



BRUNING BANK

SUMMER 2023

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History...

After my father's passing in June of 2020, we left his office as it was until now that I recently moved into it.

Looking through the files and drawers he had I was able to reminisce through pictures and great history including wonderful correspondence from family, friends and special customers.

One item I truly enjoyed was the newsletter file. It was 40 years ago this last April when he envisioned a newsletter to send to our bank customers. Many of his messages still apply today. I thought it would be nice to reprint his first newsletter article entitled "Three Major Concerns."



FRED D. BRUNING

There are three major concerns that people have of their friends and their bankers.

1. Can I trust you?
2. Do you know what you are talking about and what you are saying?
3. Do you care about me personally?

Bruning State Bank is Trustworthy.

We do have qualified personnel that knows what they are talking about and saying. We do care about you personally.

We want to handle your business transactions promptly and answer all your questions intelligently. It is our desire to earn and keep your business.

Business is sensitive. It goes only where it is invited and stays only so long as it is well treated. (Farmers Digest Quote)

Banks in rural Nebraska have been exposed to new competition- Savings and Loans, Mutual Funds, Credit Cards, etc. Competition is good. All the banks in our two-county area have stood the test of time and remember all these banks and their officers have roots in their individual communities. These locally owned banks do want to keep investment dollars in their own area and have done exceptionally well in Thayer and Fillmore County.

We hope you will think of your local bank when you have investment dollars. Rural America should keep the dollars at home.

Livestock columnist, Baxter Black said that since some weeks have been set aside to honor certain lines of work, such as National Secretary's Week, etc., it would be nice to have a banker's week. Bankers are criticized with such jokes as "Colder than a banker's handshake", or "The banker with a glass eye, the eye with a little compassion in it." Banker's Week would be nice. Let's have a "Be Kind to Your Bank Week." Say something nice to your banker, even if you have to make it up.

-Banker Frank-

-Fred D. Bruning, Chief Executive Officer



JERRY CATLETT

Over the past few months, you may have noticed we've been doing work at each of our front doors (main entrances) and our side doors (secondary entrances) at each Bruning Bank location. The work has been delayed due to supply chain issues; those delays are beginning to subside for our vendors.

We are adding an extra layer of security. We will soon have controlled entries, meaning when you approach the building, the door may be locked. We are installing audio/visual cameras that interact with several users inside the building so when the door is locked you will simply push the doorbell on the unit and it sends a signal to our staff to look at the screen and if they know you, they'll simply press the release, and the door will be able to be opened. The process we've tested is very simple and quick. For those entering we don't know, the process will be slightly different. We'll ask who you need to see or business you need help with. We may not know everyone 100% on site, however we'll challenge ourselves to get to know you.

The reason we've implemented this added layer of security is not such a simple topic to discuss. At Bruning Bank, we deal with risk every day, for example, credit, investment, interest risk decisions etc., another risk that is on the rise is physical security and physical safety. As with credit and interest rate risk, we take steps to mitigate (minimize) risk to the bank and bank customers, taking credit and interest rate risk to zero is not possible, however, keeping it as low as possible is what we attempt every day. Since 1891 we've been right on risk management a lot more than we've been wrong.

At all our locations, we are protected very well by our local, county and state law enforcement agencies, for that we are certainly appreciative of. We do know that they are being asked to do more and more in each community we have a location. Having a police car or a sheriff's deputy parked in front of each building would be the best security possible! Not practical. We needed to add another layer to our physical security, just like schools, hospitals, other area banks. We've had video cameras inside and outside the building for years and they will continue to be a part of our overall plan.

It is difficult to watch the national news from any news outlet and not be alarmed about what we see. That certainly has a lot to do with our decision to install these new systems. We can't take the risk to zero, but just like credit and interest rate risk, we can mitigate (minimize) to a lower level. As many security experts have told us, if someone is attempting or thinking of doing something bad, when they pull on a locked door they will just walk away. That is what we are trying to do. Get the bad guys to walk away and rethink the risk they are taking. For our customers, the really good people, we ask for your patience and understanding.

