/SDBA Trust Conference, Holiday Inn City Centre, Sioux Falls.
May 16-17—SDBA Annual Convention, Convention Center, Sioux Falls.

Wyoming:

June 16-18—WBA Annual Convention, Jackson Lake Lodge, Moran.

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Bank Promotions

PROMOTIONS and other announcements have been made by the following banks:

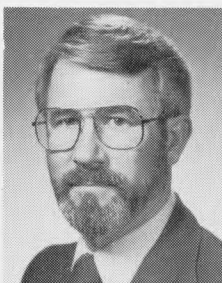
Bank of America, San Francisco, Calif.: Ronald E. Rhody has been appointed senior vice president and director in the corporate communications division, according to Samuel H. Armacost, president.

Mr. Rhody, previously with Kaiser Aluminum & Chemical Corporation, Oakland, joined the bank on March 28 and will direct the activities of the division's sections for news relations, editorial services, field communications, communications policy and program development, specialized services and instructional publications.

Boatmen's National Bank of St. Louis: Richard O. Anderson, vice president, has been appointed head of the correspondent banking division, announced Donald N. Brandin, chairman and chief executive officer.

Mr. Anderson received his BS degree in finance from St. Louis University. Prior to his new appointment, he was vice president in the commercial banking division.

Federal Intermediate Credit Bank of Omaha: Marv Morgan has been appointed vice president, OFI operations. Mr. Morgan is responsible for maintaining FICB relationships with the various agricultural credit corporations, many of which are established by commercial banks to supply credit to farmers and ranchers.



M. MORGAN

The appointment came about as a result of the recent retirement of Tom Franey, a 33-year veteran of the FICB who headed up the OFI section for the past 16 years.

Mr. Morgan has been with the Omaha FICB since 1977 and was most recently vice president-field, where he was involved in PCA supervision and was head of the bank's Omaha branch office.

Commerce Bank of Kansas City, N.A.: The election of two new officers was recently announced. William S. Shaver has been named assistant controller, with responsibilities in the information department, and Debra Lee Claussen has been named operations officer with responsibilities in operations and affiliate relations.

Mr. Shaver, who has 17 years of banking experience, previously had been senior vice president and controller at Plaza Bank & Trust Company, where he had been since 1979.

Ms. Claussen joined the Commerce system in 1969 as a transit computer operator and most recently had been account manager.

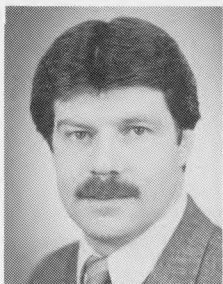
National Boulevard Bank of Chicago: Henry K. Gardner, president, recently announced the following promotions:

Alan H. Kohn and David B. Collins were appointed assistant vice presidents, commercial department. They both were previously with First National Bank of Chicago.

Robert S. Cox,



D.B. COLLINS



R.S. COX



K.J. O'NEILL

formerly of Heritage Pullman Bank & Trust Company, has been appointed assistant cashier, Bank of the New Downtown. Kevin J. O'Neill has been promoted from systems officer to assistant vice president, and Richard J. Rosner was made an assistant vice president, from an operations officer. Both men have been at Boulevard since 1981.

United Missouri Bank of Kansas City, N.A.: Joseph F. Smith, Jr., has

been promoted to senior vice president. He will be in charge of data processing marketing in the operations department.

Mr. Smith joined United Missouri in 1967, and was promoted to proof and transit officer in 1975, operations officer in 1976 and vice president in 1980.

Two TV Veterans Join MISC Public Relations

James E. Lukaszewski, president of MISC Public Relations, New Brighton, Minn., announced recently that Robert J. Aronson has been appointed executive director of the company's new Executive Television Seminars Division. The company has been offering television training to executives for a number



R.J. ARONSON



C.J. INGISON

of years. "The division's activities have grown to the point where we are training hundreds of executives each year," said Mr. Lukaszewski.

Mr. Aronson is a veteran of some 25 years as a broadcast journalist. He served four years as the communications director for a Minnesota governor, and also has been the director of broadcast communications for a Minnesota university, and has owned and operated a radio-television commercial production company. Currently, he is the anchor of Morning Edition on Minnesota Public Radio's Twin Cities station KSJN. He will continue that role along with his new duties.

Joining Mr. Aronson as the seminar administrator is Christa Jane Ingison, a native of Faribault. Ms. Ingison is a graduate of Hamline University and for the past three years has been the producer of Morning Edition. She is an accomplished writer and editor and while with MPR was responsible for daily scheduling, writing, editing and production of the news program. She will leave MPR to devote full time to the new assignment.

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Employers Mutual makes a lot of sense to independent agents, too. Our loss control experience and equipment and our common sense approach to improving hazardous conditions in the workplace can help you sell . . . and keep . . . profit-minded commercial clients.



Employers Mutual Companies

Des Moines, Iowa

Arthur Young Study for ABA Examines New Services to Aid Bank Growth

TO ASSIST bankers in adapting to a deregulated environment, the American Bankers Association has commissioned *Assessment of Business Expansion Opportunities for Banking*, a study co-sponsored by ABA's Economic Advisory Committee, Government Relations Council and Community Bankers Council. The nine-month survey, conducted by Arthur Young and Company, is designed as a first step discussion piece to spur banker consensus about the service areas into which banking should strive to expand.

Arthur Young representatives stressed that the work was "to assess the feasibility and profitability of bank entry into selected service markets from which they were formerly or are currently prohibited or partially prohibited by regulatory constraints." The survey, they continued, was not meant to predict the

future of the banking industry.

The study examines the marketplace attractiveness, including profitability, current industry concentration, capital requirements and skill needs, of thirteen selected service markets. These markets include: securities underwriting, securities brokerage, mutual funds, commodities and futures brokerage, insurance underwriting, insurance brokerage, travel agencies, telecommunications, data processing, real estate brokerage, real estate equity, non-full payout leasing, and management consulting (including tax advisory services).

ABA says bank managers, strategic planning officers, CEOs and others will find this *Assessment of Business Expansion Opportunities for Banking* a useful guide in determining viable opportunities for growth and expansion within the

next ten years. The cost is \$75 for members, \$225 for non-members.

For further information about *Assessment of Business Expansion Opportunities for Banking* (publication #187700), contact Brutawit Abdi, American Bankers Association, 1120 Connecticut Avenue, NW, Washington, D.C. 20036; or call (202) 467-4018.

Thomas Cook Joins MasterCard T.C. Program

MasterCard International Inc. announced recently that the Thomas Cook Group Ltd., the British-based travel and financial services company that is a wholly owned subsidiary of Midland Bank, London, is joining the MasterCard Travelers Cheque program.

Thomas Cook travelers cheque sales in 1983 are expected to be in excess of \$6 billion, offered in 10 different currencies.

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Fred J. Young

Author:

"How To Get Rich and Stay Rich"
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Summary:

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Occasions:

Banking Promotions
Trust Promotions
Stockholder Appreciation Dinners
Employee Banquets
Ladies Investment Forums
Businessmen's Luncheons
Banking Association Banquets

Fees: \$500 plus expenses.

References: Bank of North Dakota (Bismarck)
Security Bank N.A. (Billings)
Converse County Bank (Douglas)
Iowa State Bank & Trust Co. (Iowa City)

Contact: Fred J. Young

Harris Bank Building-Room 2128
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Fargo, North Dakota

In North Dakota

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Continental Bank's Sales Training Program Competes for Retail Deposits

A NEW sales training program has been developed by Continental Bank to help financial institutions compete for retail deposits.

Prepared by Continental's advisory services division, "Selling Skills for Today's Bank" is the newest Financial Skills Development package designed for banks' employee training programs. These multi-media programs utilize a workshop approach and can be used independently or to complement institutions' existing training materials.

"Traditionally, the range of retail products offered by banks was limited," said Jeanne Baird, manager of Continental's advisory services division. "But the increased competitive environment due to deregulation has resulted in a dramatic increase in the number and complexity of bank products which require a strong sales effort, particularly to communicate the fit between product benefits and customer needs."

The five-part selling skills package consists of audio-visual presentations and participant exercises that teach customer contact personnel basic sales techniques and illustrates typical bank selling situations to reinforce the use of these skills.

The program contains four audio-visual presentations and a role-playing sales workshop. The first four sessions cover "The Role of Selling in Today's Bank," "Meeting Needs with Features and Benefit Statements," "Four Skills for Selling Bank Services," and "Handling Resistance." The role-playing component deals with "Selling to Your Bank's Customers."

Continental Bank's advisory services division was created in 1970 to serve correspondent banks and provide them with a series of economical training and information programs. For more information, contact Jeanne Baird at 312/828-7596.

Two New MABSCO Developments Reported

THE incorporation of MABSCO Video Services, Inc., a videotape rental program, has been authorized by the MABSCO administrative committee. The program will be designed to augment the present ABA purchase program and will be patterned after the successful Nebraska Bankers Association video tape library in respect to enrollment and rental fees and the type and quality of material available. Video Services should be especially beneficial to small banks which can't commit the resources to purchase programs. Video Services was to be incorporated by the end of March with accumulation of the library beginning shortly thereafter.

The MABSCO bankers are working with Nordstrom Risk Management, Inc. to determine if a workers' compensation program can be developed that would provide greater benefits than those already offered in the respective states. The Task Force also will study the feasibility of offering additional insurance products to MABSCO banks.



90th ANNUAL FINANCIAL STATEMENT

DECEMBER 31, 1982

ADMITTED ASSETS

Bonds: (Amortized)			
Government	\$12,413,885		
State, County and Municipal	32,887,804		
All Other	16,715,013	\$62,016,702	
Stocks: (Market - N.A.I.C.)			
Preferred	303,048		
Common	670,905	973,953	
Real Estate—Including Home Office Building		1,163,185	
Cash and Bank Deposits		2,755,815	
Agents Balances and Reinsurance Receivable		16,170,921	
Interest Due and Accrued		1,219,060	
All Other		185,813	
TOTAL		\$84,485,449	

LIABILITIES AND SURPLUS

Reserves for		
Losses and Loss Expense	\$11,676,608	
Contingent Commissions	5,568,751	
Taxes (Other than Federal Income)	728,981	
Federal Income Taxes	1,969,290	
Unearned Premiums	6,063,587	
Funds Held Under Reinsurance Treaties	897,730	
Reinsurance Balances Payable	6,886,191	
All Other	780,213	
TOTAL LIABILITIES	\$34,571,351	
Surplus as Regards Policyholders	49,914,098	
TOTAL	\$84,485,449	

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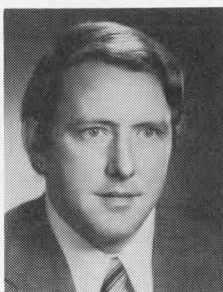
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ABA Operations, Automation Meeting Scheduled for Miami Beach, May 22-25

- THE financial industry's most comprehensive meeting for operations and systems officers, the National Operations and Automation Conference, sponsored by the American Bankers Association, is heading south for Miami Beach for three and one-half days, May 22-25, with activities being focused on the Miami Beach Convention Center.

- E. Gerald Corrigan, president of the Minneapolis Federal Reserve Bank and chairman of the Federal Reserve System's pricing policy committee, will be the keynote speaker as more than 3000 senior banking officers, industry experts, academicians, vendors and spouses gather for the 1983 NOAC program. Sharing the keynote spot will be Thomas R. Williams, chairman of the board, First National Bank of Atlanta.



E.G. CORRIGAN

- "Each NOAC session will offer information on issues facing individuals responsible for bank operations management, product development, systems management and technology, transaction processing, human resource management and more," explained H.L. (Ted) Baynes, executive vice president of United Virginia Bank, Richmond, Va., who shares the conference co-chairman responsibilities with Norman J. Tice, president, City Bank, St. Louis, Mo.

- The conference planning committee chairman is Harold A. Todd, Jr., executive vice president of First National Bank of Atlanta, Ga.

- Twenty-five concurrent sessions will be divided into five working tracks. Individual sessions will include a diverse range of topics that include: banking applications and planning and control for micro-computers, managing the national payments system, the importance of fee income, information resources management, and strategic planning.

- Key industry spokespersons will lead discussions during six in-depth seminars with topics that concern

home-banking, telecommunications management under divestiture, systems and operations personnel management, and new competitive services offered by the Federal Reserve.

NOAC will again exceed previous records by assembling more than 200 domestic and international providers of equipment and services related to bank operations, systems, and electronic banking, making this the largest display of its type ever put together under one roof.

Unique to the 1983 program will be the opportunity to hear the leading edge innovators of financial services technology review products and services that are yet to be introduced, but are on the drawing boards and will have an impact on the future of the financial industry. These special sessions will take place on Sunday afternoon.

For program and registration information, contact the ABA's Banker Education Network, (202)

467-6738, or write to the Operations Group, American Bankers Association, 1120 Connecticut Ave., NW, Washington, DC 20036. □

Doane-Western and Ibec Form New Farm Venture

Ibec Inc., an international agribusiness organization, and Doane-Western, St. Louis, Mo., one of America's oldest farm service companies, have joined forces to provide additional financial and management services to U.S. agriculture, it was announced last month by Illinois agribusinessman Clifford L. Ganschow, and Jonathan Taylor, president of Ibec Inc., which is owned by the Rockefeller family of New York and Booker McConnell PLC of London.

The new venture initially consists of Doane-Western Agricultural Investments Inc. (owned principally by Ganschow) and Doane Farm Management Inc. (owned principally by Ibec). The two companies will focus on what the principals call "one of the most vital and important industries in the world today, American agriculture."

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Delaware Corporation Files To Charter 31 Natl. Banks

The Office of the Comptroller of the Currency on March 3 accepted for filing applications to charter 31 national banks in 25 states. The applications were all filed by Dimension Financial Corporation, a Delaware corporation recently organized for the purpose of establishing, owning and operating the proposed banks. The banks may be affiliated with Valley Federal Savings and Loan Association, an existing S&L in Hutchinson, Kan.

The OCC announced that it will hold public hearing to further explore issues raised in the written comments received during the normal public comment period. The hearings will be held after the close of the comment period, which runs for 28 days after applicants publish notices of the applications in their local newspapers. Those notices were to be published by March 18.

The applications propose that each bank be called Dimension Bank of (city/state), National Association. Each would have capital of \$1.25 million, or \$38.75 million for all 31

banks. The applications also propose that the banks provide consumer loans, trust services, and consumer and commercial deposit services, including demand deposits; they would not offer commercial loans.

The proposed banks would be located in the following cities:

- | | |
|----------------------|------------------------|
| 1. Phoenix, Ariz. | 17. Kansas City, Mo. |
| 2. San Mateo, Cal. | 18. Las Vegas, Nev. |
| 3. Englewood, Col. | 19. Morristown, N.J. |
| 4. Stamford, Conn. | 20. White Plains, N.Y. |
| 5. Wilmington, Del. | 21. Tulsa, Ok. |
| 6. Boca Raton, Fla. | 22. Portland, Or. |
| 7. Ft. Myers, Fla. | 23. Bryn Mawr, Pa. |
| 8. Sarasota, Fla. | 24. Newport, R.I. |
| 9. Winter Park, Fla. | 25. Nashville, Tenn. |
| 10. Atlanta, Ga. | 26. Austin, Tex. |
| 11. Northbrook, Ill. | 27. Dallas, Tx. |
| 12. Louisville, Ky. | 28. Houston, Tex. |
| 13. New Orleans, La. | 29. San Antonio, Tx. |
| 14. Bethesda, Md. | 30. McLean, Va. |
| 15. Newton, Mass. | 31. Bellevue, Wash. |
| 16. Edina, Minn. | |

Continental Restructures Capital Markets Group

Caren L. Reed, executive vice president of the financial services department at Continental Bank, has announced the formation of a capital markets group to more effectively offer the bank's expertise in a

wide range of international and domestic capital markets transactions.

The new group represents a combination and expansion of the bank's investment banking, corporate finance, mergers and acquisitions and project finance units into one group within the financial services department.

The capital markets group will be comprised of teams of both generalists in corporate finance and product specialists in mergers and acquisitions, loan syndications, international securities and project finance. Corporations and governmental agencies headquartered in North and South America will be served by teams located in Chicago, New York and London. Other London-based teams will focus on these clients in Europe, Africa, the Middle East and the Asia/Pacific region.

Commenting on the new structure, Mr. Reed said Continental had managed and co-managed more than \$23 billion in capital markets related transactions during 1982.

William L. Gunlicks, senior vice president, has assumed responsibility for the U.S.-based capital markets activities. He formerly was manager of the bank's mining, construction and utilities group in special industries services. William A. Page, chief executive officer of Continental Illinois Limited, Continental's wholly-owned merchant bank based in London, has responsibility for the group's activities outside the Americas.

James L. Hildebrand, currently responsible for international corporate finance in Chicago, will transfer to London with responsibility for money market securities worldwide and capital markets activity in the Asia/Pacific Region. He will continue to report to Mr. Page.

The capital markets group will provide fee-based services for arranging mergers, acquisitions and leveraged buyouts; loan syndications; currency and interest rate swaps; private placements of taxable and tax-exempt debt and preferred stock; and private placements and underwritings of Euro-securities. The group also includes an international securities sales and trading operation, a European trade finance team and a U.K. banking group.

Some Background on Social Security

Four trust funds comprise the social security system—Old Age and Survivors (OASI), which pays workers and dependents retirement benefits, as well as survivor benefits to a deceased worker's spouse and children; Disability Insurance (DI), which provides benefits to disabled workers and their dependents; Hospital Insurance (HI) and Supplementary Medical Insurance (SMI) [Medicare], which supply insurance coverage to those 65 and over, as well as disabled persons under 65.

Since its birth in 1935, social security has grown in quantum leaps. For example:

- In the late thirties, the most anyone paid into social security was \$30 a day. Today the maximum tax for each worker is \$2,392.
- In 1940, 16 workers paid social security taxes for each beneficiary; in 1960, the ratio was 5:1; today, it is 3:1; and by 2025, it will probably be 2:1.
- In 1950, social security spending represented 1% of the whole federal budget. Today, it represents 26%.
- Between 1935 and 1981, social security outgo totaled roughly \$1 trillion. The same amount will be spent from the social security trust funds in the next four years (1983-1986).

By far the biggest government social program in world history, the social security system now spends each year more than the combined net investment in plant, equipment, research and development of all the private companies in the United States.

Last year one out of seven Americans received a social security check, and the total bill came to \$200 billion.

—From Coopers & Lybrand *Executive Alert Newsletter*



THIS WAS the scene when Hy-Vee Food Stores inaugurated its POS service at all checkout counters of its high traffic, high volume store in West Des Moines, Ia., in November, 1981. Shown above cutting the ribbon at that event were, from left: **Dale Dooley**, ITS exec. dir.; **Mitch Christensen**, sr. oper. off.; **John Sikkink**, exec. v.p., and **George Milligan**, pres., all three with Iowa-Des Moines Natl.; **Darrell Vore**, Hy-Vee store mgr.; **Jim Schulte**, dist. mgr.-financial, and **Bruce Hayes**, acct. mgr. of Hy-Vee acct., both with NCR Corp.

Food retailer cites success of POS pilot project; plans expanded use

Background: In 1980, Iowa Transfer System began examining the feasibility of initiating a true Point-of-Sale service for Iowa retailers. After extensive research, ITS President Dale Dooley and NCR Corp's Des Moines branch manager James Schulte visited with NCR engineers and told them what hardware was needed. The engineers in Dayton, Ohio, headquarters designed a simple-to-operate "card-swipe" that is operated directly by the customer so the debit card never leaves the customer's hand.

A Pilot Project began in September, 1981, in a Des Moines supermarket (Dahls Food Store) just a few feet from NCR's branch office (reported in Oct. '81 *NORTHWESTERN BANKER*). A second store (operated by another supermarket chain, Hy-

Vee Food Stores, Inc.), started on the Pilot Project a short time later. In each of the two stores, customers may use their debit card at each checkout counter. Owners of both supermarkets have stated their intentions to expand this service to their other stores because of the Pilot Project's success.

So far as is known, this is still the only true POS in use at retail stores in the nation; i.e., one where the customer retains his or her own card and activates the transaction through the "card swipe."

The following report on the project comes from Marion Coons, senior vice president of Hy-Vee Food Stores, and chairman of National Bank & Trust, Chariton, Ia. He delivered this report at the recent ITS EFT Conference in Des Moines.

IT WAS in November, 1981, that Hy-Vee installed the POS devices at each of our 18 checkout lanes at the Hy-Vee store in West Des Moines. We selected this store because it is in a high traffic area just off a main highway. The neighborhood is an affluent one, so we thought it would have a high percentage of debit-card users.

Now, some 15 months later, we can see pretty accurately the success of the Point-of-Sale Project. Last year was the first complete year of operation for the POS at our

West Des Moines store, and I have the year-end transaction totals which I would like to share with you.

The total number of transactions conducted through the POS devices at the Hy-Vee location was 26,183. The total dollar amount of these transactions (not including any cash back received by the customer) was just over \$1.1 million. This works out to an average of over 2,200 POS transactions per month, with the average dollar amount per transaction of \$43.

As many of you are aware, there

is another test site in Des Moines for the Point-of-Sale Project. Located at another retail grocery outlet in another part of Des Moines, the other test site accounted for 19,508 transactions worth over \$500,000. This brings the total number of POS transactions during 1982 to 45,691 for a dollar value of nearly \$1.7 million.

While these figures are sizeable, the most amazing fact about them is that they were achieved with almost no marketing of the service. Due to the pilot nature of the POS project, none of the retailers or financial institutions involved felt they could conduct an effective marketing program. We did utilize some in-store advertising of the service, as well as including some stuffers in with the grocery sacks. Primarily, however, the success of the Point-of-Sale Project has been achieved with virtually no marketing efforts. I think that bodes well for the results we will receive when the system can be expanded to all of our retail outlets.

Speed and Convenience

The total time for authorization of the purchase is, on the average, only 7-8 seconds. Not only is this faster than writing a check, it is faster than a cash transaction as well. Certainly, the speed with which it operates is one of its most important features. However, it is not speed alone which makes the POS system so successful; it is the convenience with which it operates.

For the customer, this represents the convenience of not having to carry, cash or write a check. For the store clerk, it represents a simple, easy-to-process transaction. And, with human nature being what it is, the convenience of this system is undoubtedly a large part of its success.

Advantages to Retailer

For the retailer, there are a number of advantages to the system. The first of these relate back to the convenience for the customer. Any time you can make a transaction as painless and as pleasant as this kind, you will leave the customer with a good impression of your operation. And that is the type of advertising that pays off best of all.

From an operational viewpoint, there are two additional benefits. The first of these is that the POS

SUCCESS OF POS ...

(Turn to page 84, please)

ABA Real Estate Finance Conference Will be May 1-4

The impact of the deregulation of banks' liability structure and the expansion of bank real estate lending authority resulting from the Garn-St. Germain Act will be highlighted at the 1983 American Bankers Association National Conference on Real Estate Finance, to be held May 1-4, at the Hyatt Regency, Embarcadero Center, San Francisco. Conference chairman is Gene L. Thomas, executive vice president, Arizona Bank, Phoenix.

Program highlights include a re-

port on a major ABA market study on new opportunities in real estate finance and panels on "The Regulators' View of Deregulation," "A New Era for Non-Bank Competitors in Real Estate Finance," and "Bank Management's Perspective: The Future of Bank Involvement in Real Estate Finance."

Other special features are an address by ABA President William H. Kennedy, Jr., chairman of the National Bank of Commerce, Pine Bluff, AR, and a vital issues consensus forum at which attendees will discuss critical problems facing the industry and how to solve them.

RMA Offers Workshop on Credit Dept. Management

A two and-one-half day workshop on "Credit Department Management" is being offered by Robert Morris Associates April 17-20 at the Hyatt Regency in Kansas City, Mo. RMA is the national association of bank loan and credit officers.

Developed by RMA's Credit Division, the workshop is designed for credit managers who want to improve the performance of their banks' commercial credit department, as well as increase their own managerial skills. Personnel from small to medium-size banks in the process of creating or restructuring their credit departments will especially benefit from the workshop.

Fee for the workshop is \$350 per person from RMA member banks, and \$440 per person from non-member banks. For more information, contact Registrar Pat Hoffman, RMA national office in Philadelphia, (215) 665-2850.

BAI Competition Will Honor Robert Fentress

Bank Administration Institute has established the annual Robert R. Fentress Prize for Cash Management in honor of the late Robert R. Fentress, senior vice president and manager of Cash Management Services at Wachovia Bank & Trust Company, N.A., Winston-Salem, N.C.

Mr. Fentress, a nationally-recognized expert on corporate cash management techniques, died March 27, 1982, at the age of 53. The Fentress Prize, sponsored by BAI's Center for Cash Management Studies, consists of a \$1,000 cash prize for the best paper submitted on a corporate cash management subject. The first award will be made in 1983. Entries must be received by May 31.

Paper must address some aspect or aspects of the development, marketing, profitability, delivery or usage of commercial bank wholesale cash management products or services, and will be judged on the basis of their contribution to gaining new understanding of the practice of wholesale cash management originality, and conceptual soundness.

Competition rules and guidelines are available from Robert J. Losh, Manager, Center for Cash Management Studies, Bank Administration Institute, 60 Gould Center, Rolling Meadows, IL 60008; (312) 228-6200.

