# NOBTHWESTERN Banker Newsletter

#### Vol. 12 No. 21

**Des Moines, Iowa** 

**September 12, 1983** 

#### Survey of Businessmen Shows:

## **Price Is Not Owner's Main Concern**

N THE current issue of Commercial Lending Newsletter, published by Robert Morris Associates, is an interesting review of a survey recently conducted by the National Federation of Independent Business. It is of special interest to community banks because it was conducted among small businessmen. The report from the RMA membership letter follows:

#### \* \* \*

HE interest rate charged on a loan is not the most important aspect in a small business-bank relationship, despite record high nominal and real rates. This was one of the findings of surveys the National Federation of Independent Business (NFIB) conducted of its membership in 1980 and 1982. The surveys asked small firms to characterize their desired banking relationship and to rate the performance of their principal banks in terms of ten aspects of a relationship. All of the characteristics except "offers the cheapest money" represented nonprice dimensions of a banking relationship.

#### Most important

"Knows you and your business" was most frequently ranked very important (67% in both surveys),

followed by "reliable source of credit" (55%). "Offers the cheapest money," the third most frequently noted characteristic in the desired banking relationship, was ranked very important by 50% of the firms.

#### Least important

Those characteristics least frequently reported as very important to the desired banking relationship were "providing helpful business suggestions" and "comes to you with ideas for improving bank services." These rankings suggest that the consulting aspect of the banking relationship is viewed as less important than continuity and availability of credit.

Ratings of principal bank performance differed markedly from the ratings of desired characteristics in a banking relationship. Banks most frequently received good ratings on accessibility ("convenient location" and "easy access to a loan officer"). "Reliable source of credit," "one person handles credit needs," "knows you and your business," and "offers a wide range of banking services," also received good performance ratings, although significantly lower than accessibility.

The two characteristics least frequently rated as very important to

the banking relationship ("provides helpful business suggestions" and "offers ideas to improve bank service") were also least frequently rated good on performance.

#### **Other findings**

The NFIB surveys also looked at the characteristics of small business borrowers, the sources of small business loans, the characteristics of these loans, credit availability for small business, and bank competition for small business loans. Major findings included:

• Most firms were able to satisfy their financing needs.

• Problems with credit availability were related to characteristics of the firm that in turn are correlated with the risk of default.

• Small firms do not always pay more than the prime rate. Few respondents paid more than 2 points over the prime rate.

• The average rate paid was rarely more than 150 basis points above the prime rate. When the prime was rising (falling), the difference narrowed (widened).

• Differences in rates paid by market size (urban-rural) and branching laws existed in 1980 but were substantially eliminated by 1982.

• Small firms were most likely to be solicited by a bank in metropolitan areas, statewide branching states, and in communities

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 Banks in unit banking states and rural banks generally performed better than branching states and metropolitan banks on the characteristics most desired in a banking relationship.

Single copies of the study, Credit, Banks, and Small Business, are available free from the National Federation of Independent Business, Capital Gallery East, Suite 695, 600 Maryland Ave., S.W. Washington, D.C. 20024. 

### **IRA-Keogh Seminars**

Collin Fritz, a widely-known banking consultant and attorney. has announced the dates for his fall series of IRA-Keogh Seminars. He will provide a review of IRA procedures and rollovers, then discuss current changes in TEFRA and review the Technical Correction Act and new forms and reporting forms. After lunch, Mr. Fritz will discuss marketing and the investment opportunities that can aid customers. After an Update on Keogh and SEP Plans, the seminar will adjourn.

The September and October schedule includes three dates in Nebraska, two in Montana and two in South Dakota. These will be followed by four dates in November and early December. Additional seminars are being arranged in other



states and will be announced soon, he said. The first series includes the following:

Sep. 19 - Ogallala, Neb., Holiday Inn

Sep. 20-Kearney, Neb., Ramada Inn

Sep. 21-Lincoln, Hilton Hotel

Oct. 4-Billings Mont., Northern Hotel

Oct. 5-Missoula, Mont., Red Lion Village Inn

Oct. 19-Rapid City, S.D., Howard Johnson's Motor Lodge

Oct. 20-Sioux Falls, S.D., Howard Johnson's Motor Lodge

Reservations may be made through the Nebraska, South Dakota and Montana Bankers Association offices for the respective seminars.

