

## MABSCO Markets Video Training

**A** NEW bank training service providing videotapes on a rental basis has been introduced by MABSCO, the consortium of 12 midwestern state bankers associations.

Marketing efforts for the new service, called Video Bank Education Service, or VIBES, were launched in mid-August to member banks in the MABSCO region.

The two primary features of the new service are its flexibility and its cost efficiency, according to Rowland McClellan, president of The Bank of Wisconsin in Janesville and president of MABSCO Video Services, Inc. (MVSI). MVSI developed the concept and will oversee the operation of VIBES.

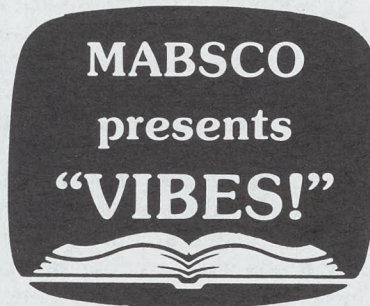
With VIBES, banks pay an annual enrollment fee set by each state association. The average enrollment fee is \$200, Mr. McClellan said, with a portion going to MVSI to cover operational expenses and a portion going to the state association to cover marketing expenses.

Once enrolled, a bank may rent training tapes from the VIBES inventory for \$35, which entitles the bank to five business days' use.

Warehousing and distribution of the VIBES tapes is provided by the media resources center at Iowa State University in Ames through a contract with MVSI. Iowa State was chosen as the distribution site because of its central location in the

MABSCO region, Mr. McClellan explained, which keeps shipping costs at a minimum.

The 31 training tapes currently available through VIBES were produced by American Learning Systems, Inc. of Memphis, Tenn. MVSI contracted for duplication and distribution rights in the MABSCO region. The videotapes cover such areas as teller skills, security training, customer relations skills, and professional officer calls and are available in three videocassette formats.



"With this service, banks can provide quality training materials for their employees at a fraction of the cost of other training alternatives," Mr. McClellan said. "By scheduling in-house training sessions based around the tapes at times when it's convenient for the bank, the majority of its employees can be reached. This flexibility allows the bank to train far more people than it could

ever afford to send outside to live programs.

In comparison with other video training materials on the market, VIBES is very cost-efficient," Mr. McClellan said. "Most of our banks in the MABSCO region are small enough that they have a hard time justifying the purchase of expensive videotapes that spend most of their lifetime sitting on a shelf. With VIBES, they pay a nominal fee just for the time the tape is in use.

"We're not marketing this service to compete head to head with other products on the market," he said. "There are many fine video training programs available to banks who can afford to purchase them, and we expect that those banks who can justify a purchase will continue to go that route.

"VIBES is simply being promoted as a supplement to existing bank training programs," he explained.

Mr. McClellan said that income from enrollment fees and tape rentals is designed not only to cover the service's operating costs but also to create a pool of funds that will be used to acquire additional training tapes. The VIBES inventory will be expanded regularly, he said.

Participating state bankers associations in the VIBES program are Arkansas, Colorado, Iowa, Kansas, Michigan, Minnesota, Missouri, North Dakota, Oklahoma, South Dakota, and Wisconsin. Illinois is not marketing the service at this time. □

**YAKE,  
SPRENGER  
AND JENNINGS**

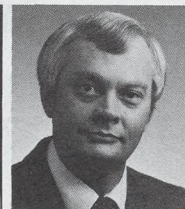
Getting it done for you.



Ernie Yake  
234-2483



Bill Sprenger  
234-2625



Tom Jennings  
234-2484



**Commerce Bank of Kansas City<sup>NA</sup>**

MEMBER FDIC

Telephone (816) 234-2000



Bob Peterson

*Teamwork:  
one of the reasons  
we're first in Iowa.*



Sue Van Dyke

Norwest Bank Des Moines, N.A.  
Call (515) 245-3131 or toll-free (800) 362-2514  
Member FDIC

### Iowa News

**DES MOINES:** United Central Bank of Des Moines, N.A. recently announced that Phillip S. Rowley has been named senior vice president and chief financial officer in charge of the finance and investments divisions, and Marjean L. Peterson has been named vice president and manager of the real estate and mortgage lending division. In addition, Gary C. Calvert has been named manager, consumer loans, and Claudia S. Conrad, manager of the South Des Moines office.