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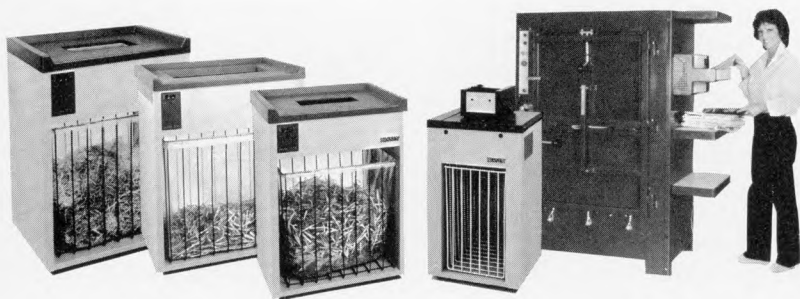
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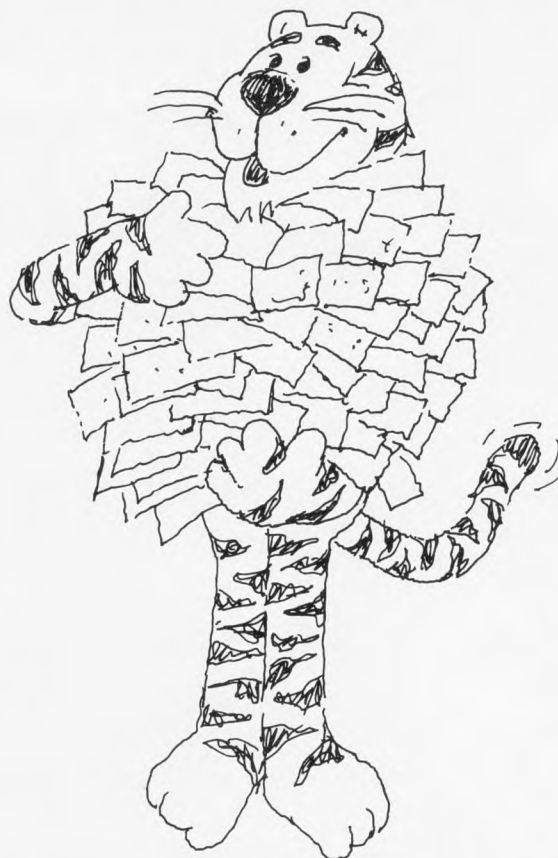
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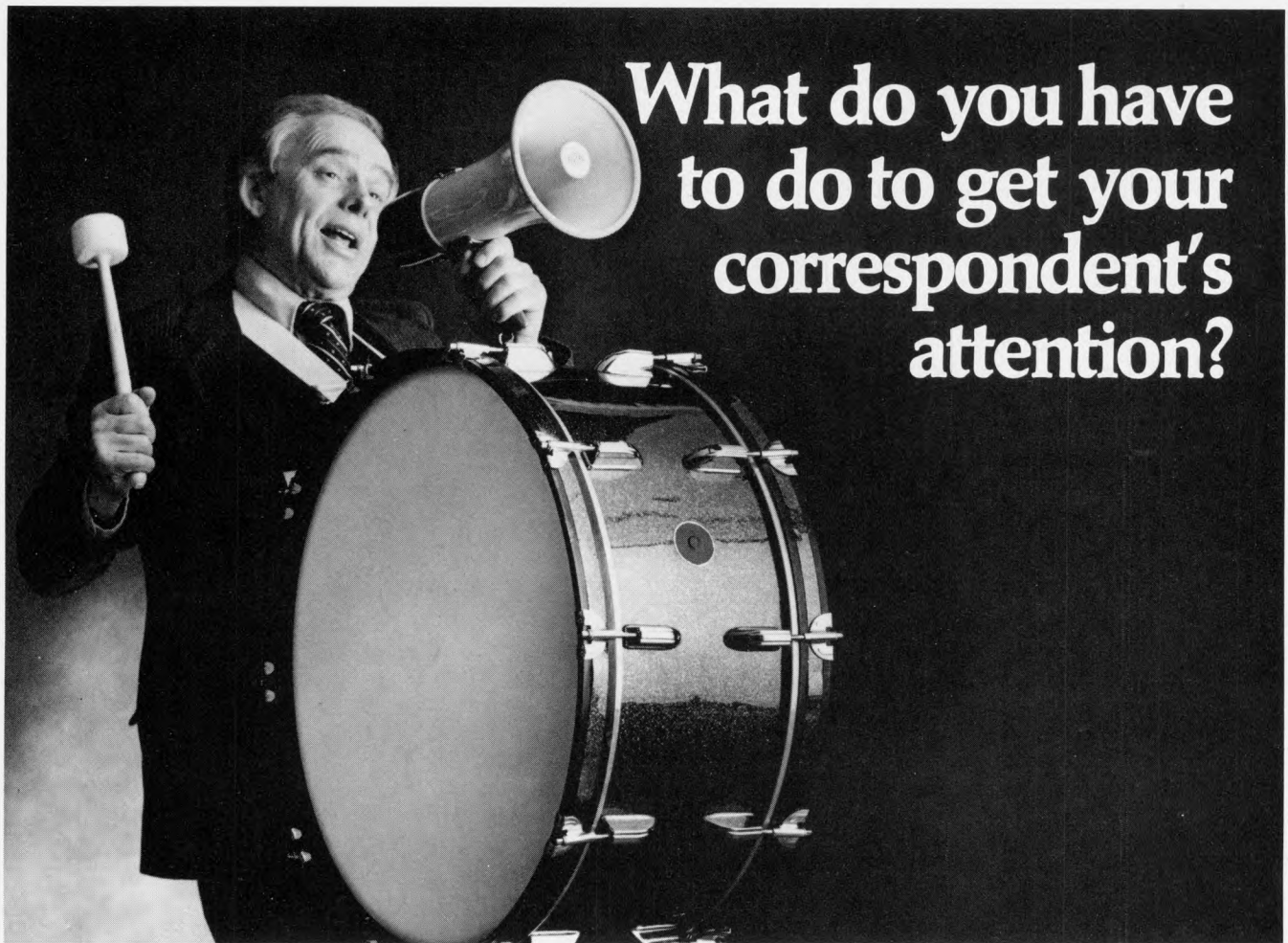
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• ABA Commercial Lenders and Correspondent Banks Hold First Joint Conference

By **STEVE BURCH**
Associate Publisher

NEARLY 1,000 commercial lenders and correspondent bankers met in New Orleans last month for the American Bankers Association National Credit and Correspondent Banking Conference. "Corporate Banking Strategies—Risks and Opportunities in an Uncertain Environment" was the theme of the two-day session which marked the first time that the two ABA divisions combined their annual conferences into one meeting.

In opening the general session, ABA Commercial Lending Chairman Bruce Adamson reviewed the past banking year as one of recession, bank failures, economic stress and deregulation. He went on to say that the course of commercial banking was altered more during 1982 than the entire previous quarter century. Mr. Adamson, chairman of the First National Bank and Trust of Joplin, Mo., advised the bankers that these short term problems will place long range pressures on profitability and warned that, as lenders, they prepare to cope with and manage risk more effectively. He suggested that individual banks need to develop aggressive strategies based on the degree of risk that they are willing to undertake. He went on to emphasize the importance of credit quality and strongly urged that normal credit procedures remain the main criteria as loan portfolios are expanded.

Correspondent Banking Chairman Mike Harreld, senior vice president, Citizens Fidelity Bank and Trust, Louisville, Ky., followed by offering the bankers a thumb-nail sketch of the future role of correspondent banking. He feels that currently correspondent banking is experiencing an identity crisis, traditional services such as check processing, continue to become deemphasized in the marketplace. He suggests the development of new products and services is needed within the industry and also feels that the opportunities have never been better for the creative marketing of new services. He closed by defining correspondent banking

as "a delivery system of financial services to other financial service institutions needing those services."

Joe Pinola, board chairman and chief executive officer of First Interstate Bancorp, Los Angeles, recognized the large attendance at the start of his keynote address by stating that he didn't know so many bankers were still in business. Referring to meeting in New Orleans, he quoted Thomas Jefferson's statement at the time of the Louisiana Purchase—"I place economy among the first and most important virtues, and public debt as the greatest of dangers to be feared."

Citing nearly four decades of complacency in the commercial banking industry, Mr. Pinola reminded the bankers of the recognized & historic industry-wide resistance to corporate change. He feels that four factors contributed to establishing banking as a risk-free line of business—post World War II economic expansion; stable, low cost funds; the lack of competition, and simple product lines. He went on to itemize how each factor had been destroyed in recent years. Paralleling these changes to the recent devastation of the California coastline which resulted from simultaneous forces of nature, he told the bankers that they must cope with "the simultaneous impact of change in our traditional environment of doing business in the corporate marketplace."

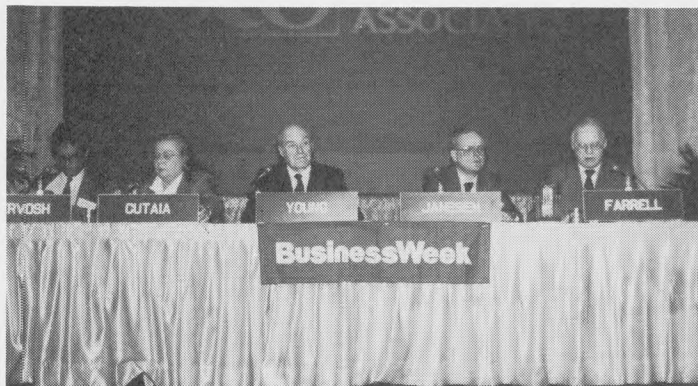
For bankers to be able to cope and survive amidst an atmosphere of uncertainty and change, Mr. Pinola suggested that a corporate strategic plan is an absolute essential. He used as an example the detailed strategic plan developed by First Interstate that lead to the introduction of their franchise system.

"Credit Quality: Reassessing the Elements of Risk Management in Today's Environment" was the topic addressed by David Fox, vice chairman of The Northern Trust Co. of Chicago. Mr. Fox set the stage for his presentation by predicting that the provisions for loan losses witnessed in 1982 would probably be equaled or exceeded in 1983. Further he suggests that, as the effects of the recent recession were not limited to the ob-



LEFT—Conference Co-chairman **Bruce Adamson**, chmn., First Natl. Bk. & Tr., Joplin, Mo., and **Mike Harreld**, sr. v.p., Citizens Fidelity Bk. & Tr. Co., Louisville, Ky., visit with Keynote Speaker **Joe Pinola**, chmn. and c.e.o., First Interstate Bancorp, Los Angeles. **RIGHT**—Future of the Payments System Workshop panel included: **Richard Bibler**, exec. v.p., First Wisc. of Milwaukee; **Robert Caruso**, asst. dir., Westinghouse Elec. Corp., Pittsburgh, Pa.; **Gerald Corrigan**, pres., Fed. Res. Bk. of Minneapolis, and **Walter Stafell**, sr. v.p., First Tenn Bk., Memphis, Tn.





LEFT—*BUSINESS WEEK* editors participating in panel discussions were: **Ed Mervosh**; **Jane Cutaia**; **Lewis Young**, editor-in-chief; **Richard Janssen**, and **Robert Farrell**. **RIGHT**—United Missouri Bank of Kansas City executives attending conference included **Bill Bolt**, v. chmn., and his wife **Jane**; **Sandy** and **Phil Straight**, sr. v.p.s., and **E.L. Burch**, exec. v.p., and wife **Anita**.



vious large and visible industries, it is time for a reassessment of how to identify, evaluate and manage the risks of lending.

Forecasting long and unattractive loan work-outs during the expected economic recovery, Mr. Fox challenged that "...as lenders it's our job to have in place the proper people, systems and safeguards to enable us to manage risk in varying periods and types of change." Heading the list of basics to be reassessed is knowing what the risk factors of the credit really are and how the credit is going to be repaid. Secondly he suggests "healthy" questioning of the borrowers projections and then once credit has been extended to review these earlier expectations.

Building on the need for the lender to emphasize his role as a "financial advisor," Mr. Fox reminded the bankers of the importance of knowing the top management of the corporate borrower. This basic was followed with the need to properly audit loan documentation before the loan decision is made. And as a final basic, he cautioned against credit concentration within the portfolio.

Referring to the presence of the "new kids on the block," American Express Services Corp. President Christopher Rodrigues began his talk by paraphrasing Mark Twain—"Recent reports of our animosity have been greatly exaggerated." Acknowledging the competitive environment within the financial services industry, he pointed to three circumstances which have

contributed to this "evolutionary response"—the emergence of a new consumer; deregulation, and advances in technology.

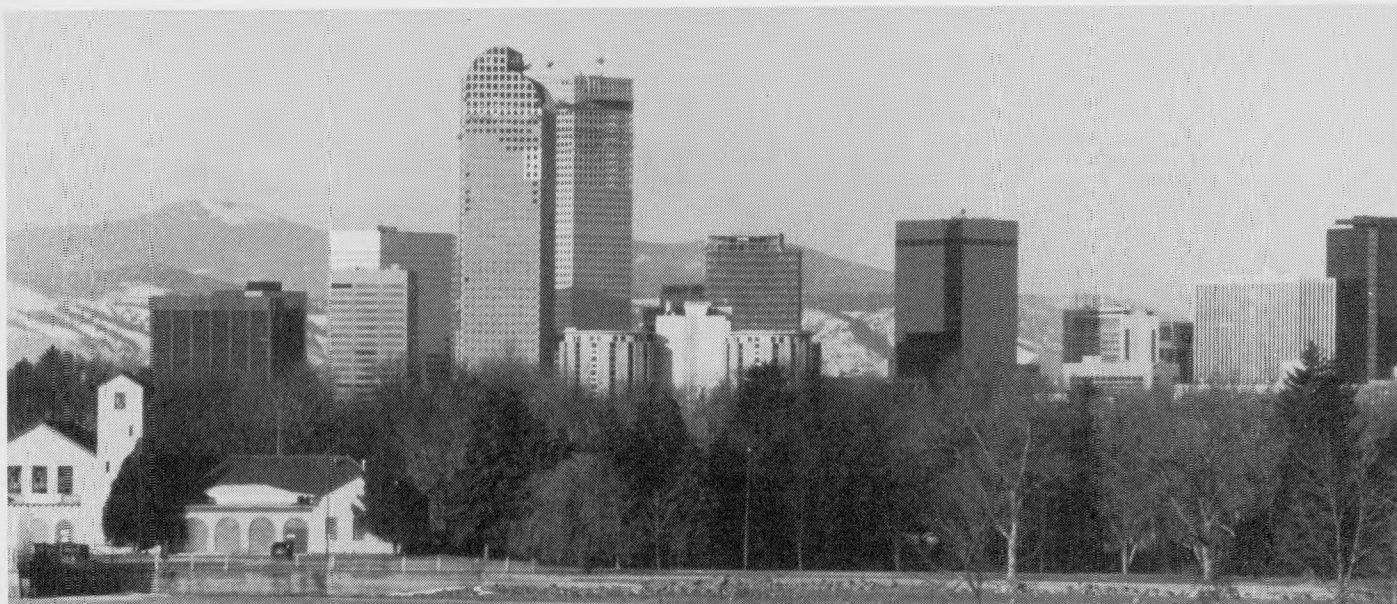
In looking ahead to the development of the financial services industry, Mr. Rodrigues used an analogy of the retail industry. As retailing has advanced from the one-stop shopping of the general store to the boutiques and specialty shops, discount stores, convenience stores and mail order shops of today, so will the financial services industry evolve to serve specific market segments. He shared with the bankers a recently completed American Express study which reveals four basic market segments based on income and asset holdings. Once the market segment or product specialization has been selected and defined then once again some retailing basics could be adopted. He suggested four—image consistency; concentration on return; careful consideration before becoming manufacturers, and keeping the customer as the key.

"All general session and no workshops could make John a dull boy" could very well have been the sub-theme of the conference. Beginning with 7:00 a.m. workshops and ending with 5:00 p.m. roundtable discussions, there were a total of 21 individual sessions featuring over 60 speakers and moderators during the conference. The standing-room only meetings suggests that next year's conference will have an expanded attendance. The 1984 meeting is scheduled for February 29-March 2 and will be held in Phoenix, Arizona. □



LEFT—Representing the Commercial National Bank of Peoria were: **Cliff Michael**, v.p., and wife **Vi** with **Dee** and **Ted Ragias**, v.p. **RIGHT**—Iowa bankers on hand included **Byron Loving** and **Bill Rickert**, both sr. v.p.s., National Bk. of Waterloo; **Gary Stevenson**, v.p., First Natl. Bk., Sioux City, and **Larry Makoben**, v.p., Northwest Bk. & Tr. Co., Davenport.





AN OLDTIMER returning to Denver wouldn't recognize the "western" city's skyline today. The newest addition is the 52-story One United Bank Center (curved top, left foreground), which rises 687 feet above the Mile High City. It will house executive offices of United Banks of Colorado and United Bank of Denver, as well as a dozen floors of bank operating and commercial departments. Occupancy begins this month.

United Bank of Denver Makes Its Move

VARIOUS departments in the operating and commercial banking divisions of United Bank of Denver will begin moving this month into their new quarters in One United Bank Center, a 52-story new building that is the newest high rise member on the expanding Denver skyline. Other departments will continue occupying space in the new building in coming months, placing these bank offices in floors three through 13.

The executive offices of the bank will be occupied on the 31st floor in August and at the same time, executives of the parent United Banks of

Colorado will move into the 32nd floor and half of the 33rd floor.

The balance of the building will be leased to other tenants by the developer, the Gerald D. Hines Interests of Houston, Tex. J.A. Jones of Charlotte, N.C., is general contractor for the project. Philip Johnson and John Burgee of New York were selected as design architects.

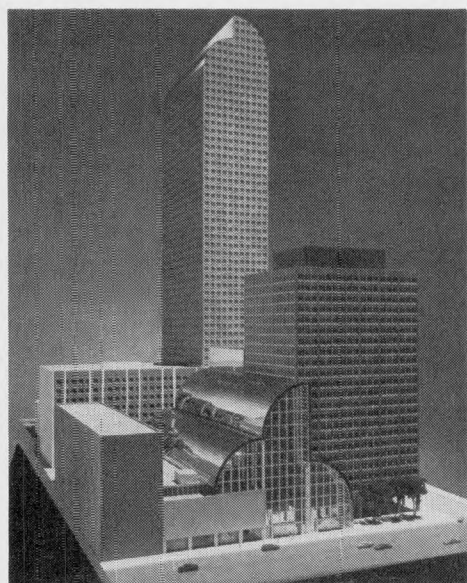
The photos accompanying this story detail graphically the unique design given to the entire United Bank complex that ranges from Broadway to Lincoln, encompassing nearly two square blocks as the anchor of Denver's main business sec-

tion. The glass pavilions that will be completed by 1985 when other portions of the project are completed promise to unify the entire project.

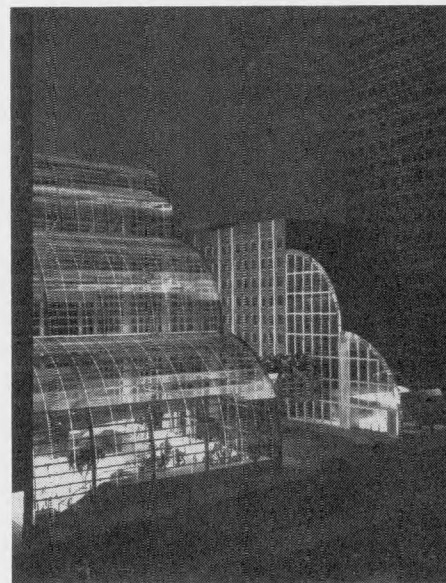
The interior space for United Bank of Denver has been designed by Gensler and Associates, Architects.

In addition to creative designing for all office floors that affords maximum use of outside walls, designers paid special attention to the dining facilities for staff and executive level.

UNITED BANK OF DENVER ...
(Turn to page 82, please)



THIS VIEW, (left), looking east shows how the United Bank Center complex will look when completed in 1985. Broadway runs north to south across the bottom of this model. In center foreground, four-story building with four street level windows is present UB of D building, now to be known as Three United Bank Center. At far right foreground, corner of 17th & Broadway, is present United Bank office building, now to be known as Two United Bank Center. Design of top of new building is carried through with 100 feet high curved glass public space (foreground) joining the two present structures. Low building in background is parking garage facing Lincoln Street. **RIGHT**—Night view of model from 17th Street looking northeast at back side of Two United Bank Center shows curved glass pavilion concept carried through, with glass covered walkway across Lincoln to similar glass pavilion adjoining new One United Bank Center at right. Parking garage will be faced with same type of granite as other structures by 1985.



Turn Key service facilitates

Expansion by addition and remodeling



Written especially for
THE NORTHWESTERN BANKER
By **GERALD L. GROSS**
President
Kirk Gross Co.
Waterloo, Ia.

COMMUNITY banks have continued to prosper because they have served well the financial needs of their trade area customers. Typical of these banks is the \$50 million asset First National Bank of West Union, the county seat (pop. 2,700) of Fayette County in northeast Iowa. The bank was founded in 1934 and had a recurring problem.

Like many banks, the First National Bank had outgrown its quarters. Loan officers had no privacy, the teller line was outdated and inadequate, the safety deposit vault was overcrowded, the lobby was too small and the interior was poorly lit and did not project the image a progressive bank dictates.

The Solution

Purchasing one small additional store front with only 19 feet of usable frontage, the bank retained the Kirk Gross Company to develop a Turn Key remodeling program. The first phase was to analyze the problems listed above and the total building envelope (all the space available to work with), and then to create a functional floor plan to solve the problems.

Upon examining the additional 19 foot frontage, a dark, old basement straight out of a Hollywood horror movie set was discovered. Complete with an old bricked-up vault, it made one's imagination think of an Edgar Allen Poe story. What (or who) could be in that vault? (It was soon learned that the vault only contained rubble).

Additional space on the second level of the existing bank previously was used for rental areas but it was soon to be vacated. Thus, with only a small increase in the main level square footage, the bank really had three levels to work with. The key was to use each level properly to develop a smooth functional plan that wouldn't demand wasted motion or added employees.

The Approach

Having remodeled or built new facilities for over 214 financial clients in the last 147 months, the Kirk Gross Company used this unparalleled experience to develop such a plan — one that could be implemented without the bank moving or closing during the construction process.

The old basement was transformed into a modern bookkeeping department directly below the teller line, complete with exterior windows to bring in natural lighting. Additional space found in the bank's basement was converted to a private office adjacent to an open customer area directly off the three-level elevator, employee lounge, locker space and storage areas.

The second level was transformed into a large board room, with one wall totally glass to provide a unique view down to the teller line. Space for additional future bank usage not requiring main level activity also was anticipated.

These changes created the necessary space on the main level to provide private loan offices (they had only five or six and now have 13). The teller line was enlarged, modernized and relocated in the 19' addition to create a more efficient operation and a larger customer lobby. The vaults were internally rearranged to provide additional safety deposit boxes (without adding expensive new doors). The resulting new image illustrating a progressive bank is obvious in the photographs.

The Result

This project clearly pointed out the advantages a Turn Key program can provide. Having the architects, interior designers and construction management under one roof, the entire bank is the result of close coordination of disciplines. Each phase was an interaction between in-house departments. Nothing was left to chance and the bank's owners knew even before construction started exactly what the final result would look like. At no time did the bank have to close its doors (its main entrance was moved, however, to create a large ATM vestibule). Local trades were involved in the project, and best of all, when one enters the bank today, it is impossible to tell what was old and what is new. The total integration of all levels is complete. □

Editor's Note: Although interior design is only one part of its Turn Key Program, this project was instrumental in the Kirk Gross Company being considered as one of the 15 important interior designers in the country by a nationally recognized trade publication.

Believe it or not! Both photos were taken from approximately the same location in the basement of First National Bank at West Union. Attractive spiral staircase in remodeled basement room leads to teller area directly overhead.



LEFT—View from behind new teller counters shows main lobby, with entrance at right, decorative overhead glass fixture in main lobby (shown on front cover) and glass wall of board room (above) which overlooks teller line. **RIGHT**—Angled view shows teller line at left, lobby at right and board room above. On wall at left is an old wind mill with the name, "The Aeromotor, Chicago" stamped on the vane. Over teller line are attractive lighting fixtures. **BELOW**—Overhead of teller line from board room shows old brick fire wall. Spiral stairs at left lead to bookkeeping room in basement.





Bank Building
Corporation

"Design Solutions"

DRAWING on its more than 40 years of experience as the nation's largest bank design and construction firm, Bank Building Corporation has aided banks with many innovative ideas for the planning and execution of their plans for expansion, remodeling or construction of new quarters. One of these innovative approaches is aimed at helping executives in their advance thinking and planning, when they are trying to determine whether a construction project should be undertaken.

This helpful idea has taken form as an attractively designed file folder simply titled, "Design Solutions." Bank Building Corporation furnishes ideas periodically that may be placed in the folder, and the executives find it convenient to accumulate in the file other ideas from BBC and its representatives, as well as from other sources.

The typical folder given by a BBC specialist to a CEO will have summary reports on recently completed BBC jobs for several financial institutions. Each Design Solution mailing consists of a neatly-designed onion-skin 8x10 folder on which is printed the names and locations of three sample jobs. In the folder are brief details of each job, accompanied by an 8x10 color photo of the exterior or interior of each building. With it is a printed page outlining: Problem, Evaluation and Solution, and offering several black and white pictures and designs of the building and premises.

From the number of problems presented by other banks, and their successful solution by BBC, a CEO can match his own bank's building problem with others and see potential solutions. Additionally, he will be

aware of the vast breadth of design ideas and ability that flow from BBC's professional design staff.

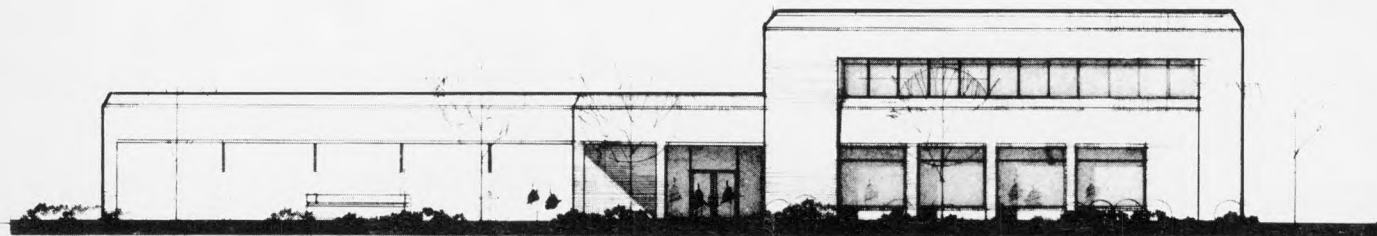
Here are two samples from the Design Solution folder service:

The First National Bank Chippewa Falls, Wisconsin

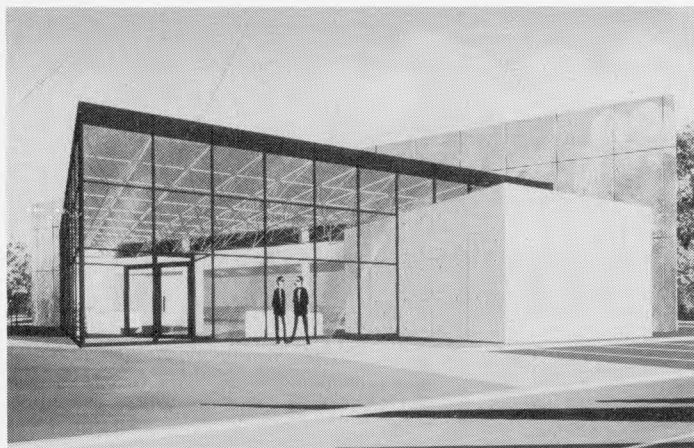
PROBLEM: When you have a good location, you try to hang on to it. That's how the owners of the The First National Bank in Chippewa Falls felt about their downtown, corner location. But their fifty year-old, traditional limestone and marble building couldn't keep up with their growth. They had added-on, patched-up, decorated and "modernized" but traffic flow was fragmented, parking was almost non-existent, energy costs were high and the "image" was wrong. It would take either a major remodeling or a new facility to give them the "Cornerstone of the Community" image they wanted.