If you have any questions, please don't hesitate to contact me.

- Jerry Catlett, President, COO

Preparing For The Coming Storm



We have all been through many economic cycles and market fluctuations, and one thing is for sure, uncertain times are inevitable. Whether it's a pandemic, political turmoil, or unexpected market shifts, your business will always face some level of uncertainty.

The good news is that your business can manage through these uncertain times and even thrive with the right mindset and strategy.

It is essential to acknowledge that uncertainty is not the same as risk. Risk can be measured and managed, while uncertainty is an unknown future outcome. Instead of trying to predict or control the future, businesses should focus on building resilience and adaptability in their operations.

One way to do this is by diversifying your revenue stream or customer base. Businesses relying too heavily on one product

or service, or customer demographic are more vulnerable to market shifts and economic downturns. By spreading risk and exploring new opportunities, businesses can mitigate the impact of uncertain times.

Another critical strategy is to maintain a healthy balance sheet. This means having enough cash reserves to weather unexpected expenses or disruptions and avoid too much debt. A strong balance sheet can give a business the flexibility to pivot as needed without sacrificing its long-term potential.

In uncertain times, communication is more important than ever. Businesses should be transparent and honest with their stakeholders, customers, and investors about any challenges they may face and how they plan to address them. This builds trust and helps everyone stay on the same page.

At Bruning Bank, our primary mission is to assist our clients to build and maintain their wealth. Having a plan in place for economic uncertainty plays a central role in that mission. **Whatever your needs, our team is here and ready to help.**

- Phil Wieck, Vice President- Grand Island

Strength In Community Banks



Why should you bank with a Community Bank? With all the recent news about banks failing and FDIC insurance on deposits, now is a good time to remind yourself of the strengths of Community Banks like Bruning Bank.

Community Banks have been a part of small-town history since the beginning of the United States' history. Locally owned banks are essential to small communities and towns. They offer numerous advantages and strengths that larger banks may not provide.

So, what are the strengths of Community Banks?

1. Personalized Service- Community Banks are often family owned and operated. They can offer a level of personalized service that can be hard to find at larger banks- where customers can feel like they are just a number.

2. Local Decision Making- Community Banks are invested in the success of the communities they are located in. Important decisions, including loan decisions, are made by the people that live and work in the community. These people have a greater understanding of the needs of the area, making them better equipped to make the important decisions.

3. Community Involvement- Community Banks are heavily invested in their communities and understand the unique challenges and opportunities that exist. Community Bank employees are often involved in Civic Organizations and sit on boards that work to improve and stimulate growth in their communities.

4. Flexibility- Community Banks are often more flexible than large banks when it comes to lending. They are willing to work with borrowers who may not meet the strict underwriting standards of larger banks that need loan requests to "fit in the box" to gain loan approval. This flexibility can be especially important for small businesses and farm operations.

5. Stability- Community Banks tend to be more stable than larger banks and with strong ties to their communities, they are less likely to engage in risky investments.

These are only a few reasons why you should feel good about trusting your business and personal finances with a Community Bank like Bruning Bank. If you have questions or concerns about loans, checking accounts or Certificates of Deposit, please feel free to contact us so we can discuss what may fit your needs and questions you may have about FDIC insurance, which can sometimes be confusing!

- Todd Clabaugh, President- Kearney



TO THE CLASS OF 2023

Bruning Bank wishes you the best with your future plans!

New Employee Spotlight



KACI WOZNIAK

Kaci Wozniak joined Bruning Bank in January of 2023 at the Kearney location as a Relationship Associate. She has lived in Kearney for over 20 years. Kaci and her husband, Jason, have three children and one son-in-law. She enjoys sports, being outdoors, and hanging out with her family.



JAMI SMITH

Jami joins Bruning Bank as a Mortgage Loan Officer at the Grand Island location. Jami was born and raised in Grand Island and earned a bachelor's degree from UNL in Business Administration with an emphasis in Accounting. She began her banking career 20 years ago in Fairbury. Jami, her husband, PJ, and their two daughters, Ava and Payton, moved back to Grand Island in 2015. In her spare time, you will find her at the softball and soccer fields cheering on her daughters or spending time with family and friends.

