

NORTHWESTERN Banker Newsletter

Vol. 9 No. 26

Des Moines, Iowa

October 20, 1980

Junior Officers Look to the Future

WHILE the major leagues play-offs were underway last week to conclude the 1980 professional baseball season, 400 junior officers and middle management personnel of Minnesota banks were entering a Training Camp at the Leamington Hotel in Minneapolis preparing themselves to become the banking professionals of the future. Hosted by the Minnesota Bankers Association, the 31st Junior Bank Officer and Staff Conference pursued the theme of "It's a Whole New Ball Game" with an impressive line-up of speakers who discussed topics generally reserved for management level personnel.

Dale Mehrkens, chairman of the MBA-AIB committee, was conference chairman and called upon speakers from the government, banks and consulting firms to give the registrants a picture of what future bank managers must cope with in the next decade.

Truman Jeffers, MBA executive vice president, moderated the concluding panel made up of four well-known presidents of Minnesota banks. The panel, appropriately titled, "View from the Owners," discussed the challenge and future of banking by answering questions submitted from the registrants. Taking part were Rodger Bense,

president, State Bank of Long Lake; David Christenson, president, Citizens State Bank, St. Louis Park; Leslie W. Peterson, president, Farmers State Bank, Trimont, and G. M. (Mike) Pieschel, president, Farmers & Merchants State Bank, Springfield. Mr. Peterson and Mr. Pieschel are past presidents of the MBA.

A report on the conference itself will be in the November NORTHWESTERN BANKER, but some of the questions and the panelists' answers follow:

Q. What do you see for the immediate future?

Mr. Peterson: The coming year will be one of extensive and significant changes in federal banking law and we must learn to cope. The impetus for these changes is coming from consumers, the government and those outside our industry. We must learn how to cope or be eased out of our business. For example, we must all be familiar with and know how to operate under the new financial law which authorizes NOW accounts and mandates Fed reserves, as well as the new Bankruptcy Law.

Mr. Christenson: It's worth mentioning that although we now have the DIDC (Depository Institutions Deregulation Committee, made up of five federal regulators), the indi-



PARTICIPANTS in the "View from the Owners" panel were, from left: Rodger Bense, Truman Jeffers, Dave Christenson, Mike Pieschel and Les Peterson.



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2 cations are that deregulation in total is a long way off.

Q. What is the form of competition today and tomorrow and what steps should we take?

Mr. Pieschel: Regarding the nature of competition, it includes those who have the ability to seek out our customers for demand and savings accounts and get them. This used to be the competitor bank. Now, it includes savings and loans, credit unions, Merrill Lynch, E.F. Hutton, Sears—all of whom are after our depositors. How do we protect ourselves and cope with competition? We must position ourselves to compete with them. To do this, we must have a level playing field; i.e., the same regulations for all. To be more effective we must become more efficient, and that includes pricing.

Q. How do you think bankers in junior and middle positions can best prepare for their future in this given environment?

Mr. Bense: How many of you are very satisfied with what you're doing? (A scattered show of hands.) The status quo isn't going to make it. You must challenge your jobs, be competitive. For too long we've been on the defense and it's time we went on the offense. There are many banking conferences and schools to help you know more about your job and prepare you for this future that requires aggressive people. If you are with a bank that is not offering these educational advantages, then maybe you should look at another town. If it wasn't for those schools,

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I wouldn't be here today. Don't be afraid to change.

Mr. Pieschel: Your education is an on-going process. One or two courses won't do it—you must continue the learning process. For example, computer training or study of 10 years ago needs to be updated constantly.

Q. Do you see continuation of profitability for small, independent banks and their future? What about for larger banks?

Mr. Christenson: I would give a qualified "yes" to part one of the question, contingent on good management that stays on top of things by pricing right, managing assets and liabilities, and keeping top-notch people.

Mr. Bense: I see a very bright future for small banks! Someone has to take care of the money and banks are equipped to do that by improved management ability. The future for big banks is about the same—just on a different scale and level. I say the future for banking is bright!

Mr. Peterson: I think we have to analyze our market area and structure ourselves to do the best things we know how to do. We cannot overlook the aspect of community service. In our bank we look at two bottom lines: First, profit for the bank, and second, how well we are serving our community.

Mr. Pieschel: The future of banking—large or small—can be summed up in one word—Management! To those in management now, I say, 'Prepare thyself.' If you are not yet in management, I say, 'Prepare thyself even more.'

Q. My management doesn't want to change. How can I change that attitude so we can be a "winner" and not just a "survivor."

Mr. Peterson: I suggest you get as much management training as you can acquire so as to be ready when the opportunity is there for you to help the change.

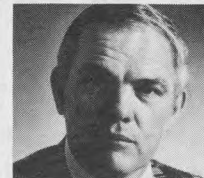
Mr. Bense: Help. Make suggestions of a concrete nature. If you are rebuffed, look elsewhere.

Mr. Pieschel: The same thing will happen to banks as happened to the railroads, who didn't know they were in the transportation business. Banks which don't keep up will drop out.

