

NORTHWESTERN Banker Newsletter

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October 26, 1981

Community Banker Strength:

Bank Is Personal and Local

COMMUNITY BANKING was a featured theme at the recently concluded ABA convention in San Francisco. One of the principal addresses was given by Charles A. Bruning, chairman of the ABA Community Bankers Division and president of the Edgewood Bank in Countryside, Ill. Major excerpts from his positive, forward-looking address follow:

One of our great strengths is the fact that community banking is a personal matter. We talk about our banks, our communities, our customers, our assets, and our employees. This isn't just a word with us, but a way of life. Our banks are far more than the places where we work. To a community banker, the bank is our work.

When I say that community banking is a personal matter, I mean that it is personal for more people than just us as bankers. Over 90 percent of the banks in this country are community banks, and that means that for the vast majority of the people of this nation, community banking is also personal to them. A bank is the community. To them, you are the financial system.

Your customers talk about "my" bank, and "our" bank. Your bank is

their bank, and they depend on you for the financial services they need.

What will determine the future of community banking is not what happens on Wall Street or LaSalle Street, or anywhere else. What will determine the future of the community bank is what you do in your own bank and in your own community. That will be determined by your attitude, your actions and what you honestly believe the future of your bank and your community to be in the foreseeable future of rapid change.

If we look at the pace of change in our industry, and at what is still to come, it is clear that we have a window in time, a period of perhaps 18 months, in which we can turn this change to our advantage. It's up to each one of us.

There may be some who see nothing in change but problems and headaches. Sometimes the temptation to give up the game and sit on the bench can be very strong. But giving up is not how you came to be the head of your bank and a respected figure in your community.

If you know your strengths, and if you have the resolve to use them while this window in time is open, there is absolutely no reason why

your community bank should not continue to grow and prosper.

One of our greatest strengths, as I said, is that community banking is personal and local. From Mule Shoe, Tex., to Osceola, Wis., to Moyock, N.C., to right here in San Francisco, the American people and the American economic system are oriented to the convenience of local, personal service.

Many things will change, but one that will not is the face-to-face contact of a customer with his banker. What makes the American financial system work is not some computer or some stock exchange or some decision made in a panelled office in a sky-scraper. Rather, it is the customer sitting down face-to-face with his banker, and that face-to-face contact will continue to be the heart of the banking system long after the technology that amazes us today seems crude and awkward.

That is what it means when we say that community banking is a personal matter—you the banker talking with your customer. And the other persons who are interested in the prosperity of your bank: Your stockholders, your employees, and the people in your community. They may not even know it, but they depend directly on your bank for the growth, prosperity and leadership of

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the community where they live.

Finally, our greatest strength as community bankers is what we—each of us, individually—can do to take advantage of the opportunities that this wave of change brings. This strength is summed up in our power to make decisions. Decision-making is the most basic function of our business—deciding what tactics to use to attract deposits, deciding how to structure prices for our services and products, deciding what mix of loans and investments will best serve our communities and cause our institutions to grow.

Decision-making is a personal matter, just as is community banking. No one can do it for you. Let's



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remember that much of the task we face is a question of motivation. Will we allow ourselves to be motivated by fear as a result of rapid change, or will we choose to be motivated by the opportunities presented by change? Just as you control your personal decisions, you can control your business decisions.

Change is not something that happens to someone else or something that you will read about in the newspapers. It is something that is happening in your community, and it is happening to you. Change, like banking, is a personal matter. □

Iowa News

CLINTON: James L. Morrison has been named vice president and trust officer at Clinton National Bank. Mr. Morrison was previously assistant vice president and trust officer at Citizens Bank & Trust Co. in Park Ridge, Ill.

DES MOINES: Kenneth H. Rice, Jr. has been named senior vice president and senior lending officer of Bankers Trust. Mr. Rice will also serve as chairman of the loan committee. He was with Merchants National Bank in Indianapolis for 19 years, most recently as vice president.

DES MOINES: William D. Bunten has been promoted to executive vice president at United Central Bancshares, Inc., with responsibility for asset liability administration and loan administration. In August he resigned his post as senior executive vice president and chief operating officer of United Central Bank-Des Moines to devote full time to the holding company. Robert G. Millen,

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executive vice president of UCB-Des Moines, has also been named vice president-marketing for the holding company.

GARNER: Merlin W. Brinkman has been employed as cashier at Hancock County National Bank. John R. Hensley, who was cashier, continues as vice president.

MAQUOKETA: Promotions announced at Jackson State Bank and Trust Co. are: Reid Erickson to executive vice president; Dwain Trenkamp to vice president—instalment loans; Loras Herrig to assistant cashier and instalment loan officer; Mary Jo Eaton to vice president-marketing officer, and Margaret McCarthy to assistant vice president and investment counselor.