EVALUATION: Bank Building's Consultants reviewed the client's objectives...the project's overall needs and the specific space and function needs of each department. These were weighed against the advantages of the present location and anticipated growth. All options, tradeoffs and feasible alternatives were examined to arrive at the *best* solution.

The analysis determined that a new facility would accomplish the client's objectives and be more functionally and economically viable than remodeling the old facility.



FRONT elevation drawing of First National Bank of Chippewa Falls, Wis. (front cover).



This contemporary building was designed to fit an unusual wedge-shaped site in St. Louis for the Jefferson-Gravois Bank's St. Louis Hills Facility. Floor plan (right) shows public areas enclosed by glass walls. Offices, employee rooms and conference rooms are enclosed in shaded area.

SOLUTION: A new site was obtained in the same area...less than three blocks away. The building was designed to take the greatest advantage of the location. The exterior design was a restrained statement of form, executed solidly in brick...like a cornerstone.

A highly functional three-level floor plan was developed that would provide for efficient work-flow and traffic-flow and could easily be expanded to match projected growth plans. The first level (below ground) housed the vault and general operations. The second-level (ground floor) provided customer services and incorporated unique modular service units which provided functional flexibility. Most of the third level was designed for tenant occupancy and future expansion.

The resulting facility has received high praise in the community and national recognition for energy efficiency. The new location, interior traffic flow, parking and drive-up convenience met or exceeded expectations. In spite of a severe winter, the project was finished on time and within budget.

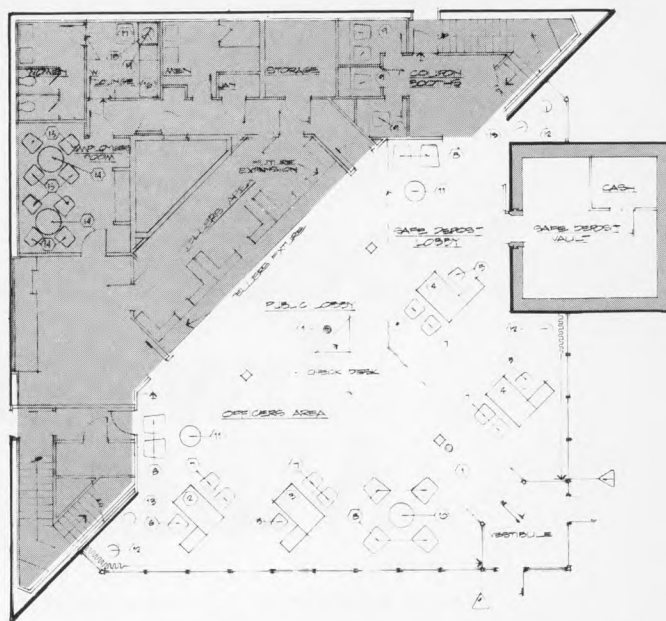
Jefferson Gravois Bank: St. Louis Hills Facility St. Louis, Missouri

PROBLEM: When General Bancshares Corporation decided to enter the thriving St. Louis Hills market ten years ago, building design became a major part of their marketing strategy.

The area had been dominated for over twenty years by two other banks. To capture new depositors, Bancshares' officers wanted a facility that would attract attention and provide convenient access, yet not disrupt the residential nature of the community. The new facility was to have "an outstanding design character," one that would appeal to a younger clientele and stand the test of time.

EVALUATION: An eye-catching contemporary structure was an obvious solution. However, since the bank wanted to be a long-term good neighbor, architectural fads or gimmicks, which could soon be dated, had to be avoided.

Positioning of the building on the site would also be



of critical importance. The unusual wedge-shaped site was located at the intersection of a heavily traveled artery and a residential street. Traffic and visibility studies indicated it would be difficult to present a dramatic face to the thoroughfare as well as provide good traffic circulation and drive-up convenience during peak business periods.

SOLUTION: Simple geometric forms and contrasting materials were chosen for the basic design.

- Two triangular shapes...one visually transparent, the other visually solid, were linked to form a square.

- Offices, employee rooms and conference rooms were located in the "solid" section.

- The "transparent" section presented a dramatic face to the major thoroughfare and enclosed the public spaces.

- Aluminum panels and solar gray glass were used for most exterior surfaces. A large concrete and steel vault was designed to protrude through one of the transparent walls, providing the open layout with visible security.

The traffic circulation problem was solved by locating drive-ups on the side of the building, with access from the lightly traveled side street. The facility was an immediate success. It captured the imagination of local residents and was applauded by a local newspaper as "The Jewel of St. Louis Hills." It brought the community a new level of banking convenience without imposing on the fine residential character of the neighborhood.

Most important, it established Jefferson-Gravois Bank as a major influence in an area that has experienced tremendous growth.

"This has turned out to be an ideal facility for us," reports Thomas F. Caspari, president and C.E.O. of the bank. "It just couldn't be better. And today it looks just as good...and functions just as well as it did ten years ago."

* * *

These are just samples of the interesting "success stories" that may be found in the "Design Solutions" series. □

Paul Eckblad Speaks Complete Investment Management

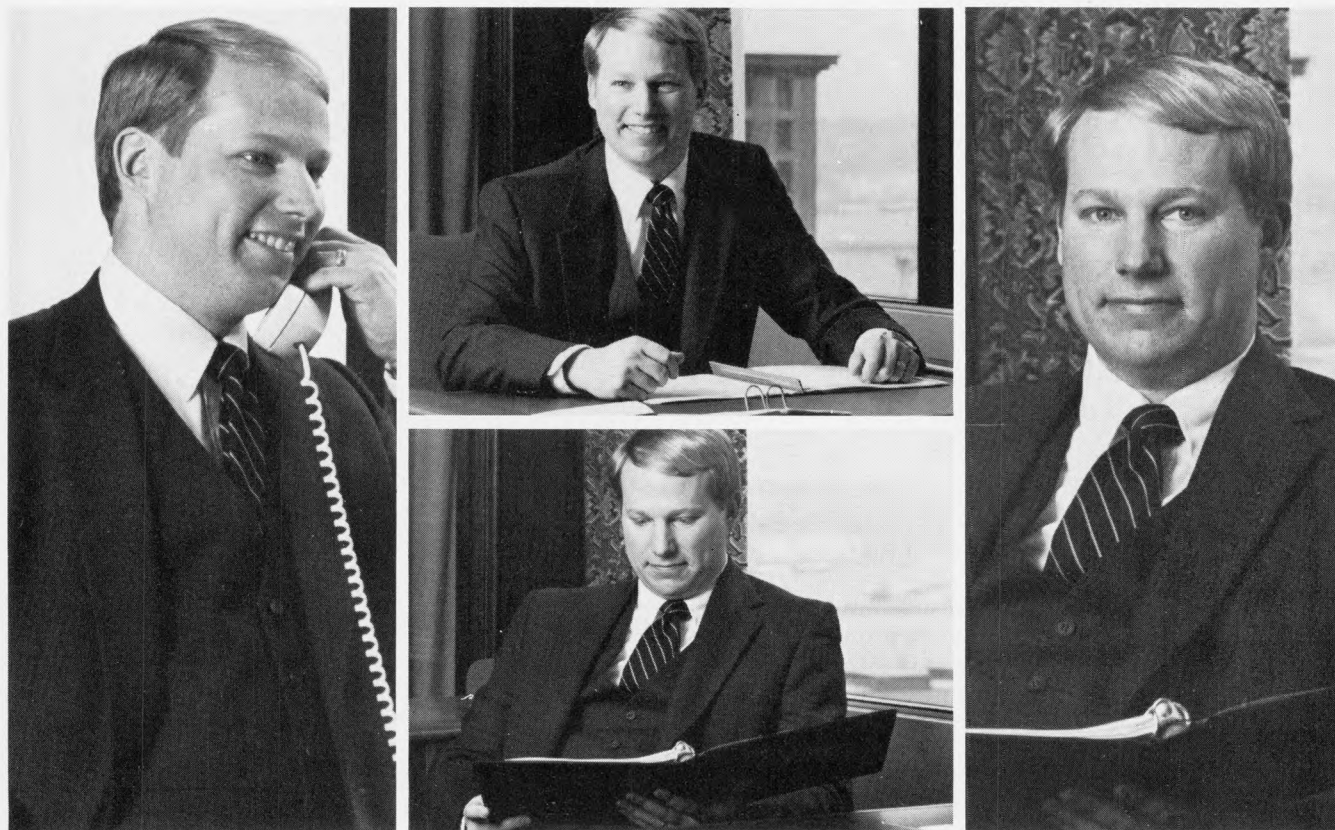
Bond purchases, safekeeping, bond accounting, portfolio analysis and management, bond sales. How can the community banker tie all these tasks together into an integrated investment management package?

A good way is to talk with someone who understands investments and who cares about community banks. That's Paul Eckblad, and that's American. Paul would be particularly happy to discuss American's fully integrated

investment package and how it can simplify your operations and save you money.

We are particularly sensitive to the needs and pressures faced by independent community banks. We believe in cooperation, not competition for your customers.

We want to be your partner and help you solve your problems. It's easy to put an American Correspondent Banker to work for your bank. Just call (612) 298-6331.



A M E R I C A N
NATIONAL BANK • SAINT PAUL

Minnesota

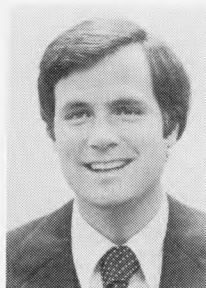
J.P. Ingebrand, pres., Mora
T. L. Jeffers, exec. v.p., Minneapolis



Edina President Named

The board of directors of First Bank Edina has elected J. Scott Hutton president.

Mr. Hutton succeeds Steven D. Gregerson who has left the bank to form his own company. Herbert J. Wogsgland continues as chairman and chief executive officer.



J.S. HUTTON

Mr. Hutton has been associated with First Bank System since 1967 when he joined First Bank Minneapolis as an adjuster in the sales finance area. He was promoted to installment loan officer in 1971; elected assistant vice president and manager of the personal banking center in 1975, and promoted to vice president in 1978. He has held his current position as vice president and manager of the St. Anthony Falls Office of First Bank Minneapolis since 1980.

MBA Sponsors Workshop

The Minnesota Bankers Association Investments and Funds Management Committee is sponsoring a one-day workshop entitled "Strategies for Bank Performance and Profitability," to be held Tuesday, May 10, at Holiday Inn, Brainerd; Wednesday May 11, Hilton Inn, Minneapolis, and Thursday, May 12, Holiday Inn Downtown, Mankato.

Registration for the workshop will begin at 8:30; workshop from 9-12 and 1-4, and lunch from 12-1.

Faculty for the workshops are associates in the firm Olson Research Associates, Inc., Greenbelt, Maryland. They are: Dr. Ronald L. Olson, chairman and chief executive officer; Doris A. Gentry, director of consulting and educational services, and Peter C. Marks, director of corporate development.

Promoted in Mankato

Richard Haselton has been promoted to assistant vice president of the commercial banking department of Northwestern National Bank of Mankato.

Mr. Haselton began his banking career in 1979 with Northwest Bank as a regional credit trainee. He joined the Mankato bank in 1980 and was elected commercial banking officer in 1981.

Crystal Bank Promotes One

At Crystal State Bank, Paula Van Brunt has been promoted to assistant vice president, customer service.

Ms. Van Brunt began her banking career in Bemidji and joined the Crystal State Bank in 1973 as a teller.

Ortonville Bank Names Two

George F. Newman, Jr., has joined Northwestern State Bank of Ortonville as assistant vice president, and David L. Fuchs has been promoted to assistant vice president and cashier.

Mr. Newman formerly was assistant vice president-administration of the Federal Land Bank, North Central Iowa, Mason City. He will manage the Ortonville bank's agricultural loan portfolio.

Mr. Fuchs, who has been with the bank since 1979, assumes responsibilities in the consumer lending area as well as retaining his current duties as cashier.

Five Promoted in Faribault

James A. Loehr, president of First Northwest National Bank of Faribault, has announced the following promotions: Mark W. Murphy to assistant vice president, ag loan department; Dennis A. Williamson to assistant vice president, commercial loan; Richard E. Hucka to commercial loan officer; Karen M. Zeilinger to marketing officer, and Ar-

dyce L. Miller to administrative assistant.

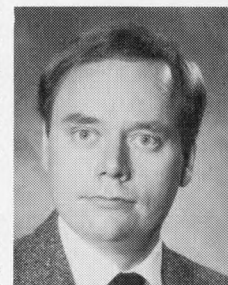
Mr. Murphy joined the bank in 1981 as an ag loan trainee and was later promoted to ag loan officer. Mr. Williamson has been with the bank since 1979, having been named commercial loan officer in 1980. Mr. Hucka began his banking career in 1981, most recently holding the position of credit officer. Ms. Zeilinger most recently was promoted to customer service supervisor/marketing representative. Mrs. Miller joined the bank in 1970 in the installment loan area.

Retires From Hastings Bank

Leonard Bauer recently retired from his position as a director of Northwestern Bank, Hastings, after 21 years of service. Mr. Bauer was in the construction business from 1945-1981 and served as director of the bank from 1962-1983.

Joins Red Wing Bank

At First Northwestern Bank, Red Wing, Jack G. Williams, Jr., has been elected assistant vice president and manager of the bank's agricultural department.



J.G. WILLIAMS

Mr. Williams, previously with Northern State Bank in Thief River Falls, joins the bank with nearly five years of agricultural banking experience.

Acquisitions Approved

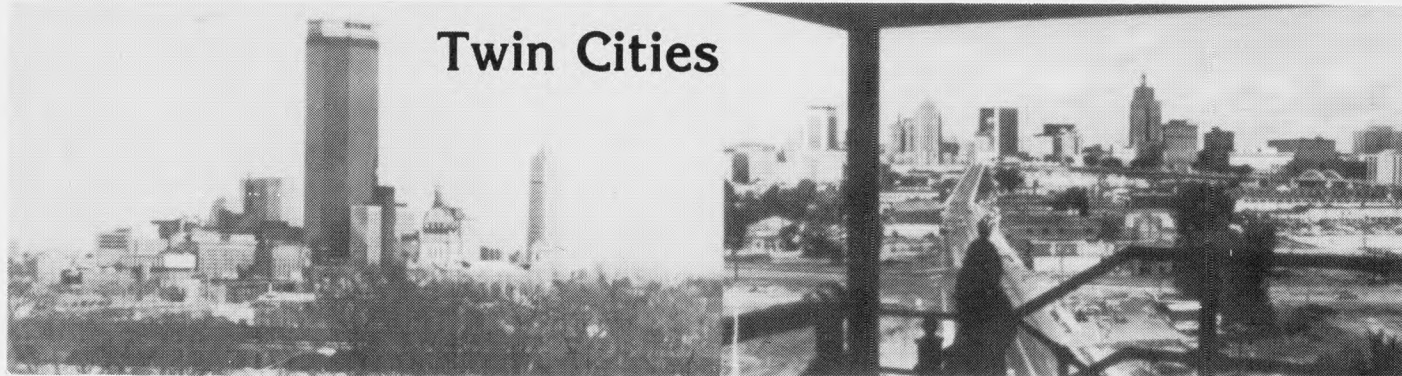
The Federal Reserve Bank of Minneapolis recently approved the following acquisitions: Warroad Bancshares, Inc. to acquire Security State Bank of Warroad; Claremont Bancshares, Inc., to acquire Security State Bank of Claremont, and Stephen Bancshares, Inc., to acquire Farmers State Bank of Stephen.

Rejoins Bank in Thief River Falls

Fred Dallmann has rejoined the staff of Northern State Bank of Thief River Falls as vice president.

He was previously employed by Arctic Enterprises for four years, after being with Northern State Bank for ten years.

Twin Cities



James R. McFarland was recently elected president and director of Northeast State Bank of Minneapolis. He succeeds **Walter C. Rasmussen**, who has retained the position of chairman and chief executive officer.



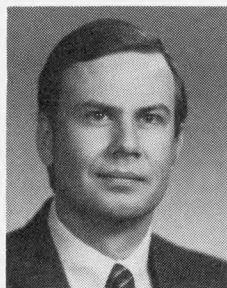
J.R. MC FARLAND

Mr. McFarland started his banking career in 1960 at First National Bank of Grafton, N.D. and has also served at banks in Mandan and Fargo, as well as Drovers State Bank in South St. Paul.

Dr. Walter S. Warpeha, Jr., was also elected a director of the bank. He is a dental specialist.

* * *

Michael J. Kukielka has joined American National Bank's commercial banking division as vice president and manager of the real estate banking department.



M.J. KUKIELKA

Mr. Kukielka was most recently with National City Bank, Minneapolis, in the real estate loan area. He also served with F&M Marquette, where he was vice president and manager of mortgage investments.

* * *

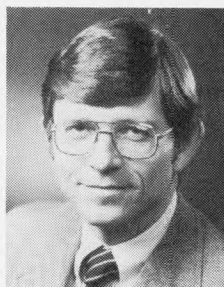
William N. Kelly has been named director of government relations for Minnesota at Northwest Bancorporation. His responsibilities include direct contact with Minnesota state government officials on behalf of the corporation.

Mr. Kelly previously had been

senior program director for fiscal affairs with the National Conference of State Legislators since 1979.

* * *

David R. Downs, executive director-human resources at Tenneco, Inc., has been elected senior vice president-human resources for Northwest Bancorporation. He will report to **Colin T. Kagel**, senior vice president and chief administrative officer. In this position, Mr. Downs succeeds **Glen M. Smyth**, who resigned in December, 1982.



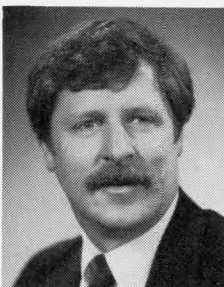
D.R. DOWNS

Mr. Downs has been with the Tenneco organization since 1969, when he joined a Tenneco subsidiary, Walker Manufacturing Company, Racine, Wis., as director-wage and salary administration. Prior to that he was coordinator-personnel at the General Motors Corporation Chevrolet Division.

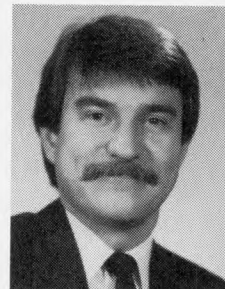
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Northwestern National Bank of Saint Paul recently announced the following elections: **Paul A. Skrede** has been elected assistant vice president in the investment services department of the funds management division. He joined Northwestern in 1982.

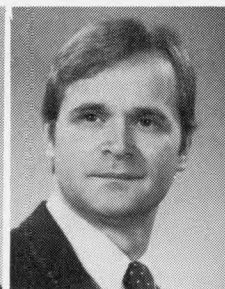
Michael S. Vaughan has been elected executive/professional loan officer in the capital banking division. He joined Northwestern in 1982 from Southwest Fidelity State



P.A. SKREDE



M.S. VAUGHAN



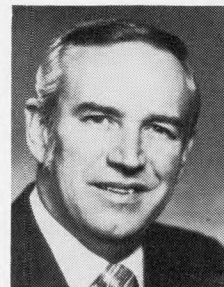
B.A. BECKER

Bank of Edina.

Brian A. Becker has been elected personnel officer in the human resources division. He joined the bank in 1980 and previously was personnel administrator in the human resources division.

* * *

Holmes P. Pedelty, former long-time cattleman and farm owner in northern Iowa, has joined Northwest Bancorporation as business development director in its agriculture business group. The new position is part of a reorganization program begun last fall.



H.P. PEDELTY


Mr. Pedelty, who will be based in Minneapolis, will travel extensively throughout the seven states, where the corporation has banking operations.

* * *

J. Marc Adam has been named to the board of Eastern Heights State Bank of St. Paul, a wholly owned subsidiary of 3M Company. Mr. Adam is division vice president of Medical Products for 3M.

* * *

Northwestern National Bank South, Minneapolis, has announced the election of **John E. McMahon**,



"NO BANKER CAN FLY BY THE SEAT OF HIS PANTS ANYMORE."

Pipestone, Minnesota, is a town of five thousand where the natives wave & smile & say howdy to perfect & imperfect strangers. The first time it happens you check to see who's behind you. In an age when friendliness has become a diminishing national resource, Pipestone stands out as a mini-motherlode of amicability. An amiable attitude toward others certainly animates the First National Bank of Pipestone, founded in 1889. Its president is Bob Morgan, 44, who laughs easily & well and who looks much younger than his years. He and his brother Steve own the bank, which has assets of \$52 million and a customer base of 4000. Morgan thinks a doubling of his bank's assets in 10 years is not an unreasonable expectation. But this is possible, he says, only if the bank keeps tabs on assets and liabilities. Early this year Morgan called Northwestern National Bank of Minneapolis to ask if it had a service to facilitate this. The answer was yes. The service was called CBM—Community Bank Model. Recently Morgan spoke of his town, his bank and CBM.

Ours is a community bank. It's successful. As is the town. It has a work force of 5700 and an unemployment rate of 4.7%.

We want to keep both bank & town humming.

This is where this service from Northwestern of Minneapolis comes in. The Community Bank Model gives us an exact fix every month on our assets & liabilities. It tells us how our loans are doing. Tells us how our portfolio is doing. Tells us where we are in relation to the month's goals.

It tells us how good our margin is in relation to other community banks. It allows us to project. It allows us to look back.

And because it's a computerized service,

it allows us to ask questions. What if we did this? How would it affect our margin for the year, for five years?

CBM figures in all variables. It's a tool. We avoid trouble. We seize opportunities.

Even the incidental effects are good. We've been successful because we're efficient. We have a staff of only 21. This service from Northwestern National allows us to be even more efficient. Every officer knows every month precisely where we are.

Between us, too many community banks don't know for sure where they stand until their tax men tell them. This is wrong. No banker can fly by the seat of his pants anymore. Interest rates are too volatile.

Could I duplicate the Community Bank Model on my own? Sure. Only it would cost me five times what it's costing now.

We went to Northwestern National of Minneapolis once we decided we needed something like CBM because it's been a correspondent bank of ours for 60 years. We know them. We like them. We trust them.

Heck, they've helped keep us independent.

CALL SCOTT ULBRICH (612) 372-5967
CORRESPONDENT BANKING DEPARTMENT

**NORTHWESTERN
NATIONAL BANK**
Of Minneapolis

SHOULDN'T WE TALK SOMETIME?

**If your primary correspondent
doesn't look committed
to your business, take a look at
First Bank Minneapolis.**



Commitment.

The kind that says we'll be responsive to your needs, no matter what the changing environment brings.

That's what we're all about at First Bank Minneapolis, and maybe that's why more banks in the Upper Midwest use us as their primary correspondent than any other bank.

As other banks edge slowly out of the correspondent banking business, we move ahead with:

- ♦ the largest staff of professional calling officers in the region so that our primary respondents will see their calling officer as often as they'd like.

- ♦ a 30% increase in our data processing staff so that we can handle your needs more rapidly and effectively.

- ♦ the kind of lending philosophy that has allowed us to double our correspondent bank loan portfolio in the last four years.

So if you're getting the idea that we are the most committed correspondent bank around, you're getting the right idea.



**First Bank
Minneapolis**

Correspondent Banking
Department

First Bank Place
Minneapolis, MN 55480
612/370-4762

We are what you want a correspondent bank to be.



Member FDIC

M.D., an orthopaedic surgeon with Fairview, St. Mary's, Fairview Southdale, University of Minnesota, Waconia Ridgeview and Itasca Memorial Hospitals, to the board.

* * *

First Bank Minneapolis recently announced the promotions of 18 employees to vice president, assistant vice president and officer levels.

Promoted to vice president were: **Erskine J. Underwood**, national east division; **Carol A. Williams**, national west division; **David R. Peterson**, mortgage banking services, and **Thomas C. Woldum**, personal trust and probate division.

Named to assistant vice president status were: **Edwin D. Jenkins**, mortgage banking services; **John M.**

ican National Bank awarded \$50 to 15 runners-up.

* * *

The Minnesota Consular Corp. has named **Ronald M. Bosrock** as president for the 1983-84 years. Mr. Bosrock, who is group vice president with American National Bank Saint Paul, is the honorary **R.M. BOSROCK** Consul for Austria.

Minnesota School of Banking '83 Curriculum Announced

The curriculum for the 1983 Minnesota School of Banking, held June 26 to July 1 at St. Olaf College, Northfield, has been updated to reflect substantial industry changes occurring over the past year, announced Truman Jeffers, director of the school, and MBA executive vice president.

Increased emphasis in three key areas—marketing, operations, and banking law—all reflect the rapid changes occurring in the banking profession.

While the school has been expanded in key areas, it also retains the majority of its core curriculum. Highlights include a series of management case study exercises and a computer simulation game where students are put in the role of president of a \$13 million bank and asked to run it for two years.

Classes for the 1983 school will be reduced from 90 to 60 minutes and the 150 first and second year students will be encouraged to have more one-on-one contact with school faculty.

Applications for admission to the 1983 school are no longer being accepted, but there are still some openings for the 1984 school.

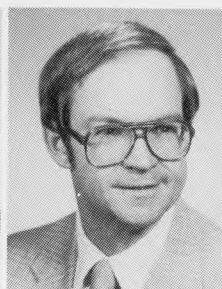
Name Changed Announced

State Bank of Maple Plain recently changed its name to Bank of Maple Plain, announced Paul Lindholm, president.

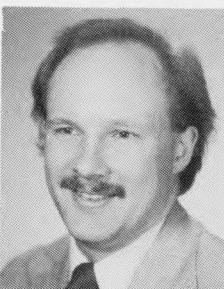
Also at the bank, Joseph Reycraft, president and owner of the new Maple Plain Super Valu and Drug Store, was elected to the bank's board of directors.