#### **Iowa News**

An IDEA Annuity Workshop will be held Wednesday, September 28. at the Howard Johnson's at 4800 Merle Hay Road in Des Moines.

Registration begins at 8:30 a.m. with the morning session consisting of a review of the new IDEA Annuity programs, administrative procedures and forms and completing application and related forms. After a noon lunch, investment procedures and forms and marketing aids and ideas will be explored. Adjournment will be at 4:00 p.m.



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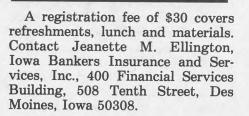
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The Central Iowa Chapter of Bank Administration Institute is rescheduling its regular monthly dinner to September 29 at the Holiday Inn, Capitol Plaza at 1050 6th Ave., Des Moines.

Social hour will be from 5:30 p.m. to 6:30; dinner following. Dinner meeting topic is "Consumer Bankruptcy," with speaker Don Neiman of Neiman, Neiman, Stone and Spellman. Cost per person \$13.50.

A Permanent Life Licensing School, which includes the general section will be held October 3-4 at the office of Iowa Bankers Insurance and Services, Inc., 400 Financial Services Building, 508 Tenth Street in Des Moines. Insurance licensing examinations can be taken on Wednesday, October 5.

Study materials will be handed out at the school, however, it is

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# An Open Invitation to London





## 1983 International Financial Seminar December 1-10, 1983

The first NORTHWESTERN BANKER International Seminar has been announced by Ben Haller, Jr., publisher of THE NORTH-WESTERN BANKER. This gathering of banking executives and associates will present the opportunity to enjoy London in early December, the height of the colorful theatre and holiday season, while participating in professional study sessions under the auspices of London School of Economics. Technical visits and discussion periods at participating banks, Building Societies, and Lloyds of London also are planned, as well as social activities with British counterparts.

A Dickensian Holiday atmosphere will prevail through this exciting and educational week with a stop at "The Olde Curiosity Shop," and lunch at the Dickens Inn as part of the planned activities. Face to face meetings with your British peers will present a view of the financial world from the other side of the Atlantic. Without a doubt, the holiday spirit and the lights and decorations of world famous retailers such as Herrods, FortnumMason, and Simpsons will be tempting to Christmas shoppers and browsers alike.

#### Land Arrangements

The program will include deluxe hotel accommodations at London's Brittania Hotel for six nights, plus two nights at the traditional White Hart Inn in the Cathedral City of Salisbury, a wonderful welcome to the Holiday season. Breakfast each morning, special dinners, receptions, sightseeing and a unique and profitable educational experience make this a never to be forgotten travel adventure for all. The land package is just \$549 per person, based on double occupancy of rooms and the seminar fee is \$175 per participating financial executive.

#### **Travel Arrangements**

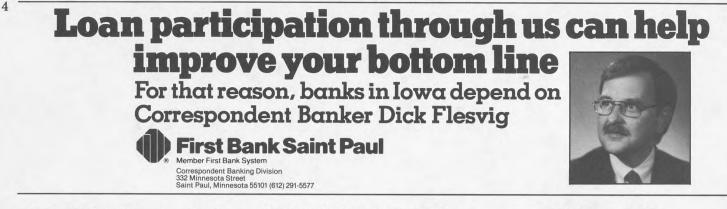
Air fares are now being finalized for Holiday Season travel, and your flights will be on regularly scheduled airlines. Your prompt response will bring you full details and air fare quotation from your home city.

#### **Tax Deductible Educational Expenses**

Treasury regulations permit appropriate tax deductions for educational expenses undertaken to maintain or improve skills required for one's employment or profession, and Certificates of Attendance will be presented to active participants.