PACKWOOD: Controlling interest in the Farmers Savings Bank has been sold to Richard and Shirley Banker of Manhattan, Kans., by J. Bill Williams, president, and Richard C. Newlin, Des Moines. The Bakers have been elected to the board, succeeding Mr. Williams and Mr. Newlin. Mrs. Baker has been elected president. Mr. Williams will

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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NEW ISSUE

SALE DATE: October 21, 1981

\$96,265,000

MOODY'S: "Aaa"

STATE OF MARYLAND

S & P: "AAA"

State and Local Facilities Loan of 1981, Third Series

Dated: November 15, 1981

Denomination: \$5,000

Both principal and semi-annual interest (November 15 and May 15, first coupon due May 15, 1982) payable at the State's fiscal agent, presently the Mercantile-Safe Deposit and Trust Company, Baltimore, Maryland.

IN THE OPINION OF COUNSEL THESE BONDS ARE FREE FROM PRESENT
FEDERAL INCOME TAXES.

MATURITIES

11.30%

\$ 4,065,000	November 15, 1984	9.25
4,455,000	November 15, 1985	9.50
4,880,000	November 15, 1986	9.70
5,330,000	November 15, 1987	9.90
5,845,000	November 15, 1988	10.10
6,400,000	November 15, 1989	10.30
7,010,000	November 15, 1990	10.55
7,685,000	November 15, 1991	10.80
8,395,000	November 15, 1992	11.00
9,205,000	November 15, 1993	11.25
10,095,000	November 15, 1994	11.50
11,035,000	November 15, 1995	11.75
11,865,000	November 15, 1996	12.00

LEGALITY TO BE APPROVED BY THE ATTORNEY GENERAL OF THE STATE OF MARYLAND AND BY
SHERBOW, SHEA & TATELBAUM, AND SMITH, SOMERVILLE & CASE, BOTH OF BALTIMORE, MARYLAND.

In the opinion of Counsel, the full faith and credit of the State of Maryland is pledged for the payment of these general obligation bonds. They are fully secured by the revenue from the State Real and Personal Property Taxes. Funds necessary to meet the debt service requirements on these bonds must be transferred, by the controller, to the Sinking Funds set up for their retirement prior to the use of these revenues for any other purpose.

FINANCIAL STATEMENT

Assessed value for taxation, 1981 (about 54.02% of full value)	\$46,727,600,000.00
Total general obligation bonds, including this issue	2,342,600,000.00
Population, 1980 census:	3,922,000
General obligation debt per capita:	555.65

We own and offer subject to prior sale and change in price and subject to our Attorney's approving opinion:

The information contained herein is not guaranteed, but is derived from sources we deem reliable and is that on which our purchase of these bonds are based.
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continue with the bank as executive vice president and managing officer.

RANDALL: Orley Kilburn has been promoted to assistant vice president and office manager here of the Randall-Story State Bank of Story City, and Mary Jane Henderson has been appointed assistant office manager here. Donald Hoy has been promoted to vice president and trust officer and Nancy Blume to assistant to the trust officer at the bank's Story City headquarters.

Nebraska News

FAIRMONT: The Cornhusker Chapter of BAI will meet November 17 at 6:30 p.m. at the Stockman's Club here. Congressman Doug Bereuter will be the speaker. There will also be a Reg Z shop talk.

HASTINGS: Douglas Oakeson has been elected executive vice president at City National Bank and Trust Co.. He has been employed since 1973 at National Bank of Commerce in Lincoln. He holds a B.A. degree and an M.B.A. in Finance from the University of Nebraska-Lincoln.

OMAHA: Nadine Frakes will address the October meeting of the Mid Plains Group of NABW October 27 at 6:30 p.m. at Marchio's Restaurant, 4443 So. 13th St. She is NABW state director and cashier and director of Farmers Bank in Nebraska City.

KEARNEY: Laurence Jepson has been advanced from executive vice president to president of First National Bank, and Rick Harbaugh has been advanced to executive vice president.

Minnesota News

The Minnesota Bankers Association has scheduled a one-day session on IRA and Keogh programs at the Radisson South Hotel in Bloomington, November 12. Collin W. Fritz will be the workshop leader.

* * *

The Independent Bankers of Minnesota Fall Conference and Seminar will be held November 11-12 at Holiday Inn, Downtown in Minneapolis. The program starts at 11:00 a.m. November 11 with an address by House Speaker Harry A. Sieben, Jr. Other topics include a preview of the statewide advertising program, the Metro Independent Project, a holding company report, an IBM report, the new tax law, bank stock analysis, investments and concentration limitation. It concludes after luncheon on Wednesday.

HASTINGS: Nita Brown has been elected vice president and cashier at Northwestern National Bank.