Character Matters



The last few articles I have written for this newsletter have been about objective loan underwriting, such as loan to value calculations, debt service coverage ratios, working capital, etc. I wanted to take some time to discuss one of the most important, if not THE most important underwriting criteria, character. Character is more of a subjective criteria when underwriting

a loan. Will the customer do everything possible to make payments in a timely manner?

As lenders, we try to judge whether a loan can be repaid in a reasonable timeframe, depending on the type of loan. We use historical income information and future projections to determine whether we believe a loan can be repaid in the future. Sometimes, current income does not live up to past income or future projected income expectations, which can cause loans to become past due or problematic loans. This is where character comes in. Most customers will find creative ways to make payments when income expectations are not realized, some will not. Determining

how customers will react during tough times is not easy unless we have experience with the customer in the past.

Lending is an art, not a science. The ability to judge character is a great example of the art of lending. We use the credit report score to help determine character, but sometimes this method is not reliable. In community banks, we typically know our customers or potential customers, and we have a good idea of their character by the actions we observe in the community.

Unfortunately, circumstances arise where a business or individual cannot make the payment due to some outside influence that cannot be controlled. In these cases, I always ask my customers to communicate with me. We can solve almost any problem if we are communicating with each other. When communication stops, we cannot work through any problem, no matter how simple. As bankers, we want to find solutions to problems so both parties are satisfied.

Your Bruning Bank Banker will work with you through good times and tough times. Communication is key to having a good relationship with your Bruning Banker, so we can help you “Build, and Maintain Wealth”.

-Ken Mehlin, Chief Credit Officer



Persistence May Be Working?



Over the past winter, I had a number of people comment “Jim, I read your articles and what resonates the most was the information about estate planning.” I even had a couple customers say they were inspired to complete their estate planning. I don’t know exactly what the statistics are, but I do know you have to ask a lot of times before someone is willing to say

yes or to make a change. So here I go again, asking you all to get your estate planning completed. You are not getting any younger nor any less busy, so get started!

Estate planning ties with the dentist as far as the fun factor. However, both help to avoid issues down the road and save money.

Here are just some of the items that you need to think about, and I know that will come up with estate planning:

- How many children do I have and how am I going to distribute my estate to the children?
- If a business owner, rancher, or farmer; is there a child helping you in that capacity and do you split assets up evenly with absentee children?

- Should you form a trust, an LLC, etc. to help with taxes or gifting?
- Do you have Power of Attorney?
- Do you have Power of Attorney for Healthcare?
- Who is going to be your personal representative of your estate or trustee of your trust?
- Are your deposit accounts at the bank titled properly to meet your estate planning goals?
- Is your land titled properly to meet your estate planning goals?
- Is your attorney or estate planner and tax accountant working together on your estate plan?
- How does your life insurance play within your estate plan?
- What is your long-term care plan and the cost and effects of a nursing home?
- Who will care for your children if they are minors?

Estate planning can feel as daunting as needing to visit the dentist, but both need to get done. So this is my official newsletter article reminder for everyone to get their estate planning completed, it will pay dividends in the future!

-Jim Scott, President- Broken Bow

Holdrege Names New Location President



On April first of this year, I was fortunate enough to be named the next President of the Bruning Bank Holdrege location. It is an honor and a privilege to be trusted to lead such an amazing location that is part of an overall great organization rooted in agriculture, helping business grow and thrive, along with improving the wellbeing of the communities it serves.

The Holdrege location opened in August of 2009, and I was lucky enough to arrive in September of that same year. Our location started out in a strip mall retail unit until we were able to move to a temporary building at our current location. The bank building was completed in December of 2010, and we have called it home ever since. In 2022 we added on 1,700 sq. feet which included five offices, a testament of our commitment to serving the community and surrounding areas for years to come.