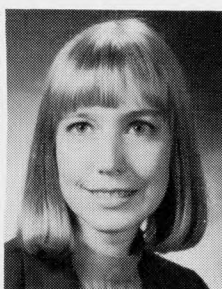
S.A. LAUX



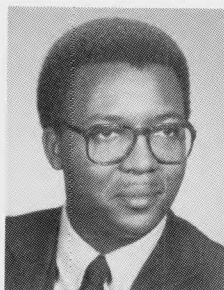
T.M. GRONLUND



K.P. WEISE



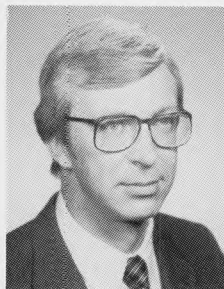
K.L. ROGERS



E.J. UNDERWOOD



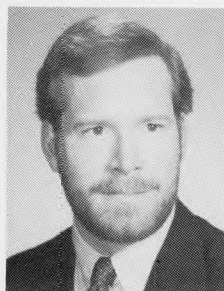
C.A. WILLIAMS



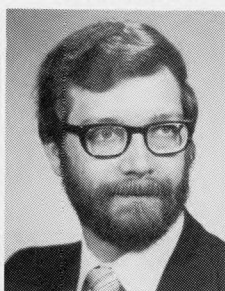
D.R. PETERSON



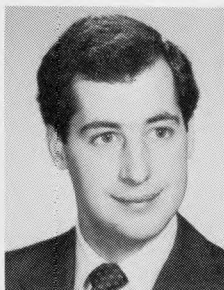
T.C. WOLDUM



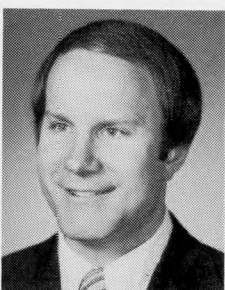
E.D. JENKINS



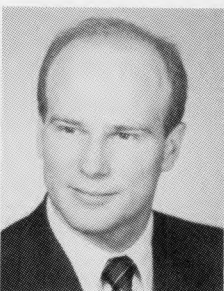
J.M. CARLOTTO



R.J. HANCOCK



M.P. LA VIGNE



T.H. DOTEN



T.D. MOSS

Carlotto, international banking administration division; **R. James Hancock**, contractors division; **Michael P. LaVigne**, Minnesota correspondent banking division; **Sally A. Laux**, correspondent support division; **Thomas M. Gronlund**, corporate trust and escrow; **Kevin P. Weise**, pension and profit sharing trusts division; **Nicholas J. LaMatina**, international banking, and **Karen L. Rogers**, commercial banking.

The following were promoted to officer level: **Doreen Franklin**, **Richard C. Holman** and **Derek R. Moody** to international banking officers; **Timothy H. Doten** to trust officer, and **Tracey Dedrick Moss** to money market officer.

* * *

American National Bank of St. Paul awarded \$500 each to three amateur photographers, who were winners in the bank's "Winter in St. Paul" photo contest.

First place contestants in each of the three categories were: **James Barghini**, architecture; **Dave Becker**, people, and **James Weinberg**, landscapes/skyline. In addition, Amer-



1983 Marketing Conference speakers included (left to right): **Robert Dye** and **Vicki Unagst**, both v.p. with Financial Shares Corp., Chicago; Conf. Chmn. **Lucy Stoffels**, mktg. off., 1st Bk. Grand, St. Paul, and **Pat Colbert**, pres., American St. Bk., Bloomington.

Minnesota Bankers Attend Marketing Conference

By **STEVE BURCH**
Associate Publisher

THE Minnesota Bankers Association Communications Committee and the Bank Marketing Association, Minnesota Chapter, jointly sponsored the 1983 Marketing Conference held in Bloomington last month. Conference Chairperson Lucille Stoffels, marketing officer, First Bank Grand, St. Paul, welcomed the bank marketers to the one day session and kept the schedule moving at a rapid pace.

Robert Dye and **Vicki Unagst**, both vice presidents with Financial Shares Corporation, Chicago, began the conference by reviewing the many changes within the commercial banking industry as a result of deregulation. They focused on how these often rapid changes have effected customer attitudes towards banks and on how customer banking priorities have changed. They went on to suggest that perhaps the greatest change resulting from deregulation is the increased importance placed on the role of the marketing departments within the banks. For this reason, a great deal of emphasis was placed on evaluating the definition, philosophy and responsibility of bank marketing. Once a bank has established these guidelines, then attention can be given to the specific objectives of the marketing department.

Pat Colbert, Jr., president of American State Bank, Bloomington,

prefaced his views on the CEO's expectations of marketing by stating that the number one objective should always be profitability. He cautioned that too often selling and marketing have the same definitions and as a result bank marketing efforts sometimes resemble a "used car sales blitz." He defined marketing as a good statistical knowledge of customer product needs and a specific plan designed to provide and sell those products. "You can not be all things to all people" he warned, and suggested that before undertaking any indepth or sophisticated statistical research, you should first define your geographic market. Mr. Colbert concluded that marketing is the responsibility of all people in the bank, including bank directors. Also, he feels that it is the CEO's job to insure that there is a total commitment to the bank's marketing plan.

With the groundwork of definition, management expectation and objective well laid, Mr. Dye continued with some technical guidelines on pricing and product design. A brief asset/liability management presentation emphasized the importance of product margins and the role they play in the total asset/liability portfolio. Before pricing or designing a new product it is essential to know the complete cost of the product. He suggested that new products with low margins or gaps may need to be supported with fee incomes. In examining various fee

schedules and alternatives, he reminded the bankers that service fees can have both a negative and positive feature and often times are used to "drive people out" of the bank if their business is considered to be unprofitable.

Mr. Dye offered some solid suggestions and warnings relating to advertising new products in today's deregulated environment. The "sameness" of the cost of funds and product expense, as an example, no longer exists. In that light, he cautioned against blindly offering products simply to match what the competition is offering. It is, however, important to be aware of what the competition is doing and what the customer reponse is to their advertising. It is also important to remember the roles of the various media when designing advertising for new products. He advised using the general media to educate, create awareness and to solicit inquiry and attract attention of the customer base. Direct contact should be used to sell the product and he suggested using direct mail, telephone marketing, and face-to-face contact in the bank.

The conference concluded with a review of advertising design and target audience research. To supplement the advertising segment of the conference, the bankers viewed a movie showing the Bank Marketing Association "Best of Television" award winners for television commercials used in 1982. □

MBA Publishes Emergency Preparedness Booklet

In the wake of the devastating Thanksgiving Day fire at the Northwestern National Bank of Minneapolis, a special MBA security committee task force created a checklist of items or issues individual bank emergency preparedness plans should cover. This checklist was recently published by the Minnesota Bankers Association, in booklet form, to help banks become better prepared to cope with emergencies.

The eight page booklet covers general tips on planning for the unexpected and specific checklists for fires and natural disasters, demonstrations, bomb threats and civil disorders. It also gives tips for revising or writing a new emergency plan from scratch.



Joan McCarthy

Sandy Sickles

Mark Schabert

**Our Correspondent Bankers
travel so often,
responding to your needs,

we couldn't get everyone
together for this group photo.**

Experience has taught us that to stay on top of your needs, we must stay in touch with you. That's why we travel so often. We believe it's more important for our correspondent bankers to be out calling on you than it is for them to be here posing for a group photo.

Our experience shows every day.

Each of our calling officers has been with us for more than 10 years, with at least 5 of those years spent as a correspondent banker. And each is dedicated to serving you better and faster with a full line of services you'd expect from a bank our size. Services like check clearings, collections, wire transfers, Fed Funds, investment services, bond portfolio analysis, ag and commercial overlines, bank stock loans, leasing, lock box service, and CashLine for efficient, up-to-the minute cash management.

Test our responsiveness.

To find out how responsive we really are, call F&M Marquette's Correspondent Banking Department at 612/341-6561.



6th & Marquette
Minneapolis



Missing from photo:



Bill
Klein



Larry
Kraayenbrink



Bill
Addington



Dick
Holmes



Phil Gallivan,
Senior
Vice President



F&M Marquette President **Carl Pohlada** (second from left) welcomes: **Truman Jeffers**, exec. v.p., Minn. Bkrs. Ass'n.; **John Chisholm**, Comm. of Bks., St. Paul, and MBA Pres. **John Ingebrand**, pres., Kanabec St. Bk., Mora.

F&M Marquette Sponsors Annual Correspondent and Investment Conference

By **STEVE BURCH**
Associate Publisher

BANK President Carl Pohlada welcomed nearly 200 bankers from seven states to the F&M Marquette National Bank correspondent and investment banking conference held in Minneapolis last month. Themed "Capitalizing on the Challenges," Mr. Pohlada stated that the conference is an example of the bank's "continuing commitment to providing the finest correspondent and investment services available." He also told the bankers that he hoped the conference would serve to stimulate solutions to problems caused by industry deregulation. William Rosacker, senior vice president, continued the welcome by inviting the bankers to visit F&M's

newly remodeled headquarters while in Minneapolis. Mr. Rosacker also served as conference moderator.

Charles Steindel, senior domestic economist for First National Bank of Chicago, got the conference off to an optimistic start with predictions of 1983 being the best year for economic recovery since 1979. He forecasts a return of single digit prime within 90-120 days and feels the rate will remain in the single digits until early 1984. Also contributing to this rapid economic recovery is a continued lowering of the inflation rate. Further predictions call for a 90 day T-bill rate of 7% with 30 year mortgages available at 12% by mid-summer. Unique to the current recovery is a weak demand for loans by the private business sector. This weak loan demand coupled with a strong

money supply will contribute towards keeping interest rates low well into 1984. The demand for consumer loans, however, will improve greatly, most notably for housing. Commercial banks will experience a growth in their deposit base as a result of the "Super Now" accounts, and he advised the bankers that their profits will be effected by the increased cost of funding assets.

Joe Cole, associate economist for Chase Manhattan, New York, and **Mary Lovejoy**, assistant vice president and manager of financial relations for First Chicago Corp., followed with presentations on financial futures trading and hedging and asset/liability management, respectively.

Karen Grote, management consultant for The Training Company of St. Paul, closed the afternoon session with an introduction to stress management. She presented the audience with three case studies focusing on stress caused by changes in today's banking environment. The bankers then broke into study groups to identify stress symptoms in the case studies and to come up with some solutions to relieve the pressures. She then introduced the bankers to various breathing and exercise routines which help reduce stress on a daily basis.

Completely relaxed and depressed, the bankers adjourned for an evening banquet followed by the entertainment of The Wolverines Dance Band.

The second day of the conference began with concurrent workshop sessions. **John Meehan**, senior vice president, Federal National Mortgage Association, gave the bankers an insight into the "new Fannie



Conference speakers and participants included: **Tom Welch**, sr. v.p., **Bill Rosacker**, sr. v.p., and **Bill Addington**, v.p., F&M Marquette, with **Glen Fuerstneau**, partner, Arthur Andersen & Co. RIGHT—**Karen Grote**, The Training Co., St. Paul; **Joe Cole**, economist, Chase Manhattan, New York; **Mary Lovejoy**, a.v.p., First Chicago Corp., and **Charles Steindel**, sr. econ., First Chicago Nat'l Bk.



LEFT—Floyd Schorsch, c.e.o., McVille St. Bk., McVille, N.D., and his wife Margaret; John Turner, pres., Highland Bk., St. Paul; Mary and Jim Gowan, pres., 1st Natl. Bk. of Chaska, and Bill Klein, a.v.p., F&M Marquette. RIGHT—Jim Williams, pres., State Bk., Towner, N.D.; Jack Campion, v.p., F&M Marquette, and his wife Mary, and Dick Parten, pres., St. Cloud Natl. Bk. & Tr.

Mae.” “New, New, New and Aggressive!” is how Mr. Meehan described Fannie Mae and specifically referred to new products, expanded markets, better pricing, increased asset yield performance and five consecutive quarters of bottom line improvement.

Tom Welch, F&M senior vice president, addressed the topics of marketing and incentive selling in the banking industry. He shared with the bankers F&M’s success with market segmentation and positioning. To determine the needs of a

specific market segment, he offered the example of F&M’s focus group for senior citizens. “The members of the focus group help us design new products and are some of our best salespeople.” He went on to detail the method of forming and managing a focus group and advised the bankers to listen to the valuable feed-back generated during focus group sessions.

Turning to the incentive pay segment of his topic, Mr. Welch indicated a need for the banking industry to become a sales oriented in-

dustry. He referenced the sales success of the top brokerage firms in the Twin Cities who “are selling our products because they are in a sales mode.” F&M is in the process of training their personal bankers to become sales people and converting their salaries to an incentive or bonus base, he said. In conclusion he advised that now that the products have been developed the bankers need to develop a sales force.

The conference concluded with a luncheon featuring Bud Grant, head coach of the Minnesota Vikings. □

St. Cloud Bank Names Two

Two bank officers of The First American National Bank of St. Cloud have been promoted. Michael J. Leonard has been named senior vice president and Vernon R. Chase has been named assistant vice president.

Mr. Leonard is a graduate of the University of Minnesota, College of Agriculture, and the Wisconsin Graduate School of Banking. He is also president of the First American Farm Credit Company.

Mr. Chase is a trust officer responsible for probate, trust administration, investments and taxes.

Also at the bank, Sister Emmanuel Renner, O.S.B., has been elected to the bank’s board of directors. Sister Emmanuel is president of the College of St. Benedict in St. Joseph.

Elmhurst Bank Offers New Master Retirement System

Master Retirement System (MRS), with the support of the Illinois Bankers Association, has been two years in development by a task force of bankers, accountants and lawyers, and is now being offered by Elmhurst National Bank. An important member of the task force was Arnold E. Bruns, ENB vice president.

In compliance with the new federal tax legislation, MRS was designed to provide corporations, partnerships and sole proprietorships with a choice of qualified employee benefit plans. MRS’s unique design options allow a company to structure retirement plans to fit its individual needs. As a turn-key planning system, companies are provided with complete instructions for the preparation, administration or revision of existing company retirement programs.

MRS provides step-by-step manuals in a comprehensive employer’s

administrative manual. Everything needed to make the program a success is provided: plan documents, trust and custodial agreements and summary plan descriptions.

For complete information on retirement planning “the easy way” with MRS, contact Michael Welgat, vice president, at (312) 834-2100.

Appointed in Skokie

Robert J. Callender has been appointed consumer loan officer in the personal banking division at First National Bank of Skokie.

Mr. Callender previously spent several years with the consumer loan department at American National Bank in Chicago.

Acquisition Approved

The Federal Reserve Board has approved the application by The First State Bancorp of Princeton to become a bank holding company by acquiring First State Bank of Princeton and Farmers’ State Bank of Sheffield.

ILLINOIS NEWS ►

Illinois

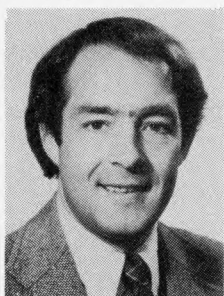
D.R. Lovett, chmn. & pres., Dixon
W. J. Hocter, exec. v.p., Chicago



IBA Names Civic Communications Director

James W. Civic has been appointed director of communications and marketing for the Illinois Bankers Association, according to William J. Hocter, executive vice president.

Mr. Civic has been on the IBA staff for three and one half years and has held the positions of assistant director of education, director of education and director of banking professions.



J.W. CIVIC

In his new role, Mr. Civic will be responsible for all communications functions of the IBA which include serving as editor of the "For Your Information" newsletter and serving as business manager for the association's monthly magazine, *Illinois Banker*. He will also be responsible for the development and marketing of products and services for the banking industry of Illinois.

Roselle Promotions Told

Roselle State Bank, Roselle, recently held its 80th annual meeting, during which James E. Mandler, retired senior vice president and head of the trust department of Harris Trust and Savings Bank, was elected to the board, and three others were promoted.

Harriet M. Tedrahn, formerly vice president, was promoted to senior vice president. She began her career at the bank in 1959 and was promoted to her most recent position in 1977.

Gary E. Logan, controller, also assumed the position of vice president. He joined the bank in 1973 as auditor and was elected controller in 1978.

Nancy I. Piotrowski, real estate loan officer, was also given the re-

sponsibility of compliance officer. She served as secretary in the loan department prior to becoming a loan officer in 1982.

State Convention Date Set

The first state convention of the new Illinois Bankers Association will be held June 9-11 at the Chicago Marriott Hotel.

It is anticipated that approximately 650 bankers from throughout Illinois will be present, and that total attendance, including spouses, exhibitors and staff will approach 1,000.

The new Illinois Bankers Association, which came into existence on January 1, 1983, represents virtually all of the 1,250 banks in Illinois.

New Officer Named

United Missouri Bank of St. Louis, N.A., has named Bob Heinsohn correspondent bank officer. Mr. Heinsohn will be responsible for developing correspondent banking relationships in Illinois.

Mr. Heinsohn received his BS degree in business administration from the University of Missouri in 1980. Before joining United Missouri, he was a sales representative for Deluxe Check Printers, Inc., covering the central Illinois region.

Promoted in Deerfield

Michael Nelson has been promoted to vice president, loan department, and John Mielecki, to auditor, of Deerbrook State Bank, Deerfield.

Mr. Nelson, a 16 year banking veteran, has served in a similar capacity in a number of Chicago area banks. Mr. Mielecki joined Deerbrook bank in 1982 and prior to his election as auditor, was a management trainee.

Robert Goelkel, president of Effective Financial Systems, Inc., of Chicago, was elected to the bank's board of directors. Mr. Goelkel has 20 years experience in bank operations and data processing.

DeKalb Bank Sale Being Negotiated

Henry M. Meier, chairman of First DeKalb Bancshares, Inc., DeKalb, and John W. Castle, chairman of the Sandwich State Bank, Sandwich, recently announced that they are negotiating an agreement to sell the First National Bank in DeKalb to a holding company formed by the Sandwich State Bank. Any final agreement will be subject to shareholder and federal and state regulatory approval.

The combined assets of the First National Bank in DeKalb and the Sandwich State Bank will be more than \$140 million and the combined capital will be \$12 million.

Mr. Meier and Mr. Castle said that joining the two banks in a single holding company will not change the names of the banks, their legal organization, management, or operating staffs, or customer relationships.

Deerfield Bank President Presents Opposition

By invitation, Alan M. Meyer, president of First National Bank of Deerfield, recently made an exclusive presentation to Comptroller of the U.S. Currency officials in Washington.

Mr. Meyer detailed the negative impact on consumers and banks which will result from the 10% withholding tax on savings interest and dividends effective July 1.

During his Washington visit, Mr. Meyer also presented his views to Senators Charles Percy and Alan Dixon, and Congressman John Porter.

Elected to Board

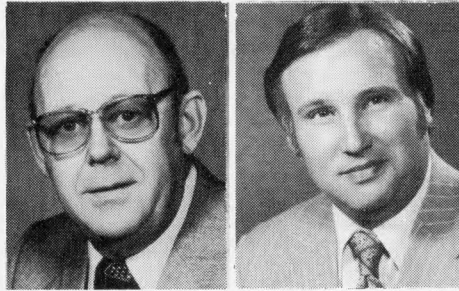
Raymond E. Majerus, secretary-treasurer of the United Auto Workers, has been elected to the board of directors at Amalgamated Trust & Savings Bank, Chicago.

Elected to Board in Lansing

Yetta Kuiper has been elected to the board of directors of First National Bank of Lansing. She fills the vacancy of the late Arthur Kuiper, who served the bank for over 25 years as one of its officers, directors, board chairman and chairman emeritus.

South Dakota

D.O. Mehlhaff, pres., Eureka
J. M. Schwartz, exec. mgr., Pierre



South Dakota Bankers Form Independent Association

REPRESENTATIVES from twenty-five South Dakota independent banks met earlier this year and formed the Independent Community Bankers of South Dakota. The new trade association will represent the home owned and independently operated community banks in the state.

Elected to serve as officers and directors of the ICB of SD were:

President—Paul Nordstrom, president, Security State Bank, Geddes; Vice President—Harris Hofer, president, Merchants State Bank, Freeman; Directors—Houston Haugo, president, Valley National Bank of Sioux Falls; Boyd Hopkins, president, Livestock State Bank, Mitchell; Ken Thompson, president, Miner County Bank, Howard; Arnold Domke, president, Bank of Wessington; E.J. Schnaidt, president Menno State Bank, and James Hart, president, Hand County Bank, Miller.



P.H. NORDSTROM

Mr. Nordstrom stated that the members of the ICB of SD share the belief that the public benefits most from the personalized community-oriented service that only the locally owned and managed community banks provide, and that current trends toward the concentration of economics and financial power into fewer hands is contrary to the needs of the citizens of South Dakota. The new president urges members to retain membership with the South Dakota Bankers Association stating that joint membership will bring additional benefits to the banks in the state.

The association has grown to 36 member banks as of this writing and hopes to reach the 100 member mark during its first convention which will be scheduled for the latter part of July. Independent bankers interested in receiving membership information should contact a member of the board.

Sioux Falls Promotions Told

Al Severson, president of Northwestern National Bank of Sioux Falls, has announced the following staff promotions:

Sid A. Bostic, senior vice president and manager of the Downtown Branch, has been named senior vice president/Sioux Falls market manager. Mr. Bostic will assume responsibility for the entire Sioux Falls market, excluding the Stockyards Branch, in addition to managing the Downtown Branch.

Stephen A. Sahly, vice president and manager, personal banking center, will be vice president/credit administration, reporting to James Kopperud, executive vice president/loan administration.

Gary D. Swain, personal loan officer, has been named assistant vice president/real estate lending, and Vicki P. Ripley, assistant branch manager at the Marion Road Branch, will move to assistant vice president/real estate lending and market development.

William D. O'Connor, a personal loan representative, Downtown Branch, was named personal loan officer.

Buffalo Bank to Remodel

First State Bank, Buffalo, has announced a major remodeling and ex-

pansion plan. The current building, which was completed 20 years ago, is being doubled in size with a total renovation of the current facilities. Plans call for the project to be completed by November 1983.

Figures Published For South Dakota Banks

The Division of Banking and Finance in Pierre recently released a comparative abstract showing the condition of the 118 state banks in South Dakota for December 31, 1982. All dollar figures are listed in thousands.

Loans and discounts totaled \$1,231,711, with total deposits at \$2,203,549.

Total loans to total deposits were 55.9% and capital accounts to deposits were 9.86%.

Total deposits for the 25 national banks were \$4,376,895, with capital accounts to deposits of national banks at 10.59%.

Application Approved

The Federal Reserve Bank of Minneapolis has approved the application by South Dakota Bancshares, Inc., Pierre, to acquire the Farmers State Bank, Faith.

Promoted in Salem

The McCook County National Bank of Salem recently announced the promotion of Darwin J. Miiller to assistant vice president and cashier. Mr. Miiller started at the bank in 1973 after graduation from Dakota Wesleyan University in Mitchell with a BS degree in business administration.

1983 Dakota Trust Conference

The South Dakota Bankers Association, along with the North Dakota Bankers Association, is cosponsoring the 1983 Dakota Trust Conference being held April 20 & 21 at the Holiday Inn City Centre, Sioux Falls, S.D. Look for the conference program schedule in the North Dakota Section of this issue of the Northwestern Banker.

North Dakota

J.M. McGinley, pres., Williston
H. J. Argue, exec. dir., Bismarck



N.D. Bank Women to Meet — April 27-29

NORTH Dakota members of the National Association of Bank Women will meet April 27-29 at the Holiday Inn, Fargo, for their annual state conference. Theme for the meeting will be "Strategies for Success." Chairman of the conference is Pam Hodensfield, trust officer at First Northwestern Trust Company of North Dakota, Fargo.

Guest speaker for the Thursday evening banquet, April 28, will be Dr. Joyce Brothers, noted psychologist and TV personality. Tickets for the event will be sold separately and will be open to everyone.

Registration begins at 7:00 p.m., April 27.

A general session and workshop will be offered Thursday morning. Speakers include Barbara J. Cox, vice president, Federal Reserve Bank of Minneapolis; Nancy J.

Nemitz, assistant vice president, First Bank System, Inc., Minneapolis, and Kay Landen, vice president, Central Bank of Denver.

In the afternoon, six concurrent sessions will be presented, featuring: Cross Selling and Sales; Variable Rate Lending; Farm Economy; Withholding Regulation; ATMs, Computers and Bank Cards; Trust Services.

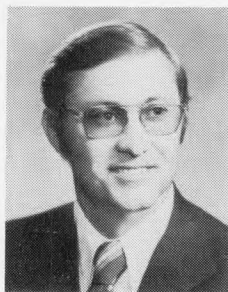
On Friday morning the general session will be followed by a workshop featuring Janie Jasin, a motivational speaker who owns and operates Creativity No-Limits in Minnetonka, Minn.

Adjournment is at noon.

Further information may be obtained from Robert Schuelke, branch manager at Fargo National Bank, 701/293-2286.

Fargo Bank President Elected

Jerome B. Woods, Jr., has been elected president and managing officer of First Bank Fargo. William W. Strausburg has been named chairman. Mr. Woods succeeds Oliver H. Hagen, who has accepted a position with a bank holding company in Iowa.



J.B. WOODS

Mr. Woods began his banking career in 1964 at First National Bank of Denver, Colo. He was appointed manager of methods improvement in 1965, operations officer in 1967 and in 1969 was elected vice president and head of the correspondent banking division. He has held his most recent position as executive vice president of Security Bank N.A., Billings, Mont., since 1976.

Mr. Strausburg, who joined the

First Bank System in 1961, will continue as managing director of First Bank System's southern North Da-

Joint Trust Conference — April 20 & 21

THE NORTH Dakota and South Dakota Bankers Associations are cosponsoring the 1983 Dakota Trust Conference being held April 20 & 21 at the Holiday Inn City Centre, Sioux Falls, S.D. Registration begins at 12:30 p.m. on the 20th. The program schedule follows;

P.M. Wednesday, April 20

1:00 Call to order.

Dave Tonsager, SDBA trust chairman and vice president, First Northwestern Trust Company of South Dakota, Aberdeen.

"Integration of Trust & Commercial Bank Services"—D. Stephen Farley, president, ABA trust division and vice president, Northwest Bancorporation, Minneapolis.

2:30 Refreshment break.

kota affiliates, a position he was elected to in 1982.

Jamestown President Named

Ronald A. Arndt, formerly president of Northwestern State Bank of Ortonville, Minn., was elected president, chief executive officer and a director of First National Bank of Jamestown, effective April 1. Mr. Arndt succeeds Dan Schorsch, who resigned in January to pursue other interests.



R.A. ARNDT

Both banks are affiliates of Northwest Bancorporation, Minneapolis.

Mr. Arndt began his banking career at Northwestern National Bank of Owatonna, Minn., in 1959 and was senior vice president and cashier of Northwestern National Bank of Litchfield, Minn., until 1980 when he was elected to his most recent position in Ortonville. He is also a 1977 graduate of the Minnesota School of Banking.

Arthur Acquisition Approved

The Federal Reserve Bank of Minneapolis has approved the acquisition by First Financial Corporation, Arthur, of First State Bank of Arthur.