Conclusion

In his final comments, Mr. Jeffers

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Dick Muir

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stated, "We have plenty of challenges ahead and we all know it. But, we have lots of help. One of these helps is the MBA and we'll have more training camps ahead for you to acquire the know how to do the job of serving your banks and your communities and becoming the leaders of the future. □

Iowa News

Mark Douglas has resigned as director of communications and government relations for the IBA. Effective November 3 he will become government relations director for the New Mexico Bankers Association, headquartering in Sante Fe.

AMES: James M. Schipper and

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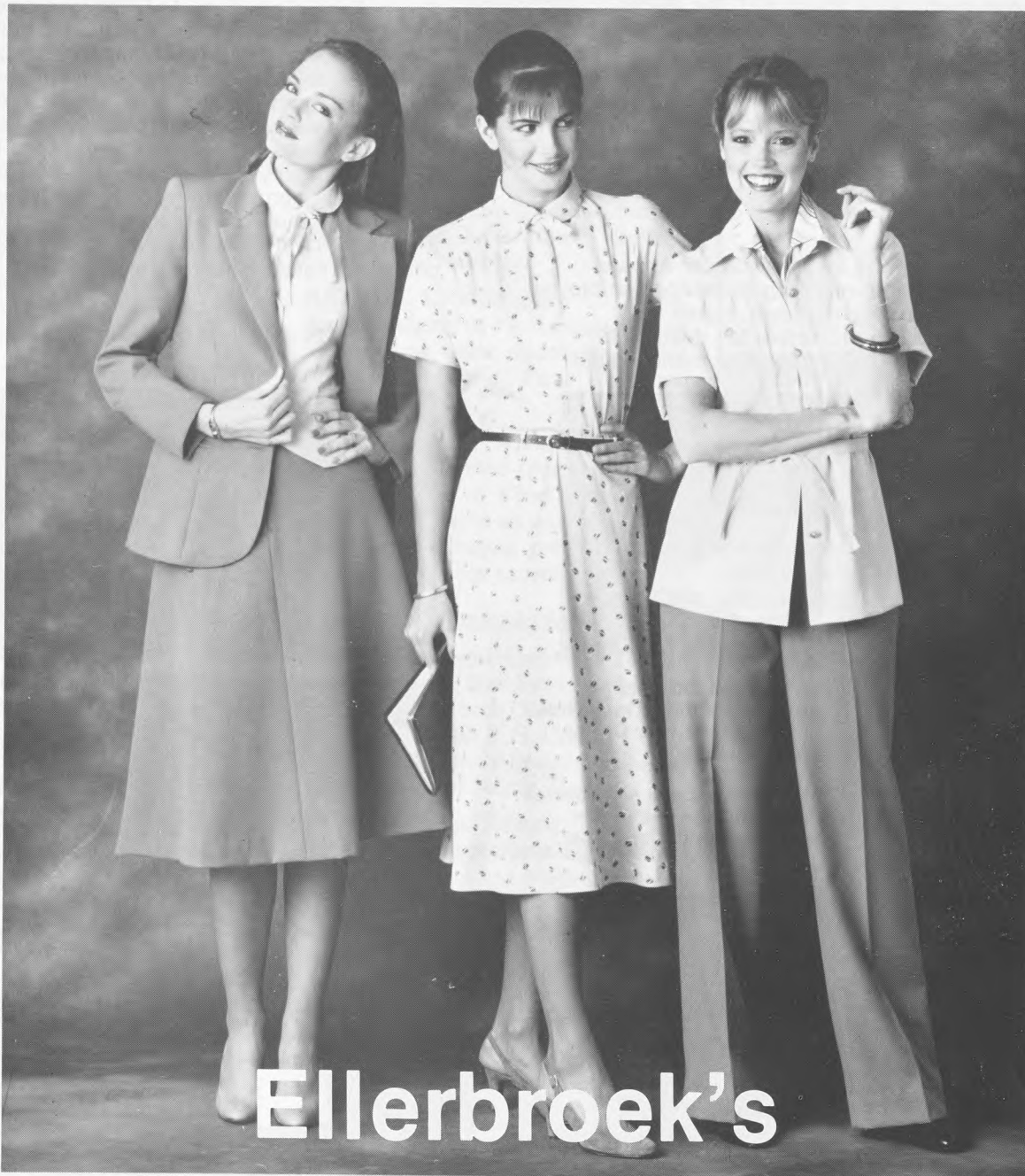
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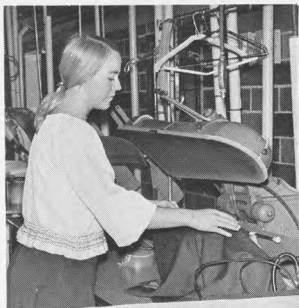
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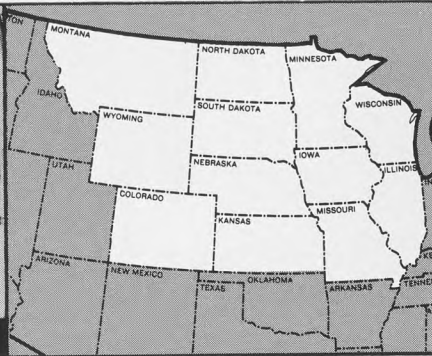


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Federal Reserve Bank of St. Louis

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Milford, Neb.