While John Boehler, previous location President for the last 13 years, is slowing down he is not going away. He can still be found right when you come through the door but will be

taking more time off to spend with grandkids and on hobbies. Kyle Anderson is serving at a senior level position as our Senior Executive Commercial Lender and will also remain a pillar of the location although he has companywide duties. Both men have been monumentally instrumental in helping me grow into the banker and person I am today.

We have an amazing staff that provides excellent customer service with a personalized touch that I feel is hard to find anywhere else. From processing a transaction, opening a checking or savings account, or booking a loan, we strive to offer unparalleled service and build a relationship with each customer. We have a great facility to conduct business, but the foundation of our bank are our great employees. As the late Frank Bruning said when asked about his employees, “We hire happy people and then teach them to read and write.”

As this transition continues, I know that I will have much to learn, and I look forward to the challenge that this new position requires. I would also like to thank everyone for the kind words of congratulations and encouragement along with the Bruning Bank family for trusting in and affording me this opportunity. Lastly, I would like to thank you, our customers, for believing in and allowing us to help you build, grow, and thrive!

- Luke Thorell, President- Holdrege

Mark Your Calendar

JUNE:

- **15** - National Elder Abuse Day
- Older Americans lose an estimated \$2.9 billion to \$36.5 billion each year from financial abuse. Use our Online banking tools to review your finances at any time!
- **16** - Father’s Day Treats- All locations
- **16-17** - Swedish Days- Holdrege
- **19** - CLOSED in honor of Juneteenth Freedom Day
- **28** - National Insurance Awareness Day
- The agents at Bruning Insurance Agency are available to review your coverage and provide a free quote! Give our agents a call at 402.353.2085 to get started!

JULY:

- **4** - CLOSED in honor of Independence Day
- **28-30** - Bruning Days

AUGUST:

- **21** - National Senior Citizen’s Day
- **BACK TO SCHOOL** - Visit us before the busy school year begins and take advantage of our financial services such as Premier Checking and earn interest on your checking account! Or our Free Checking account! Don’t forget about Mobile Banking to take Bruning Bank with you everywhere and manage your account right from your phone!



KATHY ROBERTS



KRISTEN MONTEFORTE



ALLISA WALLER-SWANSON



SARA JO KUNERT

Changes...Changes...Changes!

Change can be good. Change can be hard. Change isn't always a bad thing. Change is inevitable.

Inflation, storms, and claims are forcing insurance companies to reevaluate their policies, premiums, and deductible options and thus... make changes. The changes that companies are making affect all their customers. Regardless of whether you personally experienced weather related claims over the last year, much of the state did. For many companies, 2022 was one of the most expensive storm seasons in history.

The result is change. The easiest change insurance companies make is the premium rate. It's easy to understand... lots of claims... premiums go up. The next easiest change is to the policy deductible options. Higher deductibles mean insurance companies aren't paying for smaller claims and the insured is sharing the expense of larger claims.

The changes that are the most difficult to understand are policy changes. Most companies already have a split deductible with separate deductible for wind and hail claims vs. any other type of claim. Mandatory higher wind and hail deductibles are becoming an industry standard. Some insurance companies are also changing how property is covered by adding a cosmetic loss exclusion on exterior metal surfaces: gutter systems, metal siding components, metal door components, metal window components. This damage may be called marring by some companies.

What does this mean? In a nutshell, the insurance company will not pay for damage that is appearance only. For example, hail puts dents in the metal wraps around the window, but the window still functions properly and there is no need to replace the window.

Why are insurance companies doing this? The window companies are saying that the metal wrap on the windows cannot be replaced without replacing the whole window. However, the window itself is still functioning. The glass is not broken. The elements, cold air, rain, snow, are not getting in but they want to replace the whole window. Rather than charging a few hundred dollars for the piece of metal, they want to sell a whole new window for thousands of dollars. What a win is for them, is not a win for the insurance companies.

There have been customers that have been paid a portion up front for damage to windows and then chose not to replace them because they were still functioning and the mess of replacing the windows wasn't worth it to them. They didn't pay the company back the money they were paid. Win for the insured, but not for the insurance company.