**TRAER:** Fred L. Lineberry has been named senior vice president and farm representative of Farmers Savings Bank in Traer. Mr. Lineberry joined the bank in 1968 as cashier



### ASK DOUG KEIPER

to make MNB  
work for you.

Toll free  
1-800-332-5991

**Merchants  
National Bank**   
Member F.D.I.C. A 'BANKS OF IOWA' BANK

and farm representative and in 1973 was named vice president.

### Nebraska News

The Nebraska Bankers Association will be holding its 1983 ag credit conference entitled, "Ag Credit: Changing Perspective," on September 8-9 at the Lincoln Hilton.

Registration will begin at 11:00 a.m. on the 8th, with a noon lunch featuring Tom Osborne, head football coach at the University of Nebraska. Philip E. Schmidt, vice president, Federal Reserve Bank, Kansas City, will speak at 1:30 followed by Gary Thrasher, senior vice president, Omaha National Bank, at 2:30. At 3:30, Bill Brandt, general counsel, NBA, will talk on compliance issues and Roy Frederick, extension economist/public policy, University of Nebraska, will discuss the Impact of PIK on Ag Lending at 4:00. Reception and barbecue at 5:00 and that evening a bus will provide transportation to the Anne Murray concert at the Nebraska State Fair.

On the 9th, breakfast will be at 8:00 a.m., followed by Jerry Strasheim, attorney at law, Omaha, speaking at 8:30 on Dealing with Bankruptcy. At 11:00 will be a discussion on the state's role in ag finance; how these state corporations fit into your bank's ag credit



Increasing  
Bank Deposits  
Through...



KEITH WEIGEL

IRA's...Keoghs...Pension Plans  
Serving Banks

in Iowa and Minnesota

**INDEPENDENT  
SERVICE COMPANY**

P.O. Box 171 • Albert Lea, MN 56007  
507/373-8216

strategy, featuring: NIFA, Don Dworak, director, Department of Economic Development; Ag Development Corporation, Morris Reynolds, deputy director, and Nebraska Conservation Corporation, Gordon Kissel, executive director.

At noon will be a recognition luncheon for Roger Mandigo, professor of animal science, University of Nebraska, followed by What's in Store for Nebraska's Agriculture, Jim Roberts, J.F. Roberts Company, Lincoln.

**GRESHAM:** K. Bruce Riddell has been appointed president of the Gresham State Bank. He formerly was assistant vice president at First National Bank of Tekamah.

### Minnesota News

**ROCHESTER:** Norwest Bank recently announced the promotion of David G. Wittenberg to vice president and manager of the commercial real estate loan department. Mr. Wittenberg has been with Norwest Corporation since 1971 and joined Norwest Bank Rochester in 1978.

### Illinois News

At its most recent meeting, the Il-

## Recipe for success...



*Correspondent Banking  
at American Trust*

Bernie Miller, Correspondent Banking Officer, has over 30 years of banking experience, and the recipe for success.



Help yourself by calling Bernie  
Miller at 319/582-1841

**American Trust & Savings Bank**

Member FDIC and FRS

The Bank of Opportunity Town Clock Plaza, Dubuque, Iowa 52001

# How to win the brokerage service battle on your own terms.

**T**oday, the advantage in the brokerage service war goes to the bank with the most competitive weapons. United Missouri's correspondent bank brokerage program can give *your* bank the winning edge.

Our Bank Brokerage Services stress profitability. We've designed our Bank Brokerage Services to give you a substantially greater payback. You stay in close contact with your customers because they work with you on all transactions.

Your customers benefit from fees that are up to 70% less than traditional brokerage charges. This is how it works. Your customers' orders are sent through a computerized trading system to National Financial Services Corporation (NFSC), a subsidiary of Fidelity Brokerage Services, Inc., which provides prompt and efficient execution of trades.

Your customers can then buy, sell and save on stocks, bonds and options with either cash or margin accounts. And all trades can be settled through the customer's checking account at your bank.

In addition, if National Financial Services Corporation holds their securities, your customers are insured up to \$500,000 by the Securities Investor Protection Corporation (SIPC).

Find out more about the Bank Brokerage Services with the *bigger* payback, from the bank with *better* investment expertise. Contact Tom Cochran or Chris O'Crowley by calling the following numbers. Toll free in Missouri, 800-842-3500. In Kansas, Nebraska, Iowa, Illinois, Kentucky, Tennessee, Arkansas and Oklahoma, 800-842-9999. All other states, call collect (816) 842-2222.