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Wayne C. Wilson have joined University Bank & Trust as vice presidents in the loan department. Mr. Schipper comes from the Clarke County State Bank in Osceola. Mr. Wilson comes from the First Bank of Meadowview, Kankakee, Ill.

CLINTON: Gateway State Bank opened for business here last week, in its new bank building (converted from a former hotel). The bank moved its headquarters from Goose Lake, and will continue to maintain an office there.

EARLY: The Early Savings Bank held an open house recently so customers could tour the newly remodeled facilities.

IOWA CITY: The First National Bank announced the promotion of Ralph D. Radcliff to senior vice president. Mr. Radcliff joined the bank as vice president in 1979.

SIOUX CITY: Groundbreaking for the new \$1.1 million Morningside State Bank branch office at 4301 Sergeant Road was held recently.

Illinois News

ROCHELLE: Controlling interest in the Rochelle State Bank has been purchased by United Financial Group of Rockford.

SPRINGFIELD: A permit to organize has been issued to the Municipal Trust & Savings Bank, according to William C. Harris, commissioner of banks and trust companies.

Minnesota News

BEARDSLEY: The Security State Bank held its 50th anniversary open house recently.

GENEVA: An open house to cele-

brate the complete remodeling project which has doubled the bank's capacity was held at the Geneva State Bank recently.

BATTLE LAKE: Stan C. Hagedorn, formerly of First Bank Spring Valley, has been appointed a vice president of the First National Bank.

WILLMER: R. Alan Lichty has been elected vice president and second officer of First Bank Willmar, according to an announcement by Oliver H. Hagen, president. Mr. Lichty began his career in 1966.

North Dakota News

FARGO: A legal challenge to the name change of five First Bank System banks in North Dakota has been denied by the 8th U.S. Circuit Court of Appeals. The challenge was made by the Bank of North Dakota.

FARGO: Elbe Sexton, who has served as vice president and branch manager of the First National Bank since January of the year, has been appointed vice president and chief operating officer, according to George W. Schwartz, bank president.

Montana News

GREAT FALLS: Two promotions among staff members of First Bank Great Falls have been announced by John Reichel, president. James H. Mirehouse, agricultural loan officer, has been elected an assistant vice president and manager of the agribusiness department, and William B. Hurlbert has been elected personal banking officer.

Wyoming News

CHEYENNE: John P. Townley, a

Bankers Service

LOAN ACTIVITY BULLETIN

- Who:** names of all debtors in the county recorded during the period
- What:** name of secured party
- When:** the date the loan was filed with the Secretary of State
- Where:** location where loan made



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Houston banker, has been elected to the board of the Wyoming Bancorporation, the state's largest bank holding company.

CHEYENNE: First Bankshares announced that it would merge with the Wyoming National Corporation, a multi-bank holding company in Casper.

LARAMIE: Charles R. Fortman, chairman of the board of the First Wyoming Bank, N.A., announced the appointment of Gary E. Dodds and Gregg E. Jackson as directors. He also said E. G. "Ed" Jackson had resigned as director and accepted the appointment of advisory board members.

LARAMIE: Richard L. Van Pelt has been elected president and trust officer of the Bank of Laramie. Mr. Van Pelt joined the staff as an agriculture loan officer in 1970.

RAWLINS: Operations of the Wyoming Bank of Rawlins will not be affected by the recent merger of two bank holding companies, according to Doug Krogh, president of the Wyoming Bank of Rawlins. Wyoming National Corporation, parent company of four banks, is

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planning to acquire a Cheyenne-based corporation—Wyoming National and First Bankshares of Wyoming jointly announced an agreement "in principle" to merge their assets, creating a new \$370 million bank holding company.

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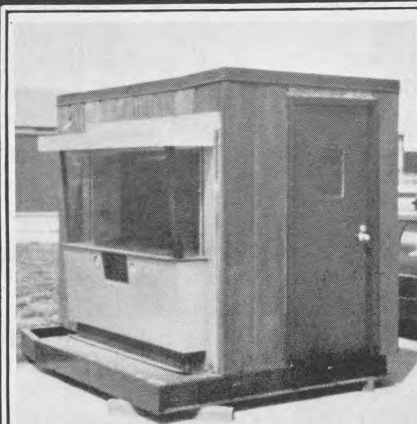
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Southwestern Iowa bank needs ag loan officer. Reply in confidence to file LBI, c/o Northwestern Banker. (PA)

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Western Iowa rural bank wants experienced loan officer. Respond to file LBJ, c/o Northwestern Banker. (PA)

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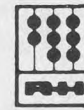
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AG LENDER—Rural southern Missouri bank affiliated with major holding company. Prefer ag degree and 3-5 years ag lending experience. 23K

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