Think of it this way, your thirteen-year-old daughter (or granddaughter or niece) is painting their fingernails on your coffee table. She has a magazine under her hand like you told her to, but accidentally a small drop of fingernail polish is left on the table. You try to get it off but if you scrub too hard or use polish remover, you are going to ruin the finish on the table. Irritating... yes but are you going to get rid of the table? Probably not. The one small pink paint drop does not hurt the function of the table therefore it is not worth spending several hundred dollars to buy a new one.

The insurance companies are viewing cosmetic loss the same way. Why "fix" something that isn't really "broken"? In addition to the extra expense of paying to replace items that are still functioning as they were designed, there would be a lot of added unnecessary waste entering our landfills.

There are endorsements that may be offered that will remove exclusions if the appearance is important to you. However, there will be an additional premium charge.

We know change is hard. As policies are being renewed, we are sending out letters to our customers highlighting any changes that are being made to coverage. Please take a few moments to review this letter. Stop in or give us a call if you would like to discuss your coverage or any options that may be available.

- Kathy, Kristen, Allisa, & Sara Jo
Bruning Insurance Agency

Not FDIC Insured. Not a guarantee of the Bank. Not a deposit of the Bank. Not insured by any federal government agency. May go down in value.



Crop Insurance

HAIL • WIND • FIRE

High wind warnings? Just another normal day in Kansas and Nebraska!

Severe thunderstorm and tornado season is here again. Increased chances of strong winds, tornadoes, and damaging hail. **What does Mother Nature have in store for us in 2023?**

FIRE! How many fires have gotten out of control already this year? Will this be a dry year with an even higher risk of damage caused by fire?

- Multi-peril crop insurance covers damage from fires caused by Mother Nature (lightning etc.).
- Crop hail insurance includes coverage for damage for fire from other causes (combine fire etc.). The total for fire/hail coverage is the total dollar per acre coverage listed on your policy.

FIRE ONLY coverage is available for \$.15 per \$100 of coverage.

Do you have adequate multi-peril crop and crop-hail coverage to provide for lost income if you lose your crops?

This is a very busy time of year for our farmers, but please take the time to look at your crop insurance coverage. Make sure you have the protection you need this year!

Final Plant Dates for *Most* Counties in Our Area:

- May 25: Corn - Nebraska & Kansas
- June 10: Soybeans - Nebraska
- June 15: Soybeans - Kansas
- June 15: Grain Sorghum - Nebraska
- June 25: Grain Sorghum - Kansas
- July 1: Wheat multi-peril crop insurance premium is billed. Interest accrues on August 1st.
- July 15: Acreage reporting deadline (Oats & Row Crops): Report acres & plant dates by July 15th.

Losses: Remember to contact us RIGHT AWAY if you think there is a loss! Contact us before you replant, before you chop for silage, and before you destroy any crops.

Electronic Deposit- claim checks:

Consider signing up for electronic deposit for your claim payments. You will receive your claim payment quicker with no mail time delays. You will also eliminate the risk of the check getting lost in the mail or possibly being intercepted by a fraudulent individual. Let us know if you're interested in this great option!

Thank you to all our farmers and all that you do!

We are always ready to assist you with ALL your crop insurance needs! Give us a call or stop by our office today!

Your Crop Insurance Agents
- Kathy & Jeff

Not FDIC Insured. Not a guarantee of the Bank. Not a deposit of the Bank. Not insured by any federal government agency. May go down in value.

Preparing To Buy A Home



Higher interest rates certainly factor into the equation when calculating affordability to purchase a home. The interest rate affects the amount of mortgage you may qualify for, which, in turn, affects the price you can afford to pay for a property. In the end, the monthly payment needs to be comfortable for you. Perhaps you have decided this isn't the right time to buy, or maybe there isn't a house

on the market that fits your needs. During this waiting period, it's a good time to get yourself positioned for a future mortgage approval. Here are some areas to consider and some steps to take:

1. Establish credit in advance. Years or months before considering the purchase of a house, open a loan or credit card account to establish credit in your name. But it's very important to handle the credit responsibly and make payments on time to establish GOOD credit history.