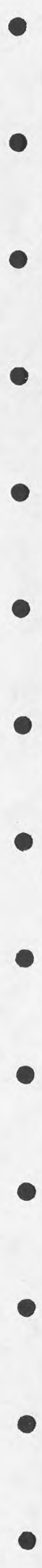
**UNITED MISSOURI BANK**  
Member FDIC  
**of Kansas City, n.a.**

**United we grow. Together.**

10th and Grand ◦ P.O. Box 232 ◦ Kansas City, Missouri 64141 ◦ (816) 842-2222



Faint, illegible text, possibly bleed-through from the reverse side of the page.





One Carriers Building  
Des Moines, Iowa 50309  
Telephone: (515) 243-1203

**PRELIMINARY CIRCULAR**

**MOODY'S: UNDER REVIEW  
(OUTSTANDING: Aa)**

**SALE DATE: Wednesday, August 31, 1983  
11:00 o'clock A.M.**

**\$4,000,000  
COUNCIL BLUFFS, IOWA  
General Obligation  
Essential Corporate Purpose Bonds**

**DATED: September 1, 1983**

**DENOMINATION: \$5,000**

Both principal and semiannual interest (June 1 and December 1, first coupon due June 1, 1984) payable at the office of Bankers Trust Company, Des Moines, Iowa.

MATURITIES

\$ 50,000	June 1, 1986	400,000	June 1, 1994
75,000	June 1, 1987	350,000	June 1, 1995
75,000	June 1, 1988	350,000	June 1, 1996
100,000	June 1, 1989	350,000	June 1, 1997
175,000	June 1, 1990	350,000	June 1, 1998
250,000	June 1, 1991	350,000	June 1, 1999
300,000	June 1, 1992	425,000	June 1, 2000
400,000	June 1, 1993		

The City of Council Bluffs, Iowa, encompasses 26,200 acres and is the County Seat of Pottawattamie County. It is the industrial, farming, trading and shipping center for Western Iowa. The City is the center of one of the richest agricultural regions in the U.S., this in conjunction with transportation, manufacturing and wholesale and retail trading affords the City a diversified economic base. In addition to water transportation provided by the Missouri River, the City is the fifth largest railroad center in the United States. Its business district is less than one-half hour from the Omaha Metropolitan Airport. Transportation is provided by two U.S. and four State Highways and Interstates 80, 29 and 480. Some of the largest employers in the City are: Victor's Iowa Pack, Inc. (pork plant); Blue Star Foods, Inc. (canned chicken and frozen fruit, meat pies and dinners) and Frito Lay, Inc. (corn chips and tortilla chips). There are three commercial banks in Council Bluffs with deposits exceeding \$303,670,000. Population is estimated at 59,923.

These bonds are being issued for the purpose of paying costs of construction, reconstruction and repair of streets, bridge improvements, sidewalk and curb replacement, joint participation of railroad crossing repairs, sanitary and storm sewers, traffic control devices, flood control improvements and rehabilitation and improvements to existing City parks.

FINANCIAL STATEMENT

Assessed Valuation, 1982 estimate	\$873,955,775.00
Taxable Valuation, 1982 estimate	691,150,874.00
Direct debt, including this issue	15,585,000.00
Total direct and overlapping debt	18,072,835.00
Direct debt per capita: \$260.08	
Total debt per capita: \$301.60	

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. Bonds of a particular maturity may or may not still be available or may now be available at a price or yield different from that indicated above.



## CALL ON THE "PERFORMANCE TEAM"

where common transactions are handled uncommonly well.



FIRST NATIONAL LINCOLN

13th & M Street • Lincoln, Nebraska 68501 • Member, F.D.I.C.

### BANK PLACEMENT SPECIALISTS (Our 34th year)

Call experienced professionals to locate the right candidate for your vacancy ... or the right "move-up" for yourself.

CORPORATE RECRUITERS  
MIDWEST BANKING DIVISION  
202 S. 71st Street 402/393-5515  
Omaha, Nebraska 68132

Illinois Bankers Association board of directors appointed Thomas J. Dammrich senior vice president, and Jack Seymour vice president.

Mr. Dammrich's new title will carry with it the overall managerial responsibility for all of the non-legislative functions and programs of the association. In this capacity, he will function as Mr. Hocter's principal assistant. He joined the IBA in 1978.