2:45 "Trust & Management Administration"—Jim Brick, professor, school of law, University of South Dakota in Vermillion.
6:00 Reception, Westward Ho Country Club.
7:00 Dinner.

A.M. Thursday, April, 21

9:00 "Pension Update and TEFRA"—Steven C. Gabrielson, CPA, Haynie, Larson & Gabrielson, Salt Lake City, Utah.

11:30 Luncheon with South Dakota Investment Society.

P.M.

1:00 "Investments"—South Dakota Investment Society and Merrill Lynch.

3:00 Adjournment.

Montana

E.C. Gross, pres., Hardin
J.T. Cadby, exec. v.p., Helena



Consumer Lending Conf. — April 24-26

THE MONTANA Bankers Association Consumer Lending Committee, chaired by Emil Erhardt, vice president, First Security Bank, Bozeman, will hold its annual Consumer Lending Conference, April 24-26 at Huntley Lodge, Big Sky Resort in Big Sky. In the program schedule that follows, all presentations will be in the Jefferson Room, Mountain Village Mall.

P.M. Sunday, April 24

- 4:00 Opening of Registration.
- 5:00 Reception.
- 7:00 Close registration and reception, dinner on your own.

A.M. Monday, April 25

- 7:00 Registration.
- 8:00 Welcome—Earl Gross, MBA president.
- 8:30 "General Retail Banking Changes"—Jim Schmit, vice president, Northwest BANCO.
- 9:45 "Documentation of Security Interests"—Steven M. Barrett, attorney, Kirwan & Barrett, Bozeman.
- 11:00 "Consumer Lending Control"—Max Ruxton, vice president, United Bank of Denver.
- 12:00 Lunch on your own.

P.M.

- 1:00 Report on National Conference, Tom Carruthers/Stam Hill, consumer lending committee.
- 1:30 "Truth in Lending Simplification Review"—Sydney L. Jensen, consumer compliance officer, Northwest BANCO.
- 2:45 "Micro Computers for Consumer Lending"—Jim Fouts, Monroe Business Systems.
- 5:00 Reception, Cheyenne Room, Huntley Lodge, hosted by MBA.

A.M. Tuesday, April 26

- 8:00 Continental Breakfast, Jefferson Room.

- 9:00 "Montana as a Corporate Colony: Legend and Reality"—Dr. Michael P. Malone, Dean of Graduate Studies, Montana State University.
- 10:15 "The Economy 1982 and Beyond"—Jon Krutar, professor of business and economics, Carroll College.
- 11:15 "Legislative Update"—Representative Jay Frabrega, Great Falls, and John Cadby, executive director of MBA.
- 12:00 Adjourn.

Joins Shelby Bank

Budd Taylor has joined The First State Bank of Shelby as vice president. He will be handling agricultural and commercial loan lines as well as other administrative duties.

Mr. Taylor is a former vice president of the Citizens Bank of Montana in Havre, having been employed there for 21 years.

Elected in Havre

Citizens Bank of Montana, Havre, has elected Paul C. Hoffman, executive vice president and senior lending officer.

Mr. Hoffman began his banking career in 1969 as a trainee at Northwestern Bank in Lewistown. He served in several positions including vice president, when he transferred

to Northwestern National Bank in Great Falls in 1976 as vice president. In 1981 he joined Northwestern Bank in Helena as vice president and he remained with the bank until joining Citizens Bank in Havre.

Montana NABW to Hold State Conference - April 17-19

The Montana Chapter of the National Association for Bank Women will hold its state conference April 17-19 at the Edgewater Inn, Missoula.

A workshop for current and incoming state council executive committee members will be held from 6:30-8:30 p.m. on the 17th by Ann Owens, regional director.

On the 18th a majority of the day will be devoted to a training session for incoming and outgoing group chairmen and state council, also by Ann Owens. Registration begins at 2:00 p.m. with a wine and cheese tasting party from 6:30 to 8:00 p.m.

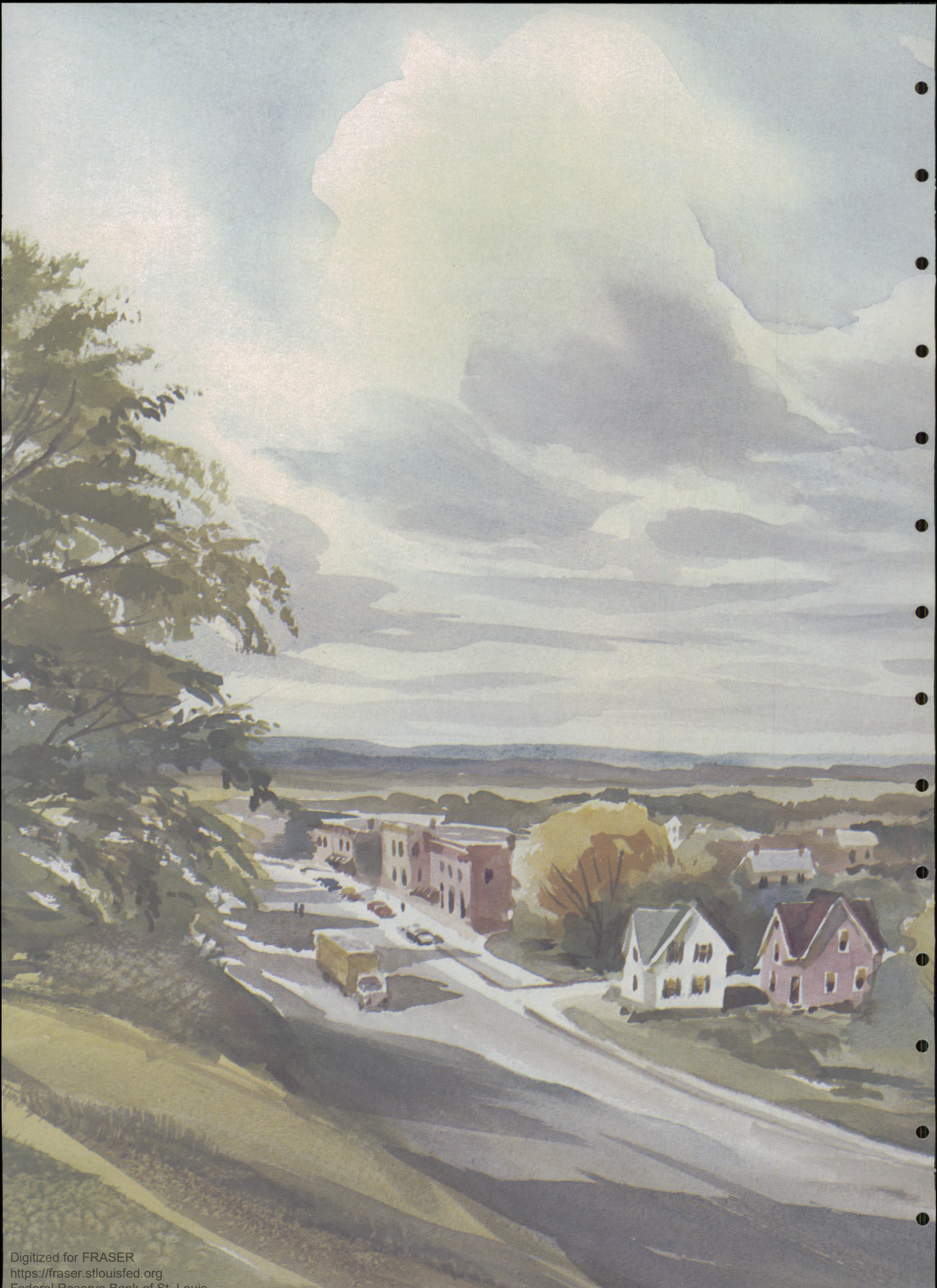
Tuesday, April 19, will begin with breakfast buffet at 8:00 a.m., welcome at 9:00 and the first speaker at 9:30. Robert Henry, 1st Bank Southside, and Fred Springsteen, First Trust Co., both in Missoula, will speak on investment accounts. After a short break, Karen McMullen, Metamorphosis, Missoula, will continue with "Man/Woman Job Relationships."

Luncheon will be from 12:30-2:30, followed by the afternoon general session on "Organizational Structure—Bank's Changing Perspective." At 3:45 will be a required workshop from National: "Productive Power." Both the general session and workshop will be presented by Betty Wishard & Associates, Inc., New Orleans, La.

Cocktail hour will be at 6:30 and banquet at 7:00 p.m.

1983 Montana Group Meetings

Group	Date	Location
1	May 5	Golf Country Club, Havre
6	May 6	Deer Lodge Community Center & Elks Club, Deer Lodge
7A & 7B	May 7	Yellowstone Inn, Livingston
4	May 10	Froid
5A & 5B	May 13	Rainbow Inn, Great Falls
3A & 3B	May 14	Elks Club, Missoula
2	May 17	Forsyth Country Club



We'll help you meet the challenges of the Eighties.

Omaha National stands ready to assist you in the rapidly-changing banking environment of the Eighties.

Deregulation, volatile interest rates and inflation affect us all. We can provide you with valuable assistance in areas that will be critically important in the Eighties:

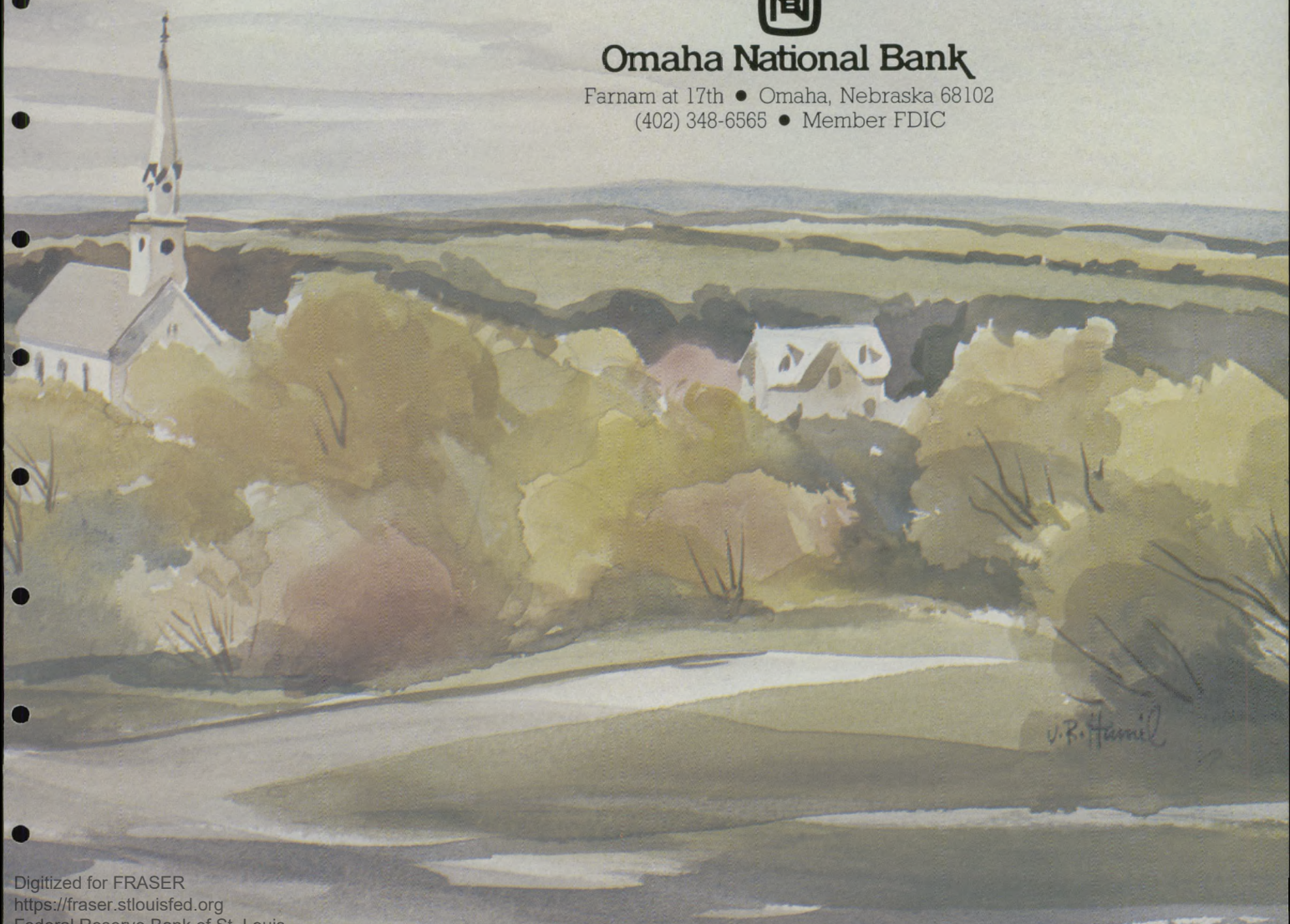
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- Data processing technology
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We've helped correspondent banks deal successfully with change since 1866 — and we'll continue to work with you to take advantage of opportunities in the future.



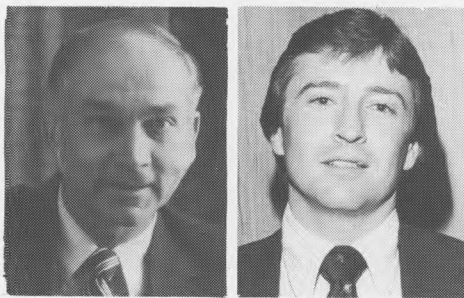
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Colorado

A.R. Koeneke, chmn. & pres., Rifle
D. A. Childears, exec. mgr., Denver



Boucher New President of IntraWest Financial Corp.

Robert G. Boucher, chairman and president of IntraWest Mortgage Company, has been named president and chief operating officer of the company's parent firm, IntraWest Financial Corporation, according to Theodore D. Brown, chairman and chief executive officer of the Denver-based holding company.

In addition, Mr. Boucher will succeed Mr. Brown as chairman of the board, president and chief executive officer, upon Mr. Brown's retirement April 27.



R.G. BOUCHER

T.D. BROWN



R.E. LEE

J.M. EGGEMEYER

Simultaneously, Robert E. Lee, currently chairman, president and chief executive officer of IntraWest Bank of Denver, announced that John M. Eggemeyer, III, has been named president and chief operating officer of the bank. Mr. Eggemeyer has been president of IntraWest Financial Corporation since January 1, 1983.

Mr. Brown said that the management changes are part of the transition associated with the proposed acquisition of IntraWest Bank of

Denver by First Interstate Bancorp, a transaction that is subject to regulatory and shareholder approvals. In the corporation's first management change in the course of the transition, Mr. Brown last month stepped down as chairman of IntraWest Bank of Denver and was succeeded by Mr. Lee.

"As announced late last year," Mr. Brown said, "Bob Lee and John Eggemeyer are scheduled to remain with the bank after the acquisition. Our organizational changes establish them now in their targeted bank positions in order to facilitate the transition."

Mr. Boucher, 58, has been the only president of IntraWest's mortgage banking subsidiary, which originally was First Denver Mortgage Company but became IntraWest Mortgage Company in a corporation-wide name change last October.

Mr. Brown, 61, has been with the present IntraWest organization since 1970, when he became executive vice president of the then First of Denver. He since has served at various times as president, chairman and chief executive officer of both the bank and the holding company.

Mr. Eggemeyer joined the holding company in August, 1982, as executive vice president of finance and administration. He also has been an executive vice president of the Denver bank.

Elected in Grand Junction

Joyce K. Gibbs has been elected customer service officer of Colorado National Bank - Orchard Mesa, Grand Junction.

Mrs. Gibbs joined the bank in 1977 and has served as secretary to the president and new accounts supervisor.

V.P. Named in Greeley

Colorado National Bank - Greeley

has elected Patricia Drewer as vice president. She will continue to remain as cashier and security officer.

Mr. Drewer has over 22 years of banking experience in Greeley.

Appointed in Denver

Stan E. Havlick has been appointed vice president of Cherry Creek National Bank, Denver, in charge of all external business development.

Mr. Havlick previously acted as marketing officer and vice president for banks in the First National Bancorp and Mountain Banks Ltd. holding companies.

Three Senior V.P.s Named

Central Bank of Colorado Springs recently announced the appointments of three men to senior vice president: William W. Howard, who will also serve as cashier; Gordon E. "Dutch" Belnap, who will serve in marketing and public relations, and James J. Fallon, who will also serve as



W.W. HOWARD



G.E. BELNAP

J.J. FALLON

general manager of commercial loans.

Mr. Howard has 26 years of experience in all phases of finance management and commercial banking. He began his career in 1956.

Mr. Belnap spent three years with First Security Bank Corporation as marketing/public relations officer for the 17 branches in its northern division, and prior to his banking activity he was head basketball coach at Utah State University from 1973-78.

Mr. Fallon has eight years of experience in commercial banking, the last three of which he spent as correspondent bank officer at Central Bank of Denver.

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FMS is a software package developed and maintained by Littlewood, Shain & Company with a full array of asset/liability management and financial planning tools. With this program you can analyze your bank's historical performance and project profitability based on a wide variety of margin and growth scenarios. Then, by program control, compare yourself to your NBSS peer group (the way the regulators do!).

Examine your bank's asset/liability mix by maturity, perform margin, gap and spread analysis and determine your bank's vulnerability to rising or falling interest rates.

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For more details on this low cost program package, contact our Correspondent Banking Department.



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Mortgage Company V.P. Named

L. Cleve Brown, former director of real estate for Vail Associates and earlier a vice president for Van Schaack & Company, has been named vice president to head the commercial loan division of IntraWest Mortgage Company, Denver.

Elected to Board in Denver

Colorado National Bank - Tech Center, Denver, recently elected John F. Greene and Roger Helm to the board.

Mr. Green is president and chief executive officer of Milestone Petroleum, Inc., and Mr. Helm is owner and president of the Helm Corporation, a mechanical contracting company.

New Vice President Elected

Robert A. Odette has been elected vice president at East Industrial Bank, Denver, and Northglenn In-

dustrial Bank, Northglenn. Mr. Odette will be responsible for the management of all operations and lending for both banks. Prior to his current position, he held key positions in the area of consumer finance at several financial institutions.

Greeley Promotions Told

IntraWest Bank of Greeley has announced the promotions of Donald W. Lindauer to vice president; Robert M. Dennis to assistant vice president, director of marketing, and Maurine C. Garretson to commercial loan officer.

Mr. Lindauer will handle farm agency accounts for the bank's trust department. He joined the bank in 1975.

IntraWest Bank of Denver Announces Promotions

IntraWest Bank of Denver has

announced six promotions in the computer services division and the naming of five new vice presidents.

Promoted in computer services were: Joseph F. Phernetton, executive vice president; John A. Miller and Larry D. Eilers, senior vice presidents, and Daniel B. Chilcoat, William E. Good and Patricia V. Jacobs, all vice presidents.

Named to vice president status were: C. William Burns, Jr., and Richard As Sisung, individual financial services; Richard L. Fleming, financial/investment management; Gerald W. Petterson, and Richard S. Roth, corporate banking.

Mr. Phernetton, president of Banks of Iowa Computer Services for eight years, joined the Denver bank in 1981. Mr. Miller joined in 1981 after serving as division manager of Baldwin Data Services. Mr. Eilers formerly was serving in the bank's marketing and sales areas.

Wyoming

H.A. Hitch, pres., Casper
M. C. Mundell, exec. dir., Laramie



Two Elected in Casper

J. Roger Quick was named loan review and compliance officer, and Susie B. Barrett was elected loan closing officer in the real estate financing division at First Interstate Bank of Casper, N.A.

Mr. Quick joined First Interstate in 1980 as loan review officer and was named an assistant vice president in 1981 and vice president later that same year.

Ms. Barrett worked in the mortgage loan department prior to attending college and rejoined the bank in 1979.

Laramie Bank Sale, Acquisition Approved

First Wyoming Bancorporation

has received approval from the Federal Reserve Board of Governors of its application to acquire the Bank of Laramie. Subject to Bank of Laramie shareholder approval, the Laramie bank will become an affiliate of FWBC in the latter part of the second quarter, 1983.

In an unrelated transaction, FWBC announced the sale of its former Laramie affiliate, First Wyoming Bank, N.A.-Laramie, effective March 1, 1983. This sale cleared the way for FWBC to acquire the \$50 million asset Bank of Laramie.

First Wyoming Banks Money Manager Program

To help consumers understand the many financial and investment options available today, First Wyoming Bancorporation has introduced a new service, the Money Manager, at all 22 First Wyoming Banks.

Money Managers are financial counselors trained to sit down with

the customer, analyze individual needs and suggest various options. First Wyoming's decision to institute the Money Manager program was in response to research showing that today's consumers are confused by all the new banking options.

The new program became operational March 1 with 27 Money Managers in the 22 First Wyoming Banks throughout the state.

Promoted in Laramie

Bank of Laramie recently announced the promotion of Mike Bohl to assistant trust officer and customer service officer, according to Dick Van Pelt, president.

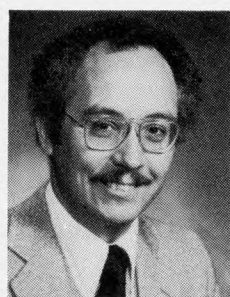
Figures Released For Wyoming Bank

The Office of the State Examiner recently released its abstract report for the 61 state and 50 national banks in Wyoming for December 31, 1982. All dollar figures are listed in thousands.

Net loans for the combined 111 total banks in Wyoming were \$2,123,444, compared with \$1,963,440 in 1981.

Total deposits for 1982 were \$3,587,554, compared with \$3,278,504 for 1981.

The percent of loans for 1982 was 59.2% down from 59.9% in 1981. Equity capital to deposits in 1982 was 9.98% compared with 9.8% in 1981.



J.R. QUICK

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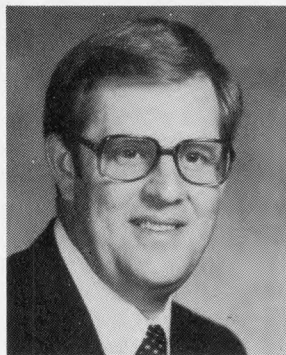
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HAROLD P. STUCKEY
President



DON G. JOHNSON
President-Elect



STAN MATZKE, JR.
Exec. Vice President

86th Annual Nebraska Bankers Association Convention

May 4-6
Holiday Inn Convention Center
Omaha

STRESSING the industry's monopoly on banking expertise, the Nebraska Bankers Association's Convention '83 features the theme "Winning the Financial Services Game." In keeping with this theme, the program will feature such diverse topics as agricultural forecasting, business savvy, industry technology, the political scene and deregulation...plus some time to get away from it all. The convention will be held again in Omaha at the Holiday Inn Convention Center on 72nd Street just off I-80. This year's dates are May 4-6.

Presiding at the convention will be Harold P. Stuckey, president of Lexington State Bank & Trust Co., Lexington. Scheduled for advancement to the NBA presidency is Don G. Johnson, president, Farmers National Bank, Pilger. Stan Matzke, Jr., executive vice president, will be in charge of putting together his first NBA convention since taking over those duties a year ago.

Convention registrants will have a chance again this year to visit Ak-Sar-Ben race track, just a few blocks north of the Holiday Inn. Thursday's reception and banquet will be followed by the Mark Russell Show, while Friday evening's entertainment will feature Up With People, and dancing to Johnny Ray Gomez Revue. The program schedule follows:

A.M. Wednesday, May 4

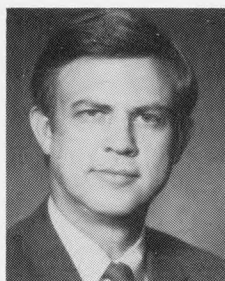
- 8:00 -1:00 Trade Show set up.
- 8:30 NBISCO board meeting.
- 9:00 Executive council meeting.
- 11:00 NETS board meeting.
- 11:00 Past presidents meeting.
- P.M.**
- 12:00 VIP lunch.
- 1:00 -5:00 Spouses hospitality/information center.
- 1:00 -6:00 Trade Show opens.
- 1:00 -8:00 Convention registration.
- 4:00 -7:30 Ak-Sar-Ben races, bus shuttles leave every 20 minutes starting at 2:30.
- 8:00 -12:00 NBA correspondent banks hospitality night.

A.M. Thursday, May 5

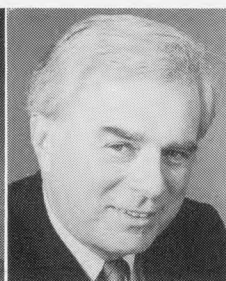
- 8:30 Buffet Breakfast in Ex Hall.
- 8:30 -12:00 Trade Show.
- 8:30 -12:00 and 1:40-6:00 Registration.
- 8:30 -4:00 Spouse hospitality/information center.
- 10:30 A/V presentation/presidents remarks.
- 10:45 "FDIC Washington Report"—James Sexton, director of Division of Bank Supervision, FDIC.
- 11:30 Paul Amen, director of State Banking Department.

P.M.

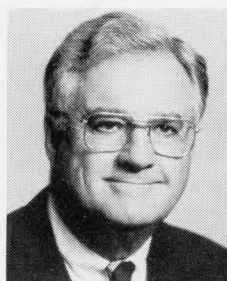
- 12:00 Awards luncheon.
- 1:00 Heywood Hale Broun, sports commentator.
- 1:40 -6:00 Trade Show.
- 1:45 "World Agriculture"—Austin Donnelly, former editor of *Investing Today* and native Australian.
- 2:45 NBA annual meeting.
- 3:30 "U.S. Business Review"—Ray Brady, CBS business/Wall Street correspondent.



J. SEXTON



R. BRADY



W.H. KENNEDY, JR.



GOV. KERREY



W. RUSHER



J. WHITTLE

4:30 Keg reception in Ex Hall.
6:00 Reception.
7:00 Banquet.
8:30 Mark Russell Show.
9:30 Presidents Reception.
9:30 Associate member hospitality night.

A.M. Friday, May 6

8:00 Registration.
8:00 Trade Show.
8:00 Continental Breakfast in Ex Hall.
8:00 ABA breakfast.
8:00 Spouse hospitality/information center.
9:00 "Strength Through Cooperation"—William Kennedy, ABA president.
9:45 ABA report, Jerry Roe.
10:20 AIB report, Harlan Falk.
10:30 "Video-Tex and Home Banking"—Jeff Sternberg, Video-Tex communications manager, First Bank Systems, Minneapolis.

11:10 NETS annual meeting.
11:30 "Governor's Update"—Governor Robert Kerrey.

P.M.