2. If you already have a credit card or other debt, work on paying it off ahead of schedule. Try to find a balance between reducing debt and saving money to prepare for #3 below.

3. Have funds available for downpayment and closing costs. Even though some mortgage programs require minimal downpayments, there are still closing costs, insurance premiums and escrow funds that will need to be paid at closing. Borrowers also need to have some additional reserves (funds) left after the above expenses have been paid.

4. Know your credit score. Yes, mortgage approval does take into consideration your credit score, as well as your credit history. Always pay your accounts timely and don't borrow up to the maximum credit limit on credit cards.

5. Continue with your current employment. If you are considering an employment change, please talk to your mortgage loan officer first! This is especially important if the change means switching from a job that pays W-2 income to starting your own business. Self-employed borrowers must have at least two years of income history to qualify for a mortgage.

6. Be knowledgeable and ask questions about the type of property you are looking at. Is the house stick-built, manufactured or a modular construction? There are fewer mortgage options available for manufactured homes. Is it a "fixer-upper"? Purchasing that type of project may require a different type of loan.

7. Once you have applied for a mortgage loan, delay opening any other loans or credit cards until after your mortgage closes. Additional debt during the mortgage process will affect your debt-to-income and could potentially change the decision on your application.

Whether you decide it's time to purchase now or later, we are always here to visit with you and to guide you through the mortgage process.

-Shari Fischer, Mortgage Officer (NMLS #474130)

BRUNING & HEBRON



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Remodeling



We finished remodeling our Hebron location. If you are ever close, please stop by and meet our wonderful staff and check out the new look. If you didn't know yet, we have a new location in Grand Island and are blessed with a talented group of people that are now part of the team. The new location is in an office that we had to remodel to meet our needs before the employees moved in. The

bank in Bruning has been remodeled seven times since it was built in 1967. My parents live in a house that was built in 1880 and I can't count how many times it has been renovated. I am currently remodeling my grandparents' house to make it a home for our growing family. My brother and sister have gone through the same things in their lives- additions and remodels. Makes me think of that quote:

"One constant since the beginning of time might be change, however, the fear of change is also a constant."

- Heraclitus -

Heraclitus was a Greek philosopher and that is about all I know about him. I also didn't know the second part of the quote either, but it makes sense. Growth is uncomfortable. If you have ever done a remodel, you will probably say it was a pain in the neck. (You can insert your own word here). But it is true in life and business. In banking there are always new laws and regulations to keep up with since we are one of the most regulated industries. You can't sign one piece of paper for a home loan anymore, it is a stack. To keep up with these changes we have bank conferences, continuing education, and webinars to keep learning. Sort of a remodeling of the mind to keep things fresh. Sometimes these conferences turn into group therapy where we all talk about how we are dealing with change.

There was a nice couple in the bank the other day from Ong, Nebraska and we were talking about Husker football and

how it isn't what it used to be. The wife looked me in the eye and said, "The world is changing, and sometimes we have to change ourselves." Great advice for anyone. It rings true in so many life situations. You can fight change, go against the flow, refuse to accept what is happening in your world. In the end it is you that needs to adapt to your environment. Like a goldfish that grows bigger when you place it in a larger tank, it is a survival instinct. We are all different people now than when we graduated kindergarten. We have all grown and learned new things to accommodate our current lifestyle. I am currently learning negotiation tactics with our twin two-year-old daughters. If you have children, I am sure you know what I am talking about. There are no conferences or continuing education on this subject, but I will welcome some group therapy if you want to stop in for a coffee.

"When you are finished changing, you are finished" - Benjamin Franklin

This makes me think of my grandpa Banker Frank. He was always reading, talking to people, and keeping up with the cattle industry to the very end. When I would talk to him in his last years, he was almost scared that he couldn't keep his mind moving and it felt like it was almost killing him. My brother would bring him his cattle reports and if you ever visited Frank and Mary, they would drill you on what is new. Then they would usually educate me on the stuff that I didn't know, and the gossip grandma learned in the Beauty Shop. Maybe that is why Frank never had a retirement party, never wanted to give up his office and lose contact with the public.