<b>International Financial Seminar</b> c/o Travel & Promotions, Ltd. 8527 University Blvd. Suite 7 Des Moines, Iowa 50311 December 1-10, 1983	<ul> <li>Yes, I'm interested in the International Financia Seminar in England.</li> <li>Enclosed is my check for the Seminar Registra- tion Fee of \$175.</li> <li>Please send complete details with air fare from (home city)</li></ul>
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recommended that you obtain an Iowa Agents' Manual to use for study prior to attending the classes.

DES MOINES: Community Bankers Insurance Agency, Inc., will hold an informational meeting at Howard Johnson's Motor Lodge, 921 Sixth Ave., on September 13 at 10:00 a.m. to present "Insurance You Can Bank On." This is an Iowa Independent Bankers program for member banks to provide low cost personal insurance coverage to their depositors.

#### Nebraska News

BLAIR: John E. Queen has been named president of the Blair Bank. He has been with the bank since February of this year. Prior to that he served as vice president and senior loan officer of the First National Bank in Council Bluffs. He also spent seven years with the Omaha National Bank in the commercial lending division. CORRECTIONVILLE: Ruth Jones Nelson, controlling shareholder of the Corn Belt State Bank, recently announced the sale of the bank to a group of investors associated with Mike L. Keim of Omaha. The sale is subject to approval by regulatory authorities. Mr. Keim has been an officer and director of several Nebraska and Iowa agriculturally related businesses, including four Iowa banks. No change is expected for the bank.

**GRAND ISLAND: First National** Bank and its three affiliates, all operating under their holding company, Bankshares of Nebraska, Inc., will be merged with Norwest Corporation, Minneapolis, under terms of a preliminary agreement announced September 2. Bankshares owns the First National, First Savings Company of Grand Island, First Savings Company of Kearney and Bankshares of Nebraska Life Insurance Company of Phoenix, Ariz. On June 30, Bankshares had assets of \$140 million; Norwest assets were \$19 billion.

LINCOLN: The proposed merger of First National Lincoln with Omaha National Bank under the name of a new holding company titled First-Tier has been cancelled. William C. Smith, president of First National Lincoln Corp., and Duane W. Acklie, a director and largest stockholder of the holding company, issued separate statements recently indicating a resolution of differences over the proposed consolidation. Prior to that peace-making move, Mr. Acklie and his wife had published a tender offer to purchase up to 736,000 shares of FNLC stock at \$40 a share in opposition to the proposed consolidation. Mr. Smith said the agreement calls for FNLC to discontinue any similar discussions for at least the next year.

#### **Minnesota News**

SAINT PAUL: Elected at First Bank Saint Paul were, Joseph O. Weissenborn, senior vice presidentcontroller and member of the management committee, and Terrence J. Quinn, senior vice president and head of group I-commercial banking. Mr. Weissenborn had been serving as vice president and previously was employed by Seattle-First National Bank. Mr. Quinn served the bank from 1974-78, returning last year as a vice president after having been associated with Eastern Heights State Bank and 3M.

SOUTH SAINT PAUL: Robert J. Verkennes has been promoted to vice president of Norwest Bank South St. Paul, N.A. He joined the bank in 1973 as a management





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trainee and most recently served as bery. Registration will begin at 8:30 assistant vice president.

a.m. with the conference adjourning at 4:00 p.m.

Early registration is recommend-

ed. This year's agenda is completely different from previous teller/staff conferences with new and updated information.

#### **Illinois News**

Over 400 bankers and extension advisors from throughout Illinois are expected to be on hand for the Illinois Bankers Association's Annual Agricultural Credit Conference to be held September 21-22 at the Ramada Inn in Champaign.

The Conference agenda will include presentations on topics ranging from the Payment-in-Kind (PIK) program to the use of microcomputers in ag lending to the state of the economic recovery and the outlook for financial markets. Speakers will include John R. Campbell, Dean of the College of Agriculture at the University of Illinois: Bill Wallis, executive director of the Illinois Farm Development Authority, and Dr. John Marten, economist with Farm Journal magazine.

According to Conference chairman Erman "Wink" Schairer, "This is THE big meeting for Illinois ag lenders, and we think that an exceptional program has been put together." Mr. Schairer is senior vice president of Woodford County Bank, El Paso.