A ten-year veteran of state government, Mr. Seymour will be responsible for researching and developing broad policy issues in all areas in which the association is involved. He will also be monitoring the legal affairs of the IBA, particularly as they relate to involvement with external legal consultants.

### North Dakota News

The Independent Community Banks of North Dakota will hold their Annual Convention at the Kirkwood Motor Inn, Bismarck, on September 13-16. Theme for this year's convention is "Independent Banking—A Proud Heritage Worth Preserving." The program schedule

**Don't gamble  
when choosing  
a correspondent  
bank. Come to  
the professionals.**



OF DES MOINES, N.A. • MEMBER FDIC • (515) 245-7111  
AFFILIATED WITH UNITED CENTRAL BANCSHARES, INC.

TOLL FREE NUMBER  
(800) 362-1615

for the three day convention follows:

### P.M. Tuesday, September 13

5:00 Registration.

### A.M. Wednesday, September 14

8:30 Registration.

10:15 Call to order—President James Jorgenson, executive vice president, State Bank of Kenmare. (All sessions held in the Rhinehalle - Dresden Room).

10:30 Session I  
The Honorable Allen I. Olson. Weldon Barton, IBAA Agricultural/Rural American Representative.

Sue Gift, executive vice president-director, Independent Bankers of Virginia.

### P.M.

12:00 Lunch on your own.

1:30 Session II  
Session Chairman Robert E. Caudel, senior vice president, Bank of North Dakota, Bismarck.

Lee M. Stenehjem, Jr., N.D. Department of Banking and Financial Institutions.

2:00 Michael Braude, M.S., president of Republic Bank of Kansas City, Mo.

3:30 ICBND business session.

6:30 "Good Ole Fashioned SeptemberFest Fun Night"—Sibley Park.

9:00 Cruise on the "Far West on the Missouri"—a unique river experience.

### A.M. Thursday, September 15

7:30 Prayer breakfast.

9:15 Session III  
Session Chairman Gary Nelson, vice president, Scandia American Bank, Stanley. A.J. (Jack) King, second vice president, IBAA.

10:00 Dr. Robert C. Neilsen, assistant director, Center for Student Counseling and Personal Growth, NDSU.

### SERVING PROFESSIONALLY

Banking, Financial & Business Personnel  
Iowa and Nationwide

### CAPITAL PERSONNEL SERVICE

714 U.C.B. Building, 515-283-2545  
Des Moines, Iowa 50309

### D.R. BLOOD EXECUTIVE SEARCH & RECRUITING SERVICES

Serving the Banking, Financial, &  
Business Industry  
P.O. Box 733  
Marion, Iowa 52302  
Phone: 319/373-1791

11:15 Dr. Robert C. Neilsen.

### P.M.

12:00 Cocktails, courtyard.

12:30 Joint luncheon and style show, Frankfurt Room. The Honorable Tish Kelly, Speaker of the House, N.D. Legislature.

### 2:15 Session IV

Sidney A. Bailey, chairman and president of the Conference of State Bank Supervisors.

2:45 ICBND business session.

6:00 Convention banquet.

7:00 Jack Laimer, speaker/humorist/father of seven.

8:00 Installation of officers.

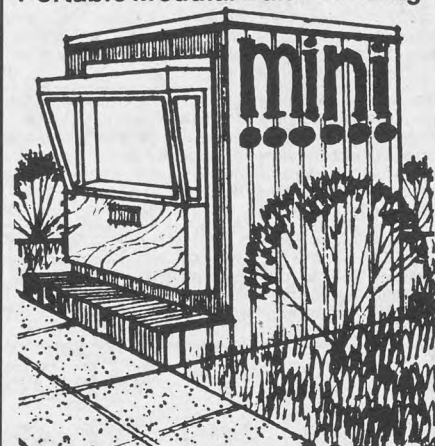
### A.M. Friday, September 16

8:30 Joint breakfast.

The Honorable Byron L. Dorgan, House of Representatives, Washington, D.C.

10:00 Men and women's golf tournament - Riverwood Golf Course. □

### Portable Modular Bank Building



General Bank Equipment &  
Systems, Inc.