12:00 Picnic lunch in Ex Hall.
1:30 "The Present & Future Political Scene"—William Rusher, publisher of William F. Buckley's *National Review* since 1957.
2:15 "Futures Perspectives: Financial Services & Society"—Penny Damlo, noted futurist with Anticipatory Sciences Inc., Minneapolis.
3:00 "Surviving Deregulation and Making Money"—Jack Whittle, chairman of Whittle, Raddon, Motley & Hanks, Chicago.
4:30 Old and new executive council meeting.
6:00 Reception.
7:00 Dinner.
8:30 Up With People Show.
9:30 Dance to Johnny Ray Gomez Revue.

Roseland Bank Promotes One

Janice Weber has been promoted to assistant cashier of Roseland State Bank, Roseland, according to Gary Wrage, president. Ms. Weber joined the bank as a teller in 1975.

Bellevue Announcements Told

Jack Ayres, president, Tri-County Bank & Trust, Bellevue, has announced the appointment of Lance

K. Wise to vice president, commercial loan department, and the promotion of John H. Becker, Jr., to vice president; Tina Mason to assistant cashier, and Pam Kraemer to supervisor of the customer service department.

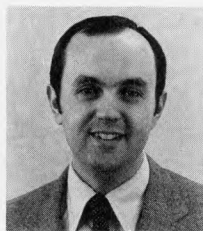
Mr. Wise joins the bank from First National Bank of Hays, Kan., where he was vice president and instalment loan manager.

Mr. Becker will have responsibility

for the newly-formed trust department, personnel, collections and the bank's discount brokerage service.

Ms. Mason has been with the bank since 1975 working in book-keeping, new accounts, loan collections and as a teller.

Ms. Kraemer joined the bank in January, 1982, coming from First Hawaiian Bank in Honolulu, where she worked in customer service.



Jon Narmi



Ken Ferrarini



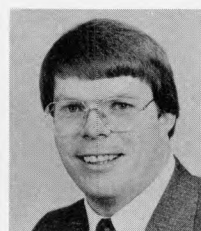
Jim Bullock



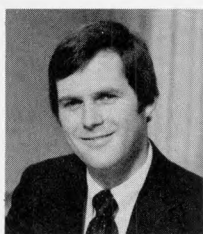
Jim Fox



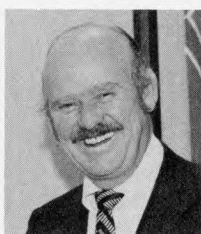
Tad Dunham



Jeff Moran



Bill Carver



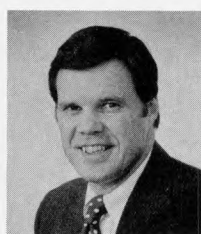
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Bill Beavers



Jim Foley



Dave Van Metre



Paul Waters

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RICHARD J. MOORE
Vice President
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As deregulation continues to thrust commercial banks into more and more competitive positions with other financial, as well as financial institutions, it becomes increasingly more important for banks of every size to make sure their staffs know how to sell their products and new services alike.

To help meet this urgent need, Omaha-based life insurance company is shifting its technology to help banks

is offering bank course identified "Prosper" that has after four years of use and preparation.

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"Take Five" has the same connotation of taking five minutes out of your day to focus on your business.

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President
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Bankers Assess Business, Ag Economy

A VIEW of Nebraska's 1983 economic prospects that ranges from sober to cautiously optimistic is given by presidents of five Nebraska banks. As members of the Nebraska Bankers Association's executive council, they were invited by the NORTHWESTERN BANKER to provide this special summary of business and ag conditions in the Cornhusker State as this NBA convention issue was going to press.

Several have mentioned the positive results expected from the PIK

program, but no reference has been made to the potential upset of local community businesses that normally serve the farming industry; i.e., local feed, seed, fertilizer and implement dealers. While unemployment remains high in some areas due to the devastating effects of the recession that has hit the ag areas so hard for the first time in decades, some of the presidents identify signs of moderate resurgence in business activity.

Comments of the five bankers follow:

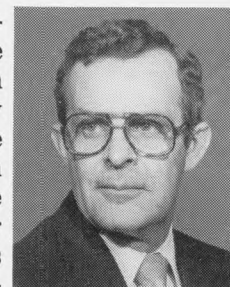
R.L. WEISS
President
Commercial Natl. Bank
Ainsworth

IN OUR area, 1982 was a tough year for both the business and ag economy. Net worth deteriorated and profits were hard to come by.

We are cautiously optimistic about some improvement in 1983, with early strength in the cattle and corn markets, the prospect for lower fuel prices and lower interest rates. The PIK program will have a positive effect for many of our operations in our area, where we have relatively cheap land cost and high production costs.

I believe that if lenders can work with problem borrowers cooperatively for the orderly liquidation of assets, if necessary, they will both be better served.

Our farm borrowers are good producers. As lenders we must help them do a better job of marketing and planning. Using the micro computer as a tool, we'll benefit both the producer and lender.



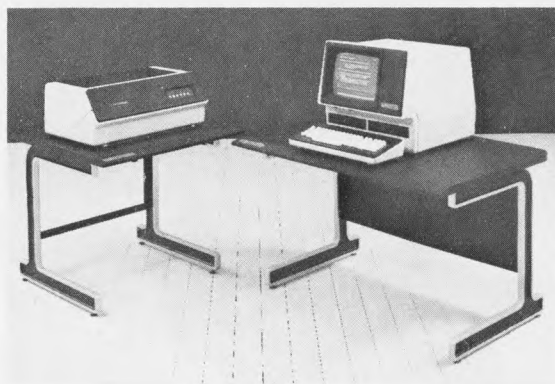
R.J. ZABAWA
President
American Natl. Bank
Omaha

THE loan volume of all the Omaha banks at year-end was down 3% from year-end 1981. This decline in loan demand from 61% to 58% of deposits can be attributed to two factors: 1) Business has learned how to maximize the use of their dollars by reducing inventories and reducing the need of bank credit, and 2) the wringing out of the economy and the effect of Reaganomics.

The loan demand in the ag sector is also down as a direct reflection of



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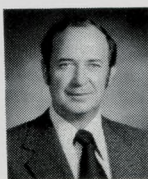
ORCHIDS, like Schweser Service, are always in season



We will be presenting orchids to the ladies at the convention again this year, as we have for the past 21 years. Some traditions never change. Like the professional service you receive from the Schweser Company. We have specialized in tax-free municipal bonds for more than 40 years, handling $\frac{1}{3}$ of all municipal issues in Nebraska last year. When it comes to tax-free income you can put your trust in the Schweser tradition.



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PATRICK H. RENSCH
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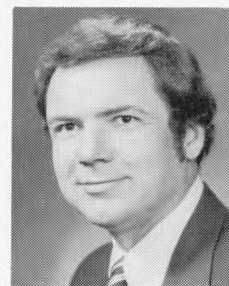
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the government set aside program. We are not seeing our typical loan demands for spring planting and this is the same with our correspondent banks.

Basically, the banks wanted money market funds ... we now have them and to make money on them we have to have loan demand. It will take awhile to digest all of these elements and to put them into the proper perspective.

W.C. DEITEMEYER
President
First National
Bank & Trust Co.
North Platte

"FRUSTRATING" could best be used to describe the economy in West Central Nebraska. The agricultural sector continues to suffer due to existing cost-price relationships which prevent the agricultural producers from being profitable. This existing adversity seems to be the rule rather than the exception.



The PIK program should benefit the crop producers and possibly the cow-calf producers. Fundamentally, however, if commodity prices do not increase to a level which allows for profit, the agricultural sector in our area will continue to deteriorate. This deterioration in land values began some time ago and will be more prevalent in the near future.

Business conditions, though showing some optimism in certain areas, remains suppressed. North Platte, having one of the highest unemployment percentages in the state, is still recovering from economic setbacks of the last several years. Railroad layoffs, relocation of a trucking industry, completion of power plant facilities and the loss of that labor force, all resulted in less payrolls and more vacant residential properties in an already overbuilt environment.

In summation, the slow down in the national economy finally hit West-Central Nebraska. Historically, this area of the State has been

somewhat recession proof. Recovery will be slow throughout 1983 and the immediate problem for both the Agriculture and Business sector will be "staying power."

T.H. ALLEN

President
Omaha National Bank
Omaha

WE ARE seeing definite signs of this recovery beginning in our market area. Our Commercial Lending Department is experiencing an upturn in loan demand to finance new inventories and expansion. While businesses in general are still approaching the future conservatively, many are beginning to position themselves to take advantage of growth opportunities in a recovering economy.



We have seen a definite resurgence in construction activity. Commercial projects appear to be on the upswing, particularly in Omaha's downtown area where redevelopment efforts have continued to gain momentum with the lowering of financing costs. Residential real estate activity also is picking up dramatically. Business volume at our mortgage banking subsidiary is running far ahead of last year. Because of this, we see an increased willingness on the part of home builders to return to some speculative construction.

The agricultural economy is still a source of concern, but we believe agriculture's economic cycle has hit bottom and is on the rebound. Livestock producers are seeing some profit again, and grain prices have been strengthening in recent weeks. While the new PIK program may cause some price volatility later in the year, the reduction of government reserves certainly will have a positive impact on the farm economy over time, particularly if we can build up our export volumes. The reduction of both the interest and inflation rate also will have a positive long-term effect on farmers and ranchers. However, they may no longer be able to look to rapidly-

rising land values for increased leverage. Instead, they will have to concentrate on controlling costs and increasing profits to finance their operations.

Overall I agree with the economic consensus of rather slow but steady recovery during 1983.

R.E. KREJCI

President
Schuyler State Bank
Schuyler

WHEN the February unemployment figures for the state were released, Colfax County's unemployment percentage of 18% was at the top of the list. This is not a nice record to hold, and needless to say, the closing of our Land O' Lakes beef packing plant, which is the major contributor to this unemployment rate, has had a notable impact on our business conditions.

However, at this point in time, we have not had any retail business close, and our surveys indicate that their sales are still holding on well. In fact, we have had two retail businesses open in the last two months.

The steadying influence on our local economy is still our strong agricultural base. A large livestock population and a large amount of irrigated land makes our agricultural sector our major business factor. With the advent of PIK, hopefully some of agriculture's woes will disappear into the future and maybe

we can get back to "business as usual" - whatever that is!

American Express Offers Reciprocal ATM Service

American Express Travel Related Services Co. Inc. has announced that through an agreement with Automatic Data Processing, Inc. (ADP), operators of The Exchange national automated teller machine network, American Express Cardmembers will be able to get cash 24 hours a day (Express Cash) at Exchange machines selected by participating financial institutions. In turn, Exchange ATM cardholders will be able to use their cards at American Express Travelers Cheque Dispensers located at major airports and travel locations throughout the U.S., Canada and Puerto Rico.

Stephen J. Walker, vice president, funds access services for American Express' Consumer Financial Services Group, said: "We'll be increasing the number of cash machines accessible to American Express Cardmembers from 677 today to more than 1,000 by April 1983."

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CSBS Advances Bailey to President

SIDNEY A. Bailey, commissioner of financial institutions of the Commonwealth of Virginia since June 1, 1977, is the new chairman and president of the Conference of State Bank Supervisors. He succeeds Michael D. Edwards who resigned as supervisor of banking of Washington State in early February.

Elected president elect of CSBS, succeeding Mr. Bailey, is William C. Harris, commissioner of banks and trust companies of Illinois since May 1, 1977.

Paul J. Amen, director of banking and finance of Nebraska since January, 1979, succeeds Mr. Harris as the Conference's vice president.

Three other changes on the CSBS board of directors were announced. In the Conference's operational district four, which covers the nine Plains and Rocky Mountain states, the vacancy as chairman created by Mr. Amen's elevation to vice president has been filled by Glen F. Ritterbusch, director of banking and finance of South Dakota. Robert E. Stewart, banking commissioner of Texas will serve as the district's vice chairman or alternate to the board.

Thomas H. Huston, superintendent of banking of Iowa has been named to fill the vacancy on the board created by the death of Thomas E. Pederson, commissioner of banking of Wisconsin. Mr. Huston will serve as chairman of district two, encompassing eight midwestern states. William T. Ray, director of financial institutions of Indiana, has been named vice chairman for this district.

Promoted in North Platte

At First National Bank and Trust Company of North Platte, Donald L. Weiss has been promoted to agriculture representative and assistant vice president, and Donald D. Kilgore was elected to the board of directors.

Mr. Weiss joined the bank in 1979 as an agriculture representative.

Mr. Kilgore is vice president and trust officer of the bank, having joined in 1971.

look into leasing

59

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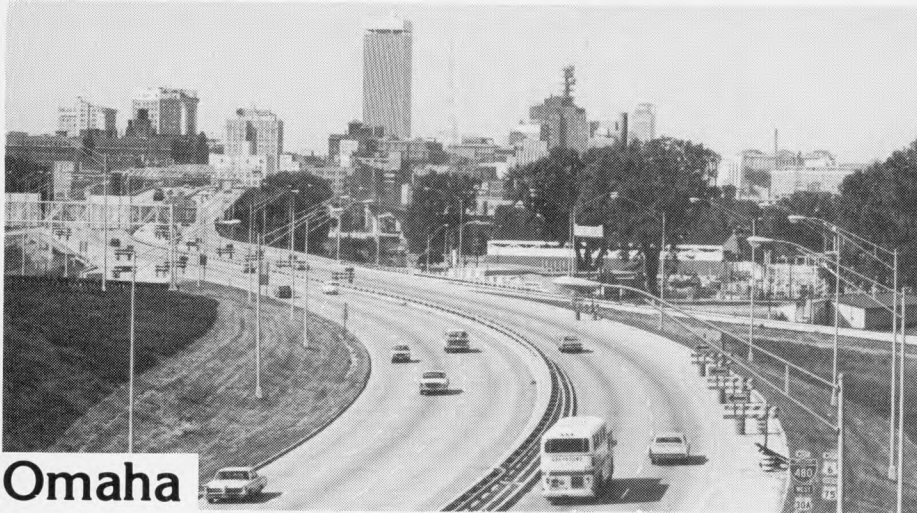
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Omaha

Gregory P. Carlson has been elected vice president and director of human resources at The United States National Bank, according to **John R. Cochran**, president.

Mr. Carlson previously was with Northwestern Bank Southwest in Bloomington, Minn.,



G.P. CARLSON

where he served as vice president and director of human resources.

Harvey L. Hayes, Jr., president of Omaha Printing Company, has been elected to the bank's board of directors.

* * *

First Westside Bank has announced a new discount brokerage service expected to provide a savings of around 50% of the commissions charged by a full service brokerage house.

M. David Klipsch, bank president, said that settlements for transactions are cleared directly through the customers checking or savings account which helps eliminate the concern of missed settlement days for the customer on cash transactions. Margin accounts are also available.

The discounts on commissions are available, according to Mr. Klipsch, because First Westside Bank does not offer investment advice or counseling. "We act as order takers," he said, "for customers who are directing their own investment portfolios. There are a lot of individuals who have the expertise to make their own investment decisions. There is no need for them to pay full brokerage commissions." Mr. Klipsch said customers will receive regular account statements and transaction confirmations.

All transactions for First Westside's depositors discount brokerage service are handled by a special division of Wall Street Clearing Company, a member of the New York Stock Exchange.

* * *

Never Fail, Jr., president of Never Fail Builders, Inc., of Tulsa, Okla., has been elected to the board of Realbanc, Inc., an Omaha-based mortgage banking company. Realbanc is a subsidiary of Omaha National Corporation.

Elected in Fremont

Thomas G. Kelly has been elected assistant trust officer for First National Bank & Trust Company of Fremont. His duties will be to assist in all administrative areas of the bank's trust department. Mr. Kelly previously was with Kerrigan, Line and Martin, a Fremont law firm.

Joins North Loup Bank

Luther Uden has joined the staff of North Loup Valley Bank, North Loup, as vice president. He will serve as a loan officer and be responsible for insurance services at the bank. Mr. Uden previously had been employed at Farmers State Bank, Rising City.

CBCT Branch Approved

The First National Bank of Omaha recently received approval to establish a CBCT branch at 3548 Q Street in Omaha.

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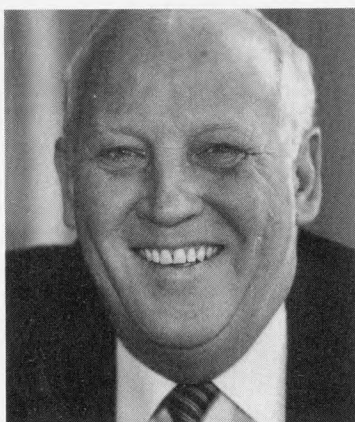


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SPEAKERS at First National of Omaha's 17th Annual Chuck Wagon Roundup included, from left: **Phil Giltner**, pres. of the host bank; **Dr. Wayne Purcell**, prof. of ag econ. at Virginia Polytech, Blacksburg, Va.; **Dan Manternach**, editor of *Pro Farmer*, Cedar Falls, Ia.; **Dr. Mike Boehlje**, prof. of economics, Iowa State University, Ames, and **Don Ostrand**, v.p., and head of correspondent bank services at 1st Natl. **RIGHT**—The entertaining after-lunch speaker was **Joe Griffith** of Dallas, Tex., who got the afternoon off to a chuckling start.

Farm Owners Are Told—

Loss of Land Gain As Safety Value, Lack of Liquidity Are Real Culprits

By **BEN HALLER, JR.**
Publisher

A YEAR makes a big difference! In 1982, First National Bank of Omaha executives wondered if anyone could possibly show up for the bank's 16th Annual Chuck Wagon Roundup after a heavy, high-wind snowstorm during the preceding night. But they found several hundred hardy souls on hand. This year, balmy temperatures under a sunny sky brought back more than 900 bankers and farm customers for the 17th Chuck Wagon at Holiday Inn Convention Center.

First National President Phil Giltner and Don Ostrand, vice president in charge of the host correspondent bank division, welcomed the guests, who didn't have to wait long to receive sobering news.

Dr. Mike Boehlje, well-known professor of economics at Iowa State University, who continues to share hands-on operation of the family farm with his father and brother, used a series of slides to portray how dramatically farm owners have changed the mix of their assets. He pointed out at the outset that "What concerns me is so many who feel if we can get another 1973 it will save us. I don't think we'll have one this decade," he warned.

He stated that 94% of the growth in the 1970s was due to inflation of prices, and only 6% to actually sav-

ing money on farms. His chart showed a drop in liquid assets from 11.7% of total assets in 1950 to only 3.4% in 1982. "That," he stated flatly, "is why farmers had such a serious cash flow problem in 1982. Right now we have a critical liquidity problem in agriculture. To get liquidity we have to think about selling land and equipment." He cited the sale of one piece of land for 55 cents on the 1980 dollar. Another farmer was offered 60 cents on the 1980 dollar for his land at 9% for 25 years. He thought about it for two days, then said he'd sell at 55% if he could get \$20,000 more down payment. "He wasn't selling land," Dr. Boehlje pointed out, "he was buying cash!"

He stressed that farmers do *not* have a solvency problem, but a liquidity problem. As an example, he noted that while farm debt now has doubled in five years to become 16.5% debt-to-asset ratio, that compares very favorably to the 30-40% debt-to-asset ratio of most other businesses. He said farm *solvency* is solid.

But he pointed out that farmers can't re-finance their bad decisions of the past few years "because we've lost our safety valve of capital gain on land. Lenders are not willing to play the game this time as before due to: 1. Falling asset value, and 2. Higher interest rates. I don't know what our safety valve will be in the 1980s, so it will be much more im-

portant to look to cash flow. If farmers plow their income money now into land, machinery and other items, I think we'll have even worse problems by 1986-87," he stated.

He blamed the recession of 1981-82 on failure to deregulate interest rates in 1972 and let them gradually seek the needed level, instead of experiencing the crash upward into double digit interest rates overnight. "If they had allowed a 2 point rise starting in 1972 we would not have gotten into this mess," he believes.

Looking at the future he feels farm income will be volatile. Farmers will have an opportunity to make it big or lose big. They need to focus on risk, not just production, and must know marketing and money management as well.

His survival strategies for farmers includes these:

1. Understand that cash flow is a short run process and profit is a long run.

2. Emphasize cost control and efficiency rather than volume.

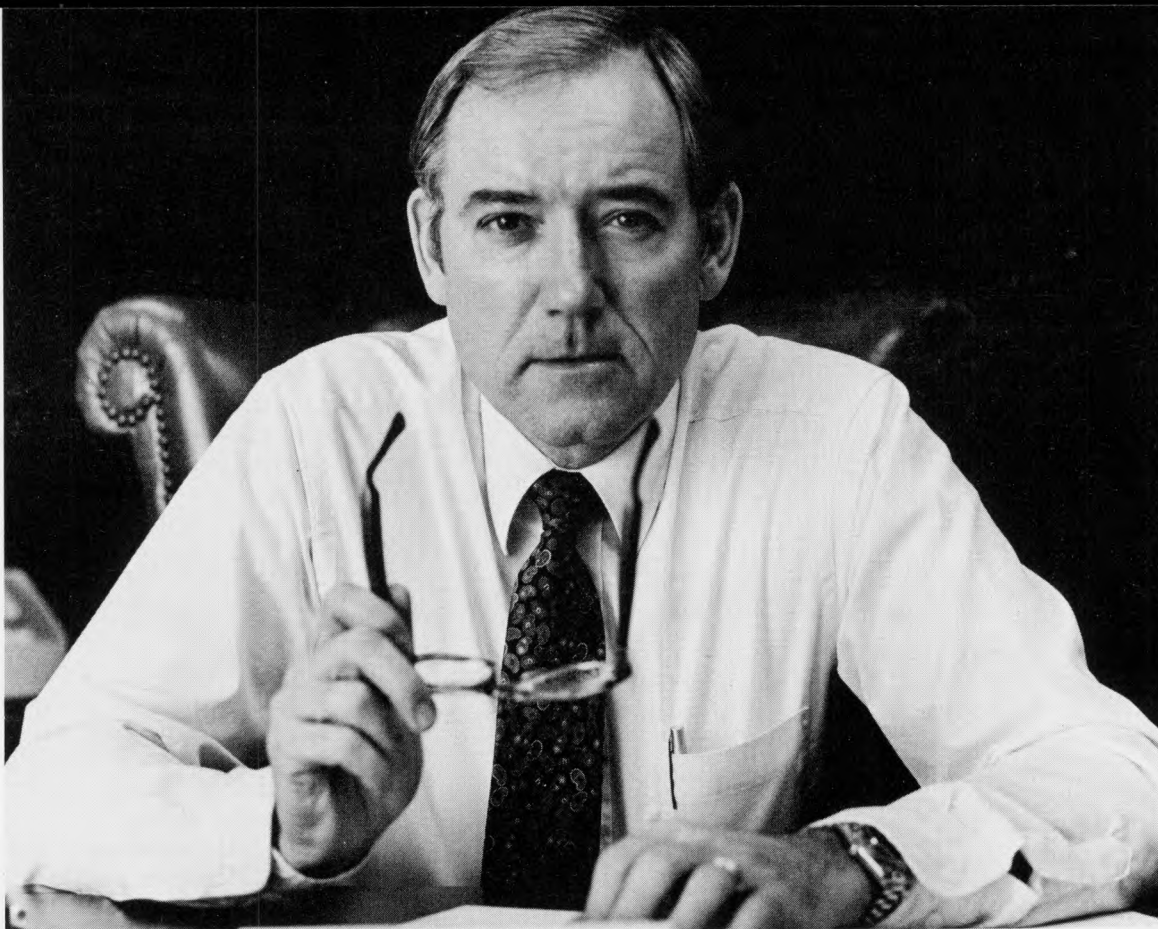
3. Reduce cash outlays. Determine where costs can be *cut*—cultivating instead of expensive chemical substitute; two chemical spreadings in one pass; improve the loss ratio on feed lost at the bunk; improve efficiency of heating in farrowing buildings.

4. Adjust land rental arrangements if possible. We're overbidding cash rent land.

5. Reduce capital outlays. I hope

CHUCK WAGON ROUNDUP ...
(Turn to page 64, please)





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Lincoln

Robert D. Northrop, president and chief executive officer of First Mid America, Inc., a regional brokerage firm based in Lincoln, has been approved as a member of the New York Stock Exchange.

Mr. Northrop has been in the securities business for 22 years and was one of the original employees of First Mid America when it was incorporated into its present form in 1961. During 1967, Mr. Northrop joined First National Bank where he established the municipal and government bond dealer department. Returning to First Mid America in

1979 as an executive vice president, he supervised municipal, corporate and government bond departments until 1982 when he was elected to his present position.

* * *



R.D. NORTHROP

The Nebraska Securities Industry Association has elected **Charles J. Burmeister**, chairman of First Mid America, as president. Mr. Burmeister is a graduate of the College of Business Administration at the University of Nebraska in Lincoln and also holds a degree from the Univer-



C.J. BURMEISTER

sity of Nebraska College of Law.

Other officers elected by the association include: First Vice President—**James S. Pittenger, Jr.**, Dean Witter Reynolds, Inc.; Second Vice President—**Bill B. Beavers**, Chiles, Heider & Co., Inc.; Secretary—**Joseph Soshnik**, Kirkpatrick, Pettis, Smith, Polian Inc.; Treasurer—**David C. Kuehl**, Dain Bosworth, Inc., and Board Member—**Dennis B. Morrison**, Piper, Jaffray and Hopwood, Inc.

CHUCK WAGON ROUNDUP ... (Continued from page 62)

we don't return to buying habits of the '70s. Farm equipment dealers don't like me very well.

6. Lock in profits when they are available. Futures are to *protect*, not *enhance* safety.

7. Insure against risk.

8. Refinance to lengthen loan repayment schedules.

9. Use sale lease backs.

10. Partial liquidation. The last is difficult for most farmers, but things change dramatically, and one must pursue the alternatives.

Dan Manternach, editor of *Pro Farmer Newsletter* of Cedar Falls, Ia., discussed the PIK program that was being finalized the week of the Chuck Wagon. He said USDA people have unofficially decided corn acreage could fall markedly this year—as much as six million bushels less than estimated. Mr. Manternach used a number of charts to illustrate his points about grain and livestock production.

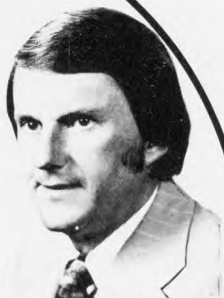
Dr. Wayne Purcell, professor of agricultural economics at Virginia Polytechnical Institute in Blacksburg, Va., cited several convincing examples of how farmers could have locked in profits in recent years on the futures market. "Countless other illustrations could be added," he said, "but the message would be the same. If producers and their lenders are to do a better job of building and protecting financial positions, they must combine their talents and use their resources in a program of effective management of price risk."