#### Montana News

The Montana Bankers Association AIB Education Committee has planned a one-day teller/staff conference to be held two consecutive Saturdays; September 17 at the Great Falls Sheraton and September 24 at the Billings Sheraton.

The conference will address managing challenging customers, check kiting, endorsements and rob-

# **Keystone Resort to Host Independents**

HE 10TH ANNUAL Convention of the Independent Bankers of Colorado will be held September 22-24 at Keystone Resort. Headlining the list of speakers are Senator Jake Garn (R., Utah), Richard C. Breeden, deputy counsel to the Vice President of the United States, and Paul Muller, legislative assistant to Colorado's Senator Bill Armstrong, Commissioner Doby and Jim Herrington, IBAA president. A tentative program schedule follows:

- A.M. Thursday, September 22
- 8:00 Registration at hotel.
- 9:30 Golf at the Ranch golf course. Tennis at the Gardner Tennis Club.

**Recreation** activities.

P.M.

- 6:30 Cocktails and western barbeque at the Mountain House.
- A.M. Friday, September 23

8:00 Registration.

- 9:00 First business session. President's report. Introduction of Independent State Bank Staff.
  - •Commissioner Doby. •Paul Muller representing Senator Armstrong. •Richard Breeden, director, Vice President's Task Force on Financial Reform.
- P.M.

1:00 Lunch.

Speaker: Jim Herrington,

**IBAA** president.

- Honoring of IBC charter members.
- 2:45 Breakout sessions.

Community development proiects.

Marketing for smaller banks. Microcomputer usage.

Asset/liability management.

Mary Gilliland program for spouses on costumes in early Colorado.

- 7:00 Exhibitor's cocktail-buffet party.
- 8:30 Dinner and dance.
- 11:15 Auction for prizes.

#### A.M. Saturday, September 24

8:30 Registration.

9:30 Second business session. "State of Banking in Colorado" with Don Kinney and a panel of Colorado media experts.

Senator Jake Garn, chairman, Senate Banking Committee. Organization meeting of the new board of directors.

P.M.

#### 12:00 Lunch.

- 1:00 Recognition of past presidents.
  - Installing of new officers and directors.

Address by new IBC president.

2:45 Adjourn the convention. 





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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)

COMMERCIAL LOAN OFFICER—Excellent opportunity for an Individual with strong commercial lending skills. Send resume to: J.T. Gowan, President, First National Bank, Chaska, MN. 55318. (PA)

AG LOAN OFFICER—Nebraska bank with two ag loan officers, needs additional individual to assist with ag lending. Experience helpful, but not required. Reply to file UBZ, c/o Northwestern Banker. (PA)

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#### AG LOAN OFFICER

Norwest Bank Worthington, Worthington, MN now has an outstanding opportunity for a person with strong business development skills and desire to build a career in the ag financial service industry.

Candidates should have an ag background with 3-8 years solid ag banking experience or farm credit system experience. A land grant university degree with emphasis on agriculture, accounting, business and or finance is preferred. This individual must have superior communication and interpersonal skills.

If you are willing to work hard, get the job done and enjoy working in a rural market, you will enjoy a competitive salary, complete benefits, and professional growth opportunities. Please forward your resume to: Terrence O'Toole, Senior Vice President, Norwest Bank Worthington, P.O. Box 231, Worthington, MN 56187. (PA)

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OPERATIONS—handle reports, personnel, asset/liability, management for \$60MM community bank. Degree preferred. \$32K

REAL ESTATE LOAN—manage estate loan function (mostly residential) for medium size holding company. \$30K AGRILOAN—affiliate of major holding company seeks experienced ag lender to handle all ag credits and some

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ior commercial lender with two-three years bank lending experience. \$28K

EXECUTIVE OFFICER—large community bank desires senior commercial lender with administrative experience. Second position. \$40K

AGRI-REP—junior management position with \$30MM rural bank. Requires degree and one-two yrs. bank experience. \$18K

INSTALLMENT LOAN-\$30MM rural bank with \$4MM installment portfolio. Some real estate lending duties involved. \$20K

To inquire about a position, forward resume' and salary requirements or contact:

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