**GBES**  
INC.

RR 45, Box 115  
Hiway 73, 3 1/2 Miles North of Int. 680  
Omaha, Nebraska 68152  
(402) 453-3000

Lease • Rent • Buy

## POSITIONS AVAILABLE

All positions are in Missouri, Iowa, Kansas, Arkansas or Oklahoma  
**Cashier**, \$40mm bank, small metro To \$40,000  
**Vice President, Commercial**, prime metro bank Open  
**Loan Officer**, 20,000 population, \$70mm bank \$30,000  
**Operations**, \$25mm bank, Lake area location \$25,000  
**Commercial Lender**, 3 yrs. experience, prime metro bank Open  
**Commercial Loan Officer**, \$50mm bank, resort area \$27,000  
 + Bonus

#2 Man, Ag Lender, \$17mm bank to \$30,000  
**Credit Analyst**, 250,000 population \$35,000 + Bonus  
 #2 or #3 Man, Commercial, 100,000 population Open

Positions available change as more openings become available or as positions are filled. If you are interested in making an advancement or change in your present situation, as a candidate registered with me, you will be informed as positions come available that would appeal to you based on what YOU want in a bank, in salary, in location, and in size of town or city. I do not reveal your name to a client bank until you are interested in interviewing.

Eighteen years of banking service as President of both rural and metropolitan banks enables me to find the right banking environment for you. Phone or send resume to: **Don W. Schooler, 901 A. West Jackson, Ozark, Missouri 65721. Phone (417) 485-6020.**

**DON W. SCHOOLER JR.**  
 AND ASSOCIATES

"Successful Banking is Quality Personnel"

## POSITION AVAILABLE

\$43 million northeast Wyoming bank has opening for **LOAN OFFICER** with 3-5 years bank loan experience. Degree and ag background preferred. Send resume to: First State Bank of New Castle, P.O. Box 910, New Castle, Wyoming 82701. (PA)

**AG LENDER AND OPERATIONS** for 35 million bank in central Nebraska. Would like to have 2-5 years bank lending and operations experience. Responsible also for IRA and Keogh accounts. Salary open, with experience. Please send resume to file UBT, c/o Northwestern Banker. (PA)

**ADVERTISING DIRECTOR**—minimum 3 years exp., preferably with financial institution or ad agency, and excellent writing skills. Send resume to Personnel Dept., American Federal, 601 Grand, Des Moines, Ia. 50307 (PA)

**OPERATIONS AND LOAN OFFICER**—\$20 million rural northeast Iowa bank. Farm background and at least three years lending experience needed. Write file UBW, c/o Northwestern Banker. (PA)

**PRESIDENT**—North Iowa bank with \$20 million plus assets. Salary negotiable. Send resume to file UBW, c/o Northwestern Banker. (PA)

**ASSISTANT CONTROLLER**—Four-year accounting degree, a CPA or working toward a CPA. Would like 1 to 2 years experience with a public accounting firm. Send resume to Diane Good, National Bank of Waterloo, 100 E. Park Ave., Waterloo, IA 50704. (PA)

Immediate opening for **SENIOR OPERATIONS OFFICER** of \$65 million bank in northeast Iowa. Position will require leadership skills in all areas of banking. Strong accounting and controls background a must. Send resume to file UBX, c/o Northwestern Banker. (PA)

Northeast Iowa Bank of \$28 million in a town of 2100 has an immediate opening for management level **LOAN OFFICER**. Five years of commercial bank lending and operations experience preferred. Excellent benefits and career opportunities. Salary commensurate with experience. Send resume to Parkersburg State Bank, PO BOX 70, Parkersburg Iowa 50665. (PA)

Independent bank in MN lake area seeking **INSURANCE AGENCY MANAGER**. Must be experienced and well qualified. Able to manage people. Part ownership may be available. Agency premium \$1 million. Send resume to file UBY, c/o Northwestern Banker. (PA)

## Ag Banking Personnel

Let us help you. Call the ag lending personnel specialists without cost or obligation. Confidential. Employers pay us to hire the best.



Linda: 515/394-5827  
 New Hampton, Ia. 50659



Jeannie: 515/263-9598 If  
 no answer, 712/779-3567  
 Massena, Iowa 50853

**agri CAREERS, INC.**  
 THE ORIGINAL AGRICULTURAL RECRUITER

Does an airline flight attendant's appearance impress you? Call us today and find how your tellers can do the same to your customers.