Where am I going with this rambling? You and I need to get comfortable with being uncomfortable. Change is always going to happen, and life is how we react to it. And if you are a married man, you will probably always be remodeling something in the house even if it is shelves in the garage. Finally, Benjamin Franklin was right, if I tell my wife I am finished and no more changes, I will be finished.

- Adam Bruning, Loan Officer

Frog Protection



In one of my favorite commercials, a customer calls a credit card company saying he heard they handle "frog protection", but what the company is really asking the customer, is to pay close attention to fraud. To protect yourself from fraud, it is important to be vigilant and take proactive measures. First, be wary of unsolicited calls, emails, or text messages that ask for personal or

financial information. Never share sensitive information such as

bank account numbers, Social Security numbers, or passwords unless you are sure the request is legitimate. Second, monitor your bank and credit card statements regularly to identify any suspicious transactions. Third, use strong and unique passwords for each account, and enable two-factor authentication wherever possible. Fourth, keep your computer and mobile devices up to date with the latest security patches and antivirus software. Finally, educate yourself about common scams and stay informed about the latest fraud trends to avoid falling victim to them. By following this simple "frog protection", I mean fraud protection plan, you can significantly reduce the risk of fraud and protect yourself from financial losses.

- Andy Hill, Chief Information Officer

BRUNING

WEALTH MANAGEMENT

We Are Here To Help



DAVE FROOM, CPFA®
VICE PRESIDENT &
LPL FINANCIAL PLANNER

A big congratulations to our new Associate Financial Advisor Ryan Krantz! Ryan passed the FINRA SIE, Series 7 exam (General Securities Representative, AKA “Stockbroker”) and the Series 66 exam (Uniform Combined State Law). This is no easy task. They take hundreds of hours of study. The exams are hours long with a huge variety of securities industry questions, securities problems, and legal questions. The FINRA Series 66 license allows a Financial Advisor to work as an Investment Advisor Representative – a fiduciary advisor for clients. While the “7” is more technical in nature, the “66” puts the “advisor” in Financial Advisor. It allows us advisors and planners to go beyond the transactional stockbroker world of trading securities and opens the doors for the most beneficial work for our clients – financial planning and advice. Education never ends though. That is really what you pay us for. Not everyone can be a farmer, mechanic, electrician, computer engineer, accountant, banker, attorney, financial advisor. They all take time to become educated and experienced. We hire them for that education and experience.

We wanted Ryan to be a part of our team because of our shared passion for financial education and passing that education and experience on to help you, our valued clients. Ryan’s licenses, combined with an MBA and 22 years of banking experience as a loan officer and mortgage loan officer, and most importantly the heart of a teacher, broadens our ability to help you.

We love what we do and enjoy the continual education that we put to work for you. We are passionate about helping our clients mitigate the taxes on your income withdrawals through sound retirement income planning. You know the saying, “it’s not how much you make, it’s how much you keep.” We love seeing the look on our clients’ faces when you know you have the proper life insurance in place to protect your family, your business, your land. Or when we help with your college planning for your kids and grandkids. We can’t stop market volatility, but when the markets are down, we take pride in the retirement income planning we do, and confidence our clients have, knowing we have planned for that down market ahead of time. Do you know the best age to start your Social Security benefits? Does it matter if you’re married or divorced when you take Social Security? How does working full-time or part-time affect your Social Security? We help our clients with that. Do you need Long Term Care insurance or self-insure? Do you have enough disability insurance? When we help establish your goals for retirement and help with finding the best percentage of stocks, bonds, commodities, or cash in your portfolio, and organize your accounts so you know how much you should be saving and which types of accounts you should be using, we feel a sense of accomplishment with you. And when we work with you and your attorney in estate planning to help you mitigate risk, protect your assets, organize assets, ensure proper beneficiaries, account titling, and strategic charitable gifting, we get a sense of accomplishment along with you.

Even more important than education and knowledge is caring. There’s a saying that people don’t care what you know until they know that you care. That philosophy permeates Bruning Bank and all its departments. We hired Ryan because we knew he cares about people.