MINNEAPOLIS: John A. McHugh has announced his intention to take early retirement at the end of 1981 from his post as vice chairman of Northwestern National Bank of Minneapolis. He is 55.

Illinois News

CHICAGO: Electronic Funds Illinois, Inc., which is a 600-bank group, has entered into an agreement with the newly-organized EASY-ANSWER system in Central

Illinois which, in conjunction with the EFI-Cash Station link in Northern Illinois, provides a statewide electronic funds transfer system.

SKOKIE: Edward T. Borus, formerly president of First City Bank in Michigan, has joined First National of Skokie as senior vice president in charge of the personal banking division.

South Dakota News


The South Dakota Bankers Association will conduct its Bank Management Conference at the Mitchell Holiday Inn November 10. The day-long seminar commences at 9:30 a.m. and will focus on asset-liability management, concluding at 4:00 p.m.

North Dakota News

All North Dakota bankers have been invited to attend Gov. Allen Olson's Conference on Economic Development October 28-29 at the Civic Center in Bismarck, starting at 8:30 a.m., October 28. There is no fee.

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Cado Data Base 20/IV in-house computer with cartridge disc drive, two CRT's, and teletype printer with loan programs. Excellent condition. Contact Jerry Woodin, Commercial State Bank, Pocahontas, Iowa 50574. Phone 712/335-3322. (FSorL)

PERMANENT OR TEMPORARY— Sale or lease financial facilities. Available immediately: 14'x60' in Nebraska; 14'x50' with 2 DUWs in Illinois; 14'x60' mobile-type in Missouri; 9'x12' teller buildings available. Permanent facilities to 4,000 sq. ft. SON CORPORATION, Box 684, Wichita, KS, 67201. Call collect (316) 942-8167. (FSorL)

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Installment Officer with finance company exp. Salary \$17,000

Operations Officer with lending exp. in major county seat bank Salary \$28,000

Senior Loan Officer with major bank experience Salary \$34,000

CEOs in banks of \$50 million and \$150 million desire change Salary \$50,000 +

Write or call **Malcolm Freeland, Freeland Financial Service, Inc., 246 Insurance Exchange Bldg., Des Moines, Iowa 50309. Phone 515/282-6462. Employer pays fee.**

POSITIONS AVAILABLE

AG Lender wanted by \$40 million county seat bank in Iowa To \$22,000

Operations person with some lending experience for Iowa bank To \$28,000

Number Two person with ag lending background for N.E. Iowa bank To \$25,000

AG Lender to head ag Dept. in \$50 million Iowa bank To \$28,000

Office Manager with ag background for North Central Iowa bank To \$25,000

Insurance Agent for bank in 4,000 Nebraska town Salary Open

Operations person for \$35 million N.W. Iowa bank Salary Open

AG Lender with two or more years experience for central Iowa bank \$18,000

AG Lender for \$20 million southeast Iowa bank Salary Open

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EXPERIENCED TRUST OFFICER needed in the area of personal trust administration, estates, and employee benefit plans. Growing department (\$60 million) in \$100+ million bank. Salary open. Send resume to **John L. Calton, Senior Vice President and Trust Officer, Peoples Bank and Trust Company, P.O. Box 360, Waterloo, Iowa 50704.** (PA)

SVP/OPERATIONS of \$93 million bank in Des Moines. Contact **Larry Wenzl, Pres., Capital City State Bank, Phone 515/244-5111.** (PA)

LOAN OFFICER— Experience in installment, agriculture, and commercial lending for this growing \$18 million south central Nebraska bank. Some trust experience would be helpful. Salary open. Write file **OBN, c/o Northwestern Banker.** (PA)

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OPERATIONS - Central Nebraska. Will handle various acctg and operation functions. Work into cashier. \$13K.

COMMERCIAL LENDING - 3-5 yrs exp in comm'l lending. Good communication skills and prior supervisory exp. \$25-\$35K.

OPERATIONS - West Central IA bank seeks 1-2 yrs operations exp, any lending is a + + . \$15-\$20.

BANK AUDIT - 2-3 yrs Audit exp in Bank, Bankholding, or public. \$18-\$19.

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OPERATIONS - handle internal operations for \$25MM rural bank. Excellent opportunity for creative, self-starter. \$25,000

CORRESPONDENT OFFICER - prefer correspondent experience with expertise in Agri-credits. Degree required. \$25,000

COMMERCIAL LOAN - addition to staff of \$50MM suburban Iowa bank; 2-3 yrs. commercial lending experience required. \$22,000

INSTALLMENT LOAN - handle \$3MM dept. for rural bank. Some knowledge of operations or auditing helpful. \$18,000

AGRI-REP - growing midwestern bank seeks college grad with 1-2 yrs. Ag lending experience. Future opportunity to head dept. \$20,000

Additional positions available in metro and rural midwestern banks. To inquire, forward resume' and salary history.

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