**Ellerbroek's**  
 CAREER APPAREL

523 N. Main St., Carroll, Ia., 51401 712-792-2748

**One and two bedroom  
 condos on Main Street  
 in Frisco, Colorado at  
 pre-construction prices.**

Call: 1-800-922-2590

Dwayne Smith  
 Paradise Properties  
 Box S

Dillon, Colorado 80435 (FS)

## BANKERS AVAILABLE

**CEO** with proven high performance record in community bank seeks new opportunity. Salary \$45,000

**Commercial Lenders** with experience ranging from three to 20 years. Salary to \$50,000

**Senior Ag Lenders** with experience ranging from 5 to 20 years. Salary to \$40,000

**Junior Ag Lenders** with one to five years experience. Salary to \$25,000

**Administrative Officers** with major banking experience. Salary to \$50,000

**Installment Lenders** with over five years banking experience. Salary to \$25,000

**Operations** people with over five years experience. Salary to \$30,000

If you are considering an additional officer, we have dozens of qualified applicants listed in most job categories. Write or call Malcolm Freeland c/o Freeland Financial Services, Inc., 1032 Carriers Bldg., Des Moines, IA 50309. Phone 515/282-6462. Employer pays reasonable fee.

## POSITIONS AVAILABLE

**CEO** needed by community bank in progressive Iowa town. Salary \$50,000 plus

**CEO** for suburban Nebraska bank, Administrative and lending experience required. Examiner background a plus. Salary open

**CEO** for western Illinois bank in rural community adjacent to major city. Salary \$35,000

**Sr. Lender** with marketing background for Montana bank located in scenic area. Position is number two in multi-bank holding company affiliate. Salary \$32,000

**Sr. commercial lender** for major Iowa bank. Salary open

**Commercial lender** for larger Iowa community bank. Salary open

**Administrative head** with loan experience for northern Iowa bank. Salary open

**Cashier** for \$60 million bank located in major county seat town. Salary \$30,000

**Ag Rep** with five or more years lending/successful record. Bank located in Iowa community adjacent to major city. Salary \$32,000

**Ag Rep** to take over as senior ag lender in progressive southern Minnesota bank. Salary to \$35,000

**Ag Rep** with experience for N.W. Iowa bank. Insurance licenses a plus. Salary \$25,000

**Installment lender** with farm background for eastern Iowa bank. Salary \$22,000

**Ag Lender** for S.W. Iowa community bank. Experience required. Salary to \$24,000

**Operations person** for S.E. Iowa bank located near major city. Salary \$22,000

**Compliance person** with experience for major Iowa bank. Salary to \$25,000

Write or call Malcolm, Freeland c/o Freeland Financial Service, Inc. 1032 Carriers Building, Des Moines, Iowa 50309. Phone 515/282-6462. Employer pays reasonable fee.

## Estate Appraisals

**Purchase of  
 Collections**

**Sale of Rare Coins**

Reliable and respected service  
 for over 20 years

Used by bankers  
 throughout the midwest

**Ben E. Marlenee**  
**Coins**

913 Locust  
 Des Moines, Iowa 50309  
 515-243-8064

## POSITIONS AVAILABLE

**SENIOR OFFICER**—\$25MM community bank in western mountain state. Requires ag and commercial lending exper. \$30K

**AGRILOAN**—manage dept. for \$30MM community bank. Opportunity to learn commercial banking. \$28K

**LOAN OFFICER**—handle majority of loans for \$20MM rural bank. Requires knowledge of compliance and new business development skills. \$26K

**CORRESPONDENT OFFICER**—addition to staff of \$750MM bank. Prefer 2-3 yrs. experience and ag related degree. \$28K

**COMMERCIAL LOAN**—will be second in dept. of \$50MM suburban bank. Formal statement analysis training and new business development skills desired. \$30K

To inquire about a position, send resume' or contact:

**TOM HAGAN & ASSOCIATES**  
 of Kansas City

2024 Swift - Box 12346  
 North Kansas City, MO 64116  
 816/474-6874

"Serving the Banking Industry Since 1970"

## FOR SALE

NCR 7750 - 2501 PROOF MACHINE  
 WITH DATA CAPTURE AND AUTO-FEED HOPPER.

**\$20,000**

**OR BEST OFFER**

**512-250-0794**

Vol. 12 No. 19 Northwestern Banker Newsletter (USPS 873-300) is published weekly by the Northwestern Banker Company, 306 Fifteenth Street, Des Moines, Iowa 50309, (515) 244-8163. Subscriptions \$1.00 per copy, \$18.00 per year. Second class postage paid at Des Moines, Iowa. Address all mail subscriptions, changes of address (Form 3579), manuscripts, mail items to above address.