We will send letters out to those of you that we assign Ryan to be your advisor. His office is in Kearney, but will spend time in Holdrege, Broken Bow, and Grand Island. Ryan and I will work closely together as you engage him in financial planning. Ryan will reach out to you as well, along with Lisa and myself.

No one can predict or prevent the volatility of the stock, bond, or commodities markets. But we can help you decide your risk tolerance and time horizon and help with the proper asset allocation to mitigate how market losses affect your plan. Call us and let’s make a financial plan.

If you are not currently a Bruning Wealth Management client and would like to know more about the comprehensive financial planning we do, please call Lisa Griess to schedule an appointment at 402-353-0100. Or you can email her at lgriess@bruningwealth.com. Don’t forget our website www.bruningwealth.com.

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Mobile Deposit



As a parent of two toddlers, finding the time to run errands without my boys in tow can be difficult. If I must run errands with them, it usually involves strategically planning out my schedule to keep everyone happy and avoid as many meltdowns as possible. Luckily, with the help of technology there are many apps and websites that can benefit a busy parent like myself and help me

do these errands virtually! One app I’d like to highlight is Bruning Bank’s mobile banking app, specifically the mobile deposit feature. Mobile Deposit uses the camera on your smartphone to deposit check(s) into your bank account. The process is simple and with just a few clicks the task is taken care of! If you send in a check with mobile deposit before 4 pm on a business day, it will be present in your account that same day. Of course, always hold on to the check until you know it has been posted to your account. And remember, when sending in a mobile deposit, endorse your check with your signature and include Mobile Deposit Bruning Bank, account number and date. For example, it would look something like this:

ENDORSE HERE

Renee Girardin

Mobile Deposit Bruning Bank

123456 06/01/2023

DO NOT WRITE, STAMP, OR SIGN BELOW THIS LINE
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I may not have all the parenting hacks, but I do know a good banking trick that can save you time. So, next time you have a check to deposit, save yourself the headache of packing everyone up and making a trip to the bank and just mobile deposit it from anywhere using your smartphone. Visit our mobile banking app to start utilizing the Mobile Deposit feature today!

- Renee Girardin, Relationship Manager



Prosper Where You’re Planted



My news articles are usually driven by what I see, what I hear, or what I read, and lately I have been hearing a lot about “blooming where you’re planted”.

This past summer my family vacationed in Steamboat Springs, Colorado and on one of our daily adventures we came across a tree literally growing in the crack of a rock. How did it get planted there? How in

the world is that tree growing there? I didn’t know this picture would lead to a discussion or this article, but when I think of blooming where you’re planted ... I think of that tree. That tree was inspirational. Since not all things that prosper bloom, I think the more appropriate inspiration would be “prosper where you’re planted”.

How can we compare our life to a tree growing in the crack of a rock?

How did that tree get there? Like that tree, we may be planted

or transplanted in a family, a town, or a job/career: by choice, by circumstance, or maybe even by the actions of others. My plan was to somehow be involved in agriculture after college. One day out of the blue, my former high school football coach called and asked me if I had ever thought about a career in banking. “No”, I honestly replied, but that phone call changed my trajectory and within a year of graduating from college, I began a career in banking. Banking is a career I enjoy, and which has now transplanted me and my wife to Hebron, Nebraska. We are prospering where we are planted.

How can that tree grow in a crack in the side of a rock? Like that tree, we need fertile soil (environment). Is our soil fertile? If not, what elements are needed and how much is needed to create a balance that will allow us to grow there? Once we realize our deficiencies, implement changes that are needed, and accept where we are planted, we then can let our roots take hold and prosper where we are planted.

We may not be planted where we thought we would be, but we can prosper where we are planted.

-Sonny Manley, President- Hebron



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EQUAL HOUSING
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SUMMER CHECKLIST

- Sign up for eStatements
- Use Mobile Deposit for checks needing deposited
- Set up Bill Pay to ensure no missed payments
- Set up your travel plans in MyCard
- Sign up for alerts
- Have fun!