After the usual hearty Chuck Wagon luncheon, during which they were entertained by a country music quartet, guests had their funnybone tickled by Joe Griffith, noted humorist from Dallas, Tex. □

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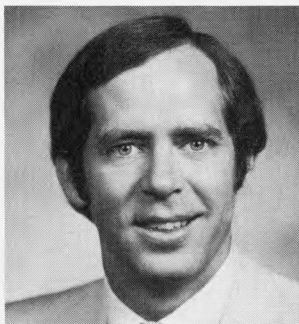
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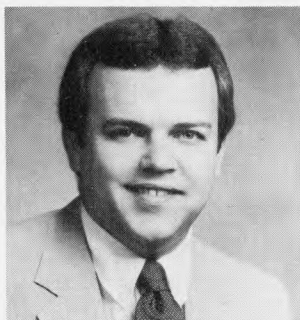
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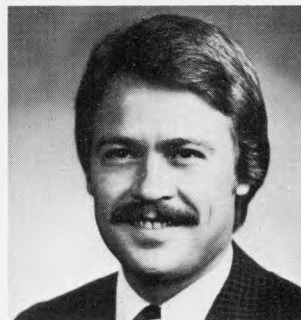
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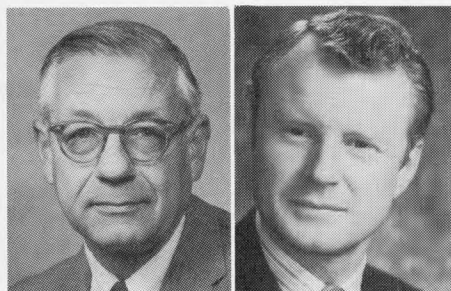
Iowa

L.C. "Bud" Pike, pres., Grundy Center
N. Milner, exec. v.p., Des Moines



Henry Royer Succeeds Jim Coquillette As Merchants National President

ELECTION of a new president for the Merchants National Bank in Cedar Rapids was announced last month by James E. Coquillette, who will advance to chairman of the board of the bank. Succeeding Mr. Coquillette as president is Henry Royer, who has been associated since 1965 with the First National Bank in Duluth, Minn. Mr. Royer also will become chief executive officer of MNB.



J.E. COQUILLETTE

H. ROYER

Mr. Coquillette was chairman of a selection committee that included six other MNB board members, who concluded their six-month search by naming Mr. Royer to the CEO post. Mr. Coquillette, in making the announcement, said he will also continue on the board of directors of Banks of Iowa, Inc., of which MNB is the flagship bank.

Mr. Royer most recently has been executive vice president-loans at First of Duluth, with responsibility for commercial, real estate, installment loans and loan review functions. He was named as assistant cashier a year after he joined the bank, then was successively promoted to assistant vice president-advertising and commercial loans in 1967, to vice president-commercial loans in 1973, and to senior vice president and senior loan officer in 1978. He was named executive vice president in April, 1981.

Mr. Royer is a graduate of Col-

orado College with a BS degree in economics.

Mr. Coquillette joined Merchants National in 1947 and has served as its president since 1966. During his presidency he formed a holding company, now known as Banks of Iowa, Inc. As the originator, founding director and incorporator of Banks of Iowa, he has served on its board from its incorporation.

Mr. Coquillette's family has been associated with MNB for three generations. His father, S.E. Coquillette, served the bank for 60 years and was its president, then chairman, for many years. James Coquillette's son, Calvin W. Coquillette, is vice president-marketing at MNB.

New Ownership For Muscatine Bank

Peoples National Corporation, Inc., of Columbus Junction has contracted to buy the Community National Bank, Muscatine. The agreement to buy 92.68% ownership from O. Richard Maeglin, present chairman of the bank, is pending approval of government regulatory agencies. Peoples National Corporation also will need approval from the Board of Governors of the Federal Reserve System, to change from a one-bank holding company to a

multi-bank holding company.

No changes in staff will be made at this time, according to Clyde R. Crawford, president of Peoples National Corporation. Present directors, except for Mr. Maeglin, will remain on the board of Community National.

Two Promoted in Clinton

Gateway State Bank, Clinton, recently announced the promotion of Frances Klinkner to accounting officer. Ms. Klinkner, who had been supervisor of bookkeeping, has been with the bank two-and-a-half years and has been in banking for over 22 years.

Kathy Vulich was also promoted to teller supervisor from head teller. She has been with the bank since it opened its Clinton office in October, 1980, and has 30 years of banking experience.

Joins Sioux City Bank

Michael J. Schreiber has joined the First National Bank in Sioux City as auditor.

Mr. Schreiber, a CPA, received his degree in accounting from Northern Illinois University in De Kalb, Illinois, and most recently was associated with Williams & Company in Sioux City.



M.J. SCHREIBER

Three Directors Named

The following three men recently were elected to the board of directors of Brenton State Bank of Jefferson: Dr. Eugene Houk, a Jefferson dentist; Michael F. Mumma, a Jefferson lawyer, and Michael D. Hunter, senior vice president of the bank.

1983 Iowa Group Meetings

Group	Date	City
8	May 9	Davenport
4	May 10	Cedar Rapids
7	May 11	Waterloo
6	May 12	Des Moines
5	May 23	Council Bluffs
12	May 24	Okoboji
2	May 25	Fort Dodge
3	May 26	Clear Lake

District Court Upholds Superintendent of Banking

The District Court in Des Moines on February 28 upheld the ruling of the Iowa superintendent of banking that bars the First State Bank of Fredericksburg from moving its charter into nearby Sumner and retaining an office in Fredericksburg.

M.J.V. Hayden, Judge of the Fifth Judicial District in Iowa, stated in his opinion that the superintendent had complied with the law and previous governing cases, and agreed with the superintendent's conclusion from evidence presented that the petitioner (First State Bank) had not presented ample evidence supporting its requested change of location.

Attorneys for The First National Bank of Sumner also intervened before the District Court in support of the superintendent's ruling of April 10, 1982. Sumner is a town of about 2,300 population and First National has about \$36 million in deposits. An S&L also is in Sumner. Fredericksburg, 12 miles northwest of Sumner, has a population of 1,075 and First State Bank has deposits of about \$16.5 million.

Costs of the appeal were assessed against First State Bank of Fredericksburg. Officials of that bank said they are not planning a further appeal at this time.

Promoted in Manilla

J. Randy Hershley has been promoted to vice president at the Manilla State Bank. Mr. Hershley joined the bank in August, 1982, as assistant vice president after spending four years with the Citizens State Bank in Oakland.

Nancy B. Brink was promoted to assistant cashier. She joined the bank in 1979.

Walter W. Stege, senior vice president and a director, recently retired from the bank. He was honored at the 1982 IBA convention for 50 years in banking.

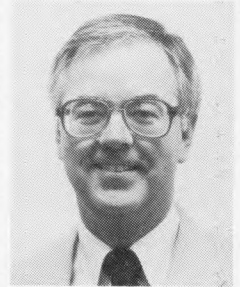
New Name for Ankeny Natl.

Kenneth W. Keniston, president of Ankeny National Bank, has announced that the bank has converted to a state chartered financial institution and has changed its name to Hawkeye-Ankeny Bank and Trust.

Ankeny National Bank was purchased by Hawkeye Bancorporation

in 1982. The new name was chosen to identify the bank with the holding company which owns 35 banks in Iowa.

Also announced was the addition of Robert D. Hanes, who will be responsible for the lending areas and assets/liability management. Prior to joining Ankeny National, Mr. Hanes was vice president of the First State Bank of Chariton.



R.D. HANES

Duane W. Spicer was named trust officer and investment officer. Mr. Spicer has been with the bank since 1981 and prior to that was an examiner for the Federal Deposit Insurance Department.

Audubon Chairman Retires

Albert A. Kruse has retired as chairman of the Audubon State Bank. In the early 1950's, Mr. Kruse, who has been with the bank since 1922, initiated "Operation T-Bone," an annual group shipment by local feeders of fat cattle to market. Operation T-Bone is still being sponsored by the bank.

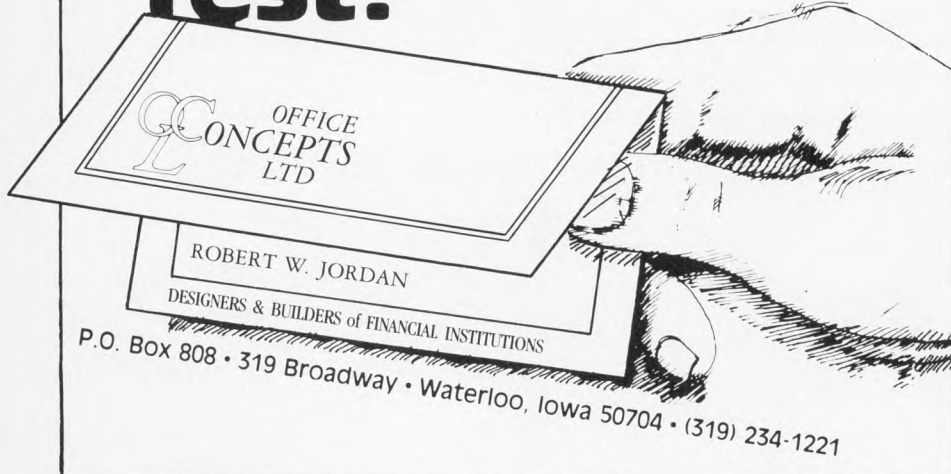
Former Des Moines Bank Director Dies

Robert K. Goodwin, 77, an Iowa businessman and former U.S. Representative, died recently at a Rochester hospital, following heart surgery. Mr. Goodwin, retired owner and president of Washington Manufacturing Co., was a co-owner and operator of brick and tile companies in Redfield and Mason City.

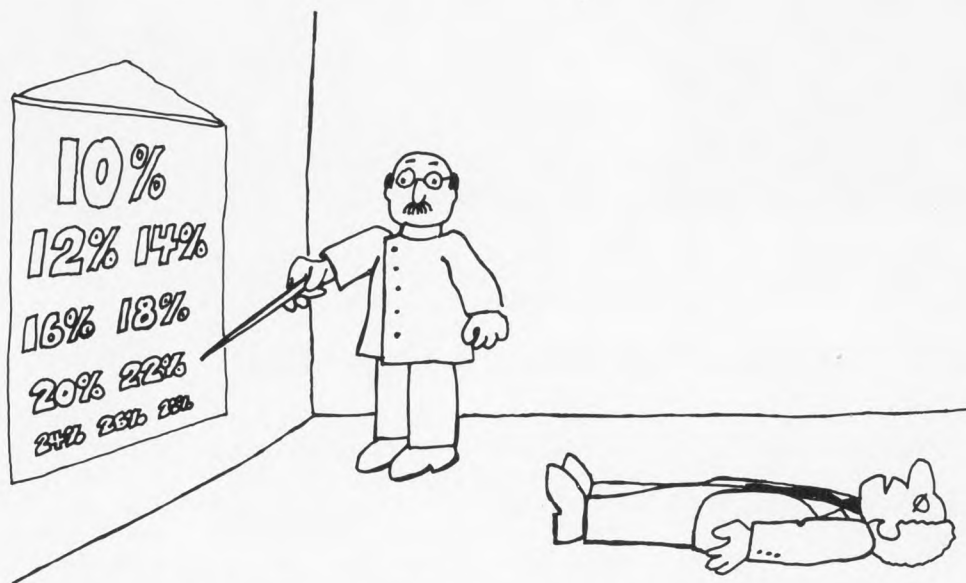
He was graduated from Drake University and attended George Washington University Law School. In 1940 he was elected to a nine-month term of the 76th Congress and in 1950 served as Republican State Chairman. He later was a member of the Republican National Committee.

He served as director of Central National Bank Co. in Des Moines and along with his brother in 1966 resigned from the bank's board of directors, marking the end of the family's three decades of management.

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Today's high interest rate environment has put a real strain on your customer's cash flow, and has probably reduced their ability to qualify for loans. By offering your customers the ability to lease, they will improve their cash position and will be able to increase their borrowings **from your bank**. By operating **your own** leasing company, you will enhance your relationship with your customer and broaden the range of services you offer.

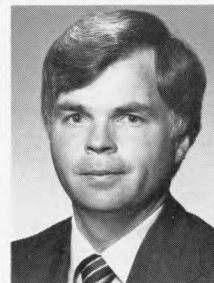
UCB Leasing Corporation is familiar with and experienced in meeting the needs of banks and their customers. We have the expertise to assure that your venture into

leasing gets started right. And, we will direct your full documentation in the critical areas of accounting, marketing and tax sheltering.

If you are concerned about your customers, your bank's shrinking loan portfolio and loss of market share, you need to investigate the leasing alternatives. NOW'S THE TIME to call (without obligation) Bill Raney or Tim Mercer at (515) 245-7222 to find out how UCB Leasing can help you and your customers.



Bill Raney



Tim Mercer



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A FEW of the speakers who addressed more than 300 bankers registered for the Iowa Bankers Ag Credit Conference at Iowa State University in Ames last month were, from left to right: **Willy Staats**, prof. of bkg. & finance, Louisiana State U.; **John Zerbe**, dir. & reg. v.p., Ralston Purina, St. Louis; **Neal Conover**, IBA ag comm. chmn. and v.p., Hayesville Sav.; **Neil Stadlman**, v.p. & ag rep., Sac City State Bank; **Harold Peyton**, a farm customer of Sac City State, and **Dave Waldron**, Financial Systems of Kearney, Nebr.

Ag Credit Conference Draws Over 300

By **BEN HALLER, JR.**
Editor and Publisher

MORE THAN 300 bankers were registered for the Iowa Bankers Association's 1983 Ag Credit Conference at Scheman Hall, Iowa State University, Ames, last month. The size of the turnout reflected the deep concern of banks throughout the midwest for the financial difficulties being experienced by many farm customers. Neal Conover, IBA ag committee chairman and vice president of Hayesville Savings Bank, presided at the three-day meeting.

The first half-day was devoted to discussing and making recommendations for resolution of the financial problems of "Sam Deep in Trouble." The four-hour study of the farmer's portfolio took place by roundtable discussions, then as a large group for a final report.

On the morning of the first full day, IBA President L.C. "Bud" Pike extended a welcome on behalf of the association. He was followed by John Zerbe, director and regional vice president of Ralston Purina Co., St. Louis, who discussed, "Meeting the Farmers' Needs."

Mr. Zerbe said banks that succeed will be like other corporations—those who plan for the future will survive. This involves needed research, he said, and close attention to proper prices of services, as well as a strong commitment to a total marketing program. "You can't be all things to all people," he said, "so segment the market and see what you do best, then work toward that goal."

Willy Staats, professor of banking and finance at Louisiana State University, addressed the group on "Pricing for Profitability." He stressed the need also for a marketing strategy. Dr. Staats also pointed out that costs don't matter a lot in a competitive market place. Buyers don't care whether your costs are \$8.00 for a product and they can buy the same thing elsewhere for \$6.00, so a key is not only knowing production costs, but improving productivity and paring costs to meet the market.

Neil Stadlman, vice president at Sac City Bank, teamed up with one of his farm customers, Harold Peyton, for another presentation on micro-computers. Both men reviewed various concepts and actual programs that apply to farm record keeping and improvement of productivity and profit.

With them on the Micro panel was David Waldron of Financial Systems, Kearney, Nebr., who is well-known among Iowa and Nebraska bankers for his expertise in micros and their application to banking functions. Mr. Waldron said a recent bank micro-computer survey showed 73% are currently using micros and 84% of them are planning to expand their use. Of these respondents, 60% are using Apples, 30% IBMs and 14% Radio Shack micros. Mr. Waldron reviewed various kinds of hardware and software, then responded to several questions from the audience.

After this micro-computer panel was completed, the session was adjourned to the expansive lobby area where nearly a dozen firms had exhibits of hardware and software in

the micro field.

Later the afternoon of that day, registrants attended one of four workshops presented on: Minimum or No-Till Conservation Farming; Nuts and Bolts of an IDR Bond Program; Stress Counseling, and Analysis of Cash Flow, Farm Budgets, Livestock and Production Costs.

The final morning was devoted to a Forum on Current Issues, moderated by Al Tubbs, president, First Central State Bank of DeWitt. Speakers included an Iowa farmer; Howard Hagen, assistant Iowa attorney general; Bob Pim, Iowa state director of FmHA, and Thurman Gaskill, director of Iowa Corn Growers Assn. and an active farmer. □

Onawa State Bank Changes Hands

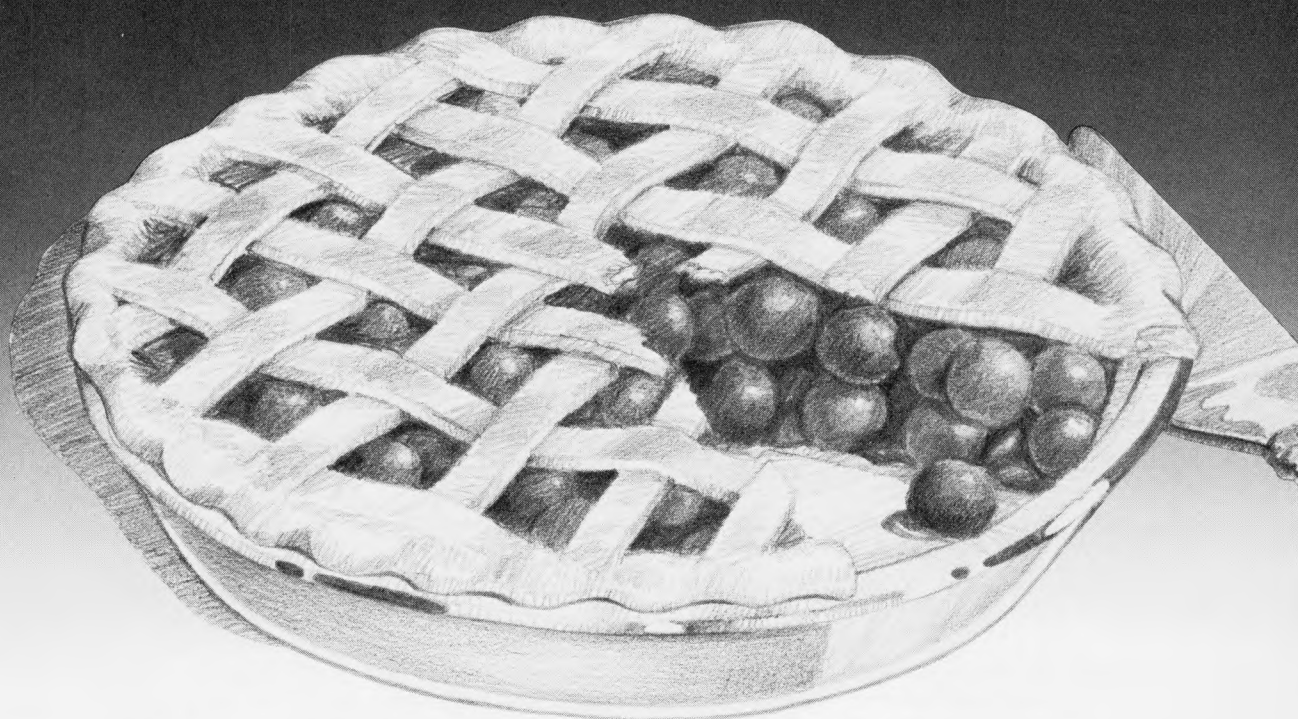
Hawkeye Bancorporation has assumed ownership of the Onawa State Bank, effective last month. Gerald E. Anderson, former president, resigned from the board of directors and C.H. Young, formerly executive vice president, was named president.

Membership of the board of directors was increased to seven with the appointment of Thayer Brown II and Aage Neldeberg, prominent area farmers, and Raymond Low, Jr., local implement dealer. Carryover directors are: C.H. Young, Kenneth J. Stangel, Donald R. Langren, and Dr. Robert Reinke.

CBCT Branch Approved

First National Bank, Iowa City, recently received approval to establish a CBCT branch at Madison Street & Jefferson in Iowa City.

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MICROCOMPUTER programs were discussed by **Mark McManus** (left), v.p. in charge of commercial bank products for Littlewood, Shain & Co., Wayne, Pa. With 1st Natl. of Chicago host **Tom King** (2nd from left) he is shown explaining the A/L program to **Leo Kane** (center), exec. v.p., American T&S, Dubuque, and **Jerry Renk**, exec. v.p., and **Dale Luckow**, pres., both with Dyersville Natl.

First National of Chicago offers—

Update Seminar "On the Road"

By **BEN HALLER, JR.**
Editor and Publisher

FIRST National Bank of Chicago hosted two Update Seminars in Iowa last month as part of a series of eight such meetings that will be concluded this month. The seminars in three states are drawing bankers from other surrounding states as well. The half-day seminars are intended to give community bank chief executives an Update on some of the topics discussed at First National's Annual Correspondent Bank Conference last fall, according to Vice President Thomas M. King, head of the First's Community

Banking in the U.S. Financial Institutions Group.

The March meetings were offered in Dubuque and Ames, Ia. Earlier ones were presented in Charleston and Marion, Ill. In mid-April they will be held April 12 at Anderson, Ind., and April 13 in Elkhart, Ind., then will conclude April 26-27 at Burlington, Ia., and LaSalle/Peru, Ill.

Mr. King, with the aid of slides, reviewed again First Chicago's "Commitment," first revealed at last November's national conference in Chicago by Chairman Barry Sullivan. After that meeting, Mr. King and his associates who work with

community banks decided to develop the Update Seminar On the Road. It was well received by the several hundred CEOs who attended. Each meeting started promptly at 9:00 a.m., and adjourned after a luncheon.

Nina Klarich, vice president and chief regional economist, economics department of First National, gave a "Current Outlook." She said economic indicators show that business is finally turning around, although the extent and timing of midwest participation in the recovery is unclear. "The weakness has been in industries located in our midwest area," she stated.

Miss Klarich looks for the recovery to be led by three sectors — consumer spending, home building and defense. Strong signals point to higher spending, she noted, listing them as a slow down in inflation, tax cuts, a big retail demand build-up, and higher savings.

She expects housing starts in 1983 to run upwards of 1.5 million. Exerting a "drag" on the economy will be capital spending and net exports, she cautioned. All of this indicates a weak recovery, she stated, with unemployment down only to 9.3% — but inflation *will* be held down to about 4.6%. She sees little first-half recovery for the midwest, then gradual improvement in the second half. Autos and housing will lead the recovery.

"Money Market/Rates Update" was offered by F. Gerald Byrne, vice president-financial markets division. Mr. Byrne said "we fund 95% of our funds needed with purchased money." He noted that while the bank forecast \$250 million in the new MMDAs by the end of 1983,



LEFT—Don Poppen, pres., Hawkeye B&T, Eldora; **Nina Klarich**, v.p. & reg. economist, 1st Natl. of Chicago; **Addison Jones**, pres., Grinnell State, and **Gerry Byrne**, v.p.-fin. mkts., 1st Natl. of Chicago. **RIGHT—Robert W. Stafford**, chmn. & pres., and **Terrill Wycoff**, v.p. & cash., both with 1st Natl., Ames; **C.E. Bud Cross**, a.v.p., 1st Natl., Chicago; **Robert E. Sweet**, pres., Story County State Bk., Story City, and **Paul Gargula**, corr. bkg. off., 1st Natl., Chicago.



that figure had already gone to \$970 million at the time of his talk, with 57% of the total coming from accounts already in the bank. Mr. Byrne then gave the CEOs a technical look at the management of several First National portfolios, and the reasoning for the management decisions he described.

In the ensuing discussion period, Mr. King cautioned, "We're not going to make it on loan spread alone—we all need fees for services rendered."

Joann Gesiakowska of the First's trust department described two new services of the host bank that are now available through "piggyback" to community banks. One deals with securities transfer, and the second is a collective investment fund that flows into Real Estate Trusts.

Mark McManus, vice president of Littlewood, Shain & Co., Wayne, Pa., gave details of his firm's micro-computer management programs that will be marketed to community banks in the midwest by First National Chicago. The firm's Asset/Liability program offers immediate assistance to CEOs. Mr. McManus emphasized the value of micros in considering "what if" situations. □

Clay County Bankers Meet

The quarterly meeting of the Clay County Bankers Association was held last month in Spencer. David Jacobsen, assistant vice president at Home State Bank in Royal, was elected president; Dave Binder, ag rep and trust officer at Farmers Trust and Savings Bank in Spencer, was elected vice president, and Wayne Johnson, president of Everly State Bank, was elected secretary/treasurer.

Emphasized in the 1983 budget were funding of the Clay County Fair FFH and 4H programs, Mid America Beef Spectacular, Clay County Pork Producers donation and purchase of trees for planting by Clay County Soil Commission.

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Through nearly total computerization—

Banco Card Services earns leadership role in card industry



THOSE involved in getting the Banco computerized system up and running were, from left: **Larry Rivers**, acct. exec., American Bell; and **Dave Elgena**, sr. v.p. & gen. mgr.; **Joe Reed**, 2nd v.p.-credit collection and fraud control, and **Steve Thompson**, 2nd v.p.-cardholder services, all three with Banco Card Services.

"YOU DON'T have to be the biggest to be a leader," says Dave Elgena, senior vice president and general manager of BANCO Card Services, a division of the Iowa-Des Moines National Bank, Des Moines, Ia.

He ought to know. Although his company ranks 21st in the card industry in terms of customer base, it recently made a major competitive move by introducing MasterCard II, a debit card that enables consumers to directly access their deposit or transaction accounts at merchant locations with a plastic card.

About the same time, it began offering the MasterCard gold card, a premium card that offers minimum credit of \$5,000 to preferred customers.

"We're one of the first card centers in the country to have these new

products," Mr. Elgena says, "so, of course, we're very excited."

But actually, being first comes natural to this center, which now has a network of more than 600 agent financial institutions, 20,000 merchants and outstanding cardholder base balances of just under \$200 million.

For instance, BANCO Card Services is one of the few centers in the nation that has computerized nearly every aspect of its business. "It's partly out of our commitment to be innovative and to serve our customers in the best possible way," Mr. Elgena says. "But also we are convinced an electronic environment gives us the ability to grow and meet the needs of the future."

Located in its offices in Des Moines are 130 Dataspeed 4540 data communications terminals (CRTS),

which are offered by the Bell System. All are on-line with an Omaha computer owned by First Data Resources and operate at 4,800 bps. According to Mr. Elgena, BANCO Card Service utilizes the terminals for such things as:

- **Handling customers' service inquiries.** (When a customer calls in on a toll-free number to inquire about his or her account, the CRT attendant can quickly "call" up the account on the screen and answer any questions.)

- **Updating customer records** (registering payments, changes of address, for example.)

- **Controlling fraud** (monitoring lost or stolen accounts.)

- **Maintaining bank and merchant**

BANCO CARD SERVICES ...
(Turn to page 82, please)

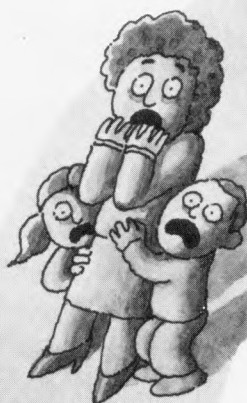


The 4540 data communications terminals at Banco Card Services are grouped in four-plexes to give each operator privacy.



Close-up of one of the 130 Dataspeed 4540 data communications terminals located at Banco Card Services headquarters.

When a customer dies, his biggest legacy shouldn't be a loan balance.



It happens all the time. A customer dies and his family inherits everything. Including a big loan balance.

But you can prevent that from happening to your customers. With IBIS creditor protection insurance.

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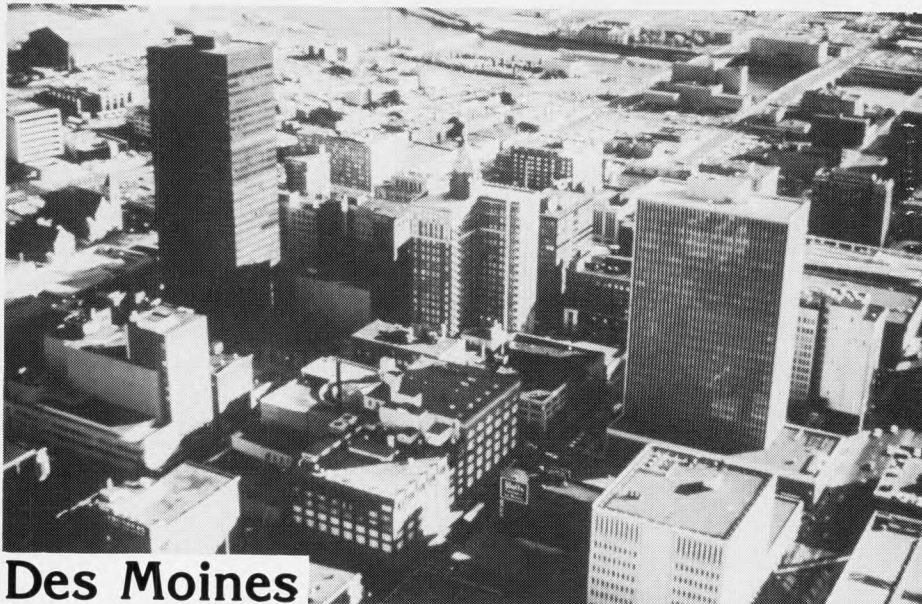
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Des Moines

Hawkeye Bank & Trust recently announced the election of **Sally E. Smith** as vice president, sales and service.

Ms. Smith joined the bank in 1981 and is responsible for the ATM/CIF, customer service, investor center, training, marketing and sales areas. She has a BS degree in psychology and business from Drury College in Springfield, Mo.



S.E. SMITH

* * *

James W. Eiler has been elected vice president and manager in the loan administration division of United Central Bank of Des Moines, N.A. He most recently was president and chief executive officer of the First National Bank of Colfax, where he has been since 1980.

Prior to Colfax, Mr. Eiler was vice president in lending at University Bank and Trust in Ames, and correspondent agricultural representative for the First National Bank of St. Paul.

* * *

David N. Walthall, president of Hawkeye-Capital Bank & Trust, recently announced the election of **William J. Lillis** and **Russell E. Johnson, Jr.**, to the bank's board.

Mr. Lillis has been an attorney with the law firm of Connolly-O'Malley-Lillis & Hanson since 1970. Mr. Johnson is chairman of his three separate businesses: Hammer Drug Company, Hammer Medi-

cal Supply and The Medicine Store Franchise Company.

* * *

Norton J. Hatlie has been appointed internal audit manager of Banks of Iowa, Inc., according to **Holmes Foster**, president and chief executive officer.

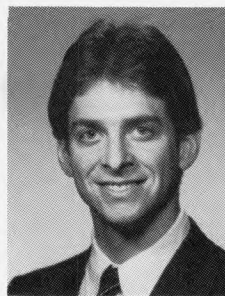
Mr. Hatlie, a graduate of St. John's University, Collegeville, Minn., is a CPA and most recently was a senior staff accountant with McGladrey Hendrickson and Company in Des Moines.

* * *

Credit card sales in the midwest for January, 1983, showed a dramatic increase over the same period last year, according to a report based on the credit transaction behavior of over 400,000 households in the North Central States. The statistics used covered all aspects of the economic spectrum, with 25% of the households located in the State of Iowa.

George F. Milligan, president and chief operating officer of the Iowa-Des Moines National Bank, indicated that this may be evidence that the economy is improving with regard to consumer spending in the marketplace.

The card services division of the Iowa-Des Moines reported a 12.3% increase in MasterCard and VISA card sales in January, 1983, over



N.J. HATLIE

January, 1982.

In addition, cardholder payments received in January showed a dramatic increase of 18.8% over the same period for last year, compared to the 2.4% increase shown in a 1981-82 comparison.

Mr. Milligan stated that these figures could be an indication that the consumer has returned to buying in the marketplace. He said, "the extremely poor weather conditions in January of last year and the increase in promotional incentives provided by merchants in 1983 could have affected the increase in sales and payments made." "However," he added, "the dramatic increases in sales and payments indicate consumers are buying more but are more financially liquid than in recent years. Additionally, controlled spending over the holiday season and a stronger attempt to repay credit purchases could also contribute to the increase in payments made by cardholders."

* * *

The 35th Annual Meeting of the Iowa Trust Association will be held in Des Moines on May 25 and 26 at the Marriott.

Estate Planning Update 1983, featuring Roy Adams of the Chicago law firm of Schiff Hardin & Waite, has been scheduled for May 24, the day before the Iowa Trust Association annual meeting, and will be held at the Hotel Savary. United Central Bank of Des Moines has sponsored the Estate Planning Update for the past two years.

For more information about the Iowa Trust Association annual meeting contact: **Marty Sprock** at (515) 245-7085. For the Estate Planning Update contact: **Jack R. Schreiber** at (515) 245-7087.

Promoted in Treynor

Nancy Fairbairn has been promoted to assistant cashier at the Treynor State Bank in Treynor. Ms. Fairbairn, who has been employed by the bank for three years, has eight years prior banking experience in Iowa and Nebraska banks.

Director Elected

DuWayne Meseck of Ute has been elected director of the Ute State Bank. He fills the vacancy created by the death of Edward J. Brettbauer, long-time director of the bank.

WHAT DO DAVENPORT, CEDAR RAPIDS, WATERLOO, DES MOINES, COUNCIL BLUFFS, OKOBOJI, FORT DODGE AND CLEAR LAKE HAVE IN COMMON?



Ivan L. Johnson
Senior Vice President



Cyrus D. Kirk
Vice President



William B. Greaves
Vice President



Michael Austin
Vice President

UNITED CENTRAL BANK'S CORRESPONDENT BANKERS.

During the month of May, thousands of bankers from throughout Iowa will attend a Group Meeting in one of the cities listed above. United Central Bank's Correspondent Bankers will attend all of these meetings.

While at the Group Meeting, you will hear speakers talk about what lies ahead in banking, and our Correspondent Bankers would like to talk

to you about United Central Bank's abilities to meet your needs and the challenges in the future.

If you're not getting the service you deserve from your correspondent bank, call us at 1-800-362-1615, or stop by and talk to us at the Group Meeting. NOW'S THE TIME, and UCB'S THE PLACE to satisfy your correspondent banking needs.



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More pictures from Group 1 and Group 11 February meetings



Bud Pike, pres. of IBA and pres., Farmers Savings, Grundy Center, with **Doug Grinde**, pres., Hawkeye B&T, Burlington.



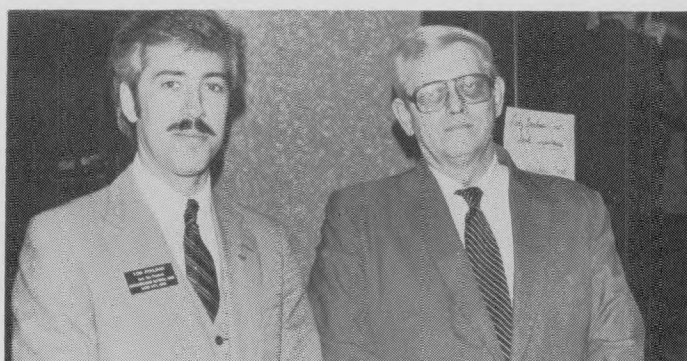
LEFT—**Neil Milner**, IBA exec. v.p., and **Dale Dooley**, pres. of ITS, Inc., check some of the slides in ITS' outstanding new slide presentation. **RIGHT**—Among the attentive audience at both group meetings were these Iowa Bankers and Insurance Services officers. From left: **Millie Uding** and **Margie Schaefer**, v.p.s.; **Al Tinder**, pres., **Jim Jensen** and **Merritt Krause**, v.p.s.



LEFT—IBA Past Pres. **Les Olson**, Toy Natl., Sioux City; **Larry Olson**, pres., Home State, Royal; **Stan Fredericks**, v.p., Toy Natl.; **Vernon Mouw**, pres., 1st Natl., Sioux Center; **Leo Stavas**, v.p., Toy Natl., and **Max Kiernan**, pres., Alton Sav. **RIGHT**—Panelists for Northwest NABW session during Gp. 1 meeting, from left: **Roger McKellips**, pres., State Bank of Alcester, S.D., a S.D. state senator; **James O'Kane**, House member of Iowa legislature; **Marie Wilson**, IBA dir. of educ./human resources, and **Suzanne O'Dea-Schenken**, lobbyist, Des Moines.



LEFT—**Mike Moeller**, pres., Northwestern Natl., Sioux City; **Jim Lipton**, pres., Ida County State, Ida Grove; **Harold Harms**, sr. v.p., and **Gordon Mennen**, pres., both with Le Mars Sav., and **Malcolm Erickson**, v.p., & cash., Northwestern Natl., Sioux City. **RIGHT**—**Tom Pohlman**, a.v.p., Northwestern Natl., Sioux City, and the Gp. 1 luncheon speaker, **W.T. Maloan**.



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You get an entire department of Trust professionals to assist you in meeting your client's needs.

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You get our guarantee that whether you need a specific service, or just an idea or two, First National is always ready to help.

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LEFT—Bill Greaves, v.p., United Central Bk., Des Moines, and Diane; Gary Thies, sr.v.p., Mapleton T&S, and Maxine; John Wear, 2nd v.p., Omaha Natl., and Joleen. **RIGHT**—Bruce Christensen, zone mgr., Deluxe Check Printers, Des Moines; Barbara Ellis, cust. serv. rep., 1st Natl., Lincoln, Neb.; Don Jordahl, v.p., Bankers Trust, Des Moines, and Dick Endicott, sales rep., Deluxe, Omaha.



LEFT—Roy Schreur, cash., Alton Sav.; Jeff Gebauer, a.v.p., Nebr. State, South Sioux City, and Steve Hatz, v.p., Security Natl., Sioux City. **RIGHT**—Jim Hongslo, v.p., Security Natl. Corp. and pres., 1st Natl., Akron; Wayne Johnson, pres., Everly State, and Cliff Young, pres., Onawa State.



LEFT—Gerry Retzlaff, v.p., Union B&T, Ottumwa; John Pothoven, exec. v.p., Mahaska State, Oskaloosa, and Beth, and Mark Christen, v.p., Valley Natl., Des Moines. **RIGHT**—J. Hayden Davis, dir., Columbus Junction State, and Charles H. Walsh, pres., Farmers & Merchants B&T, Burlington.



LEFT—Jim Coquillette, pres., Merchants Natl., Cedar Rapids; Ernie Hayes, dir., Henry County Savings, Mt. Pleasant, and Terry Martin, v.p., Merchants Natl. **RIGHT**—Don Carmody, pres., Hawkeye B&T, Mt. Pleasant, and Mary Lou; Ben Eilders, v.p., Bankers Trust, Des Moines, and Vera.

● **Sioux City Bank Co-Hosts Satellite Teleconference**

Siouxland's first live Satellite Video Teleconference was held in February at the Hilton Inn in Sioux City. Over 70 bankers from Iowa, Nebraska and South Dakota participated in an all day seminar on the subject of "Withholding on Interest and Dividends" conducted by the Bank Administration Institute of Chicago. Similar gatherings were held simultaneously in 31 other locations throughout the nation.

First National Bank in Sioux City and KMEG-TV co-hosted the teleconference which provided local participants the opportunity to direct questions to the TV panel in Chicago. Video connections were provided by the KMEG Satellite Communications Center.

John Cederberg of Touche-Ross, Lincoln, Nebraska, represented the Bank Administration Institute as an on-site tax expert handling questions from the participants during the seminar.

A provision of the new Tax Equity and Fiscal Responsibility Act passed by Congress in 1982 requires financial institutions to withhold 10% of interest and dividend payments due its customers.

● **Iowa College Foundation Names Executive Director**

The Iowa College Foundation Executive Committee has appointed Dr. Roger A. Hughes as executive director of the Iowa College Foundation, according to Dr. Waltert F. Peterson, chairman of the board of governors and president of the University of Dubuque.

Mr. Hughes succeeds Dr. R. Wayne Liljegren who recently passed away after serving the Iowa College Foundation for twenty years, first as executive director and then as president.

Mr. Hughes has been vice president of the Foundation since October, 1982. Prior to that he held a variety of administrative and teaching positions at St. Norbert College, the University of Wisconsin-La Crosse, Indiana University, and Iowa Lakes Community College.

● **Merger Approved**

The Comptroller of the Currency

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Iowa Investment Bankers Elect Officers



REFLECTING the upbeat mood of the stock market in the week it surged above 1100 for an all-time high, more than 140 members of the Iowa Investment Bankers Association gathered for their annual business meeting and dinner at the Marriott Hotel in Des Moines to elect new officers. They then heard a bullish assessment for the rest of 1983 from a New York fund manager, **John McCarthy**, a managing partner and chief investment officer of Lord Abnett & Co., who forecast at least a 5-6% increase in GNP for this year. Mr. McCarthy is pictured left with **Robert J. Kirkendall** of E.F. Hutton & Co.'s Des Moines office, pres. of the IBAA the past year, who presided at the meeting. **RIGHT**—Mr. Kirkendall (left) is shown with new officers. They are (from left to right): **Ralph Marasco**, v.p. & mgr., E.F. Hutton & Co.; 1st Vice Pres.—**Paul Bartlett**, v.p., Dain Bosworth, Inc.; 2nd Vice Pres.—**Mike Reilly**, Shearson/American Express Co., and Secy.-Treas.—**Michael W. Sparks**, v.p., Chiles, Heider & Co., all of Des Moines.

recently approved the application for the proposed merger of the State Bank of Lamoni into Lamoni National Bank, which is in the organization stage.

Elected to Board

Mark Hagerla, owner of Hagerla's Markets, was recently elected to the board of West Burlington Savings Bank.

Winterset Additions Told

Union State Bank, Winterset, recently announced the addition of Roger J. Fredericks and Bradley D. Golightly to the bank's agricultural loan department.

Mr. Fredericks previously was associated with Farmers Home Administration and Production Credit Association. Mr. Golightly has been engaged in a family farming operation.

Lynnda Cook has also joined the bank as an assistant in the operations area.

Ellie Berry has joined the bank as executive secretary in the real estate and investment department.

UNITED BANK OF DENVER ... (Continued from page 23)

A community room on the Lincoln Street level will seat 150 people and provides space for community displays or artwork. A retractable stage with all appurtenances for various kinds of meetings and shows

is furnished.

The new One United Bank Center is adjacent to the bank's existing parking garage. The latter will be faced with matching granite by the time all work is completed in 1985. An overhead glass-enclosed walkway will cross Lincoln Street to connect with Two United Bank Center, the present office building owned by United Bank at the corner of 17th and Broadway. Another 100-foot high glass-enclosed atrium will cross present open space between Two United Bank Center and Three United Bank Center which is a four-story building presently housing



Richard A. Kirk (left), chmn. of United Bank of Denver, and **N. Berne Hart**, chmn., United Banks of Colorado, signed last steel beam of One United Bank Center at topping-out ceremony last fall.

much of United Bank's operations.

Because United Bank has participated extensively in past years in various kinds of civic, social, cultural and athletic endeavors of the city, the new glass atrium and community room will afford more formal areas compatible with all-weather usage.

The new building contains 1.2 million square feet of prime office space and has the latest energy-saving equipment incorporated into its design. When fully occupied, One United Bank Center will house approximately 4,000 downtown employees.

BANCO CARD SERVICES ... (Continued from page 74)

files, as well as a comprehensive private label system.

•**Storing settlement information** for accounting purposes.

Unlike many other card centers, which have some level of computerization, this firm also has an on-line collections program. "We make our collections by phone, and the process is simplified greatly since all we have to do is bring up the necessary information on the screen. It is a significant improvement in the level of efficiency," Mr. Elgena says.

BANCO Card Services also is one of few centers to have an on-line accounts pending system. Mr. Elgena explains it this way:

"The minute we get an applica-

Loan participation through us can help improve your bottom line

For that reason, banks in Iowa depend on Dick Flesvig and First Bank Saint Paul.

When your customers rely on you for financing, they don't have time for lukewarm "maybes" or "ifs." They expect a quick, decisive response. The same kind of response you expect from your correspondent. It's this kind of mutual cooperation that is the basis for success.

So when Iowa bankers need a fast, yet comprehensive solution to their customers' needs, they look to Dick Flesvig and First Bank Saint Paul.

And what is a comprehensive solution? It means that Dick puts his energies into working with you to understand the unique financial needs of your customers. And he is committed to giving you total support throughout the entire loan process.

It means responding to your loan participation requests in all areas—agricultural, commercial and industrial. It also means respecting the relationship you have with your customer. Not competing for it.

But most importantly, it means that First Bank Saint Paul will help you thoroughly evaluate your current and prospective customers' loan requests. We can also help you analyze the potential market for new customers in your area. All in all, loan participation through First Bank Saint Paul allows you to provide total support for your customers' financing needs. And this in turn can be a great benefit to your bottom line.

If you'd like to offer your customers a comprehensive solution to their financing needs, call Dick Flesvig at (612) 291-5577.



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Saint Paul**

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Correspondent Bankers Dick Flesvig and Michael Mishou discuss a customer's loan participation request.



tion from a customer, our staff key in the necessary information via the Dataspeed 4540. The application is then evaluated and, if it's approved, a card is automatically sent to the customer and the information becomes part of our permanent customer file.

"The most attractive feature of this program is that, at any given time, we can get a status report on new accounts. We always know where we are in the approval process."

BANCO Card Services went with Bell and its equipment, Mr. Elgena says, because it felt Bell could best serve its needs.

"We believe the terminal equipment is extremely versatile and can easily be adapted to take on other applications. As far as features are concerned, the CRT displays are easier to read than most. They are also smaller, more compact, thus giving the operator more working space. In addition, the screens are made to tilt at different angles, making them easier to use. And finally, with the Dataspeed, there is a fairly wide selection of keyboards."

But it wasn't just the equipment that sold Dave Elgena and his people on Bell. "We like the idea of having one vendor all the way, of having someone responsible for the entire package — the terminals, controllers, modems, line configurations, etc.

"We are also impressed with Bell's people. They are knowledgeable about both data processing and changing technology. Moreover, they are more than willing to make the commitment to help us meet our needs."

In short, BANCO Card Services is pleased with its progress, both from a service aspect and its efforts to computerize. "No matter how you look at it, we're innovators," Mr. Elgena states. "We may not be the biggest in the industry...but we're

progressive and certainly one of the leaders." □

SUCCESS OF POS ...

(Continued from page 17)

system reduces our handling of checks. As I mentioned earlier, we had over 26,000 POS transactions during calendar year 1982. With an average transaction amount of over \$40, it is likely that nearly all of these transactions would have been paid by check if the POS system was not in place. I am sure I don't need to tell you how much handling is involved in processing 26,000 checks. This is a very real and significant savings for the store.

The second operational benefit is a reduction in the amount of float associated with checks. Again, I would be silly to stand up here and talk to bankers about float, but I would like to mention that since our account is credited the next business day, the reduction of float associated with the POS system is another very tangible benefit for Hy-Vee Food Stores.

The Bad Check "Benefit"

There is another "benefit" I would like to talk about. Actually, it is a benefit mentioned frequently when people talk about Point-of-Sale, but it is not a benefit which has come to pass as yet with the Point-of-Sale system. I am talking about a reduction of bad checks. There just simply has not been a reduction in the number of bad checks we take in and there is one reason for that:

The person who wants to pass a bad check probably doesn't even have a debit card to begin with. And if he or she does, you can be certain it will not be used. The last thing he or she wants is an instant debit from his or her account or a notification that there is not enough money in the account.

What that person is going to do, if he or she is working on a float, is write a check and then hope that a future deposit gets to the financial institution before the check does. As a result, we have not seen any change in our number of bad checks at all.

But, I don't feel that is a drawback to the system; it is merely a pattern within our society that will be slow to disappear. I am confident that the day will come when a reduction of bad checks will be a benefit to

the Point-of-Sale system; but it will come about only when writing checks ceases to be of any benefit to the customer.

Pleased with Results

I would like to say that Hy-Vee's experience with the Point-of-Sale project has been a very good one. We have received a great deal of cooperation from our financial institution and from ITS in helping make this system work. We are pleased with the results we have achieved so far, especially in light of the lack of marketing surrounding the project. We at Hy-Vee have very high hopes for the future of the Point-of-Sale system. We would like to see it expand, not only to our other retail outlets in Des Moines, but our outlets across the state. We are very excited about Point-of-Sale, and we hope to see it flourish in the coming months within the state of Iowa. □

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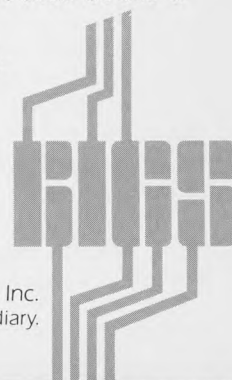
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What's New

TWO publications of interest to commercial bankers have been published recently by one of the nation's better-known dealers in governments and money market securities—Carroll, McEntee & McGinley, New York.

The first, "A Handbook on Repurchase Agreements," is very timely because of the confusion created in the minds of bankers and customers alike in the past year over the legal standing of repos as a "deposit" in a bank. Subtitled, "A Guide to Doing Repos Safely," this booklet looks at Repos from negotiations for repos, operations, legal and credit considerations, recommendations and a list of reporting dealers.

The second booklet, "The Marketplace for U.S. Government & Money Market Securities," is a valuable practical guide to these instruments. The text describes the division of powers between the Treasury and Fed, the workings of monetary policy and inside the Fed and Treasury, how each type of money instrument is negotiated and functions, plus a detailed look at a number of other money instruments, their place in the financial scene, and a valuable glossary of terms. The booklet not only is a good brush-up source for experienced bankers, but an invaluable one to give newer officials to indoctrinate them to governments and securities.

The booklet on repos may be obtained free. The larger booklet on governments and money market securities is \$5.50. Further information may be obtained from NORTHWESTERN BANKER.

AVETERAN banker who spent 27 years in the trust investment division of a major Chicago bank "helping the rich get richer" has become a noted speaker on the subject. Fred J. Young, who retired at 1979 year-end from Harris Bank as vice president and administrator of the Investment Advisory Services Division of the trust department, is in great demand for his talk on "How to Get Rich and Stay Rich."

Mr. Young has been scheduled at all types of banking seminars, investment forums, association events

and specialized trust service promotions by banks nationwide. His schedule keeps him moving from one banking event to the next.

Banks desiring to contact Mr. Young for a Women's Seminar, a general or specialized investment or trust forum, or for any other banking event, may contact Mr. Young in Chicago at 312/461-7525 or at 312/446-2648.

ALTHOUGH bank directors don't get involved in consumer lending, per se, they do get involved in formulating consumer-lending policy. In order to formulate such policy intelligently, they must be familiar with the broad scope of consumer lending as well as the pitfalls such lending can hold for banks, says Lewis E. Davids, editor, The BANK BOARD Letter, a monthly newsletter for bank directors.

Dr. Davids is editor of a new manual titled "What Every Bank Director and Officer Should Know About Consumer Loan Policy," published by Director Publications, inc.

The 200-page manual is a sequel to the highly popular "The Board Board and Loan Policy," first published in 1972. Information may be obtained by contacting the NORTHWESTERN BANKER, 515/244-8163.

TOTAL ATM security is being marketed by Mosler, whose products are recommended for a single ATM installation or a comprehensive ATM network.

Features of the total ATM security system include:

- Mosler's Photoguard® TV surveillance system to assist in compliance with Regulation 'E' of the Bank Protection Act which, in instances of illegal activity, places the burden of proof on the financial institution.

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- Mosler card access so only authorized individuals are permitted access to an enclosed ATM building. Mosler also furnishes custom teller counters for lobby ATM's and can work with companies that design and manufacture ATM buildings.

- A Mosler Magna night depository with ATM interface feeds a signal to the ATM which triggers the issuance of a receipt showing date, time and amount of deposit.

For additional information about Mosler's total ATM security, write The Mosler Safe Company, Department PR-280, 1561 Grand Boulevard, Hamilton, Ohio 45012.

TO MEET the increasing demand by financial institutions for ATM remote facilities, Federal Sign, a division of Federal Signal Corporation, has expanded its capabilities.

Offering both pre-engineered and custom models, the company designs, builds, delivers and installs the complete ATM unit, including professionally-designed signage and graphics reflecting the image of the individual financial institution.

A major advantage of these pre-engineered units is the reduced installation time, compared to those ATM's constructed locally on-site. And because of their modular design, these new units can also be easily moved to new locations when market areas change.

Information may be obtained by contacting the NORTHWESTERN BANKER. 515/244-8163.

A COMPLETE turn-key Withholding training and information package is available from Bankers Video Service Corporation.

The package includes a comprehensive training videotape for employees as well as a separate educational videotape for customers.

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For more information on the Bankers Video Service Withholding programs, call Dennis Gettler toll-free at 800-553-5972, or write to the company at: 200 Guaranty Bank Building, Cedar Rapids, Iowa 52401.



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In addition, MasterCard II will be profitable for your institution — an excellent source of fee income and an indispensable feature of your transaction account package.

MasterCard II is a program that *you* manage. Banco Card Services removes the complexity of execution through marketing, operational and systems support. For more information, contact the Banco Card Services office in your area.

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