



# BRUNING BANK

SUMMER 2025

## IN THIS ISSUE

**Jerry's Journal**  
JERRY CATLETT

**Contactless Debit Cards**  
ANDY HILL

**Barns Along The Road**  
SONNY MANLEY

**More Than Money:  
Service Builds Trust**  
EVELYN VASQUEZ

**Crop Insurance Reminders**  
BRUNING  
INSURANCE  
AGENCY

## Whose Job Is It?

Whether you're working alongside employees in a job setting or helping out with family on a farm or small business, there are always moments when someone needs to step up and take responsibility to get things done.

Leadership opportunities arise in many areas- whether it's volunteering at church as an usher or reading scripture, serving on a school or town board to manage tax dollars wisely, or participating in a community group like the Rotary, Chamber of Commerce, or a local club where important decisions are made for the greater good. As a 4-H leader, baseball coach, or youth volunteer, you're shaping the lives of young people. In all of these roles, there's a great responsibility to be engaged, to lead, to negotiate, and to solve problems.



FRED D. BRUNING

At some point, most of us have taken on leadership roles- and we've also faced setbacks along the way. It's important to reflect on who we are, how we lead, and how we can best contribute to the communities we care about. I believe this article does a great job capturing that message.

---

### That's Not My Job!

"This is a story about four people named: Everybody, Somebody, Anybody, and Nobody. There was an important job to be done and Everybody was sure that Somebody would do it. Anybody could have done it, but Nobody did it. Somebody got angry about that, because it was Everybody's job. Everybody thought Anybody could do it, but Nobody realized that Everybody wouldn't do it. It ended up that Everybody blamed Somebody when Nobody did what Anybody could have done."

~Unknown

---

*-Fred D. Bruning, Chief Executive Officer*

---

"Even if you are on the right track, you'll get run over if you just sit there."

- Will Rogers -



JERRY CATLETT

It is not even close to Christmas, so why are we talking about giving? I’ve cut down time spent consuming news from media outlets. It seems that in the last few years the headlines are about finger pointing and what the last guy did wrong and not about the future or what might be best for the country. I’ve tried to fill that time by reading more industry specific publications and learning more about technology and tools to make myself better at what I do; I’m also volunteering and serving. I’m getting much closer to the end of my banking career than the beginning of this career journey. On a recent drive to and from our timeshare in Custer County, I listened to a podcast that discussed that Americans are lonelier and feel more isolated than ever, according to studies and surveys. The podcast stated that as connected as we are with mobile devices and social media, we are not connecting face to face with genuine interest. We are not able to develop a personal, community, or business relationship based on trust and respect. We all need to take steps to get out and reconnect or get embedded into a purpose; not negative news and political finger pointing.

The last few years I’ve had the honor and opportunity to serve others on non-profit, philanthropic, and service group boards. During these years of negative news, I’ve found that in addition to reading about industry related issues, attending meetings, and functions in person, and following up with a phone call or in-person meeting has helped me reconnect with people and issues that I truly care about. As I’m aging out, my directness is ramping up. I’ve begun to see local issues that need to be questioned, brought out into the sunlight and debated. I’ve learned from my long banking career that transparency, integrity, and genuine concern for the whole is so much more important than what is in it for me as an individual. Education, public safety, and accountability of leadership whether elected or appointed are at the top of my list of things to address before my aging out gets here. Giving time and effort to organizations that I’ve advocated for many years and seeing performance slippage in recent years, gets me back to asking you to be in the season of giving, we all need to stay involved in our communities.

- Jerry Catlett, President, COO

Volunteers

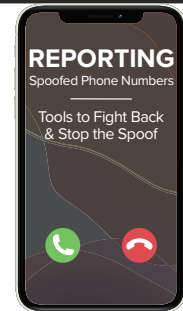


As I write this article, we are celebrating National Volunteer Week. Volunteers are the backbone of any thriving community. Their selfless contributions create a ripple effect fostering a sense of unity, support, and progress. Volunteering is about service above self. According to volunteering statistics it is reported that Americans volunteer more than

6.9 billion hours per year. And those that volunteer spend an average of 52 hours per year doing so. I presently serve on the Phelps Memorial Health Center (PMHC) board of directors and recently had the privilege to honor past board members and PMHC Service League Volunteers for their many hours of service over the years. The PMHC Service League was established in 1967 a year before the hospital was built. This group since inception has logged over 164,000 hours of service, wow that’s a lot, like 19 years’ worth of service. I also think about the countless hours of volunteer service our local

first responders provide to our communities every year. I simply cannot imagine how communities could survive without them. I am proud to work for a family-owned/community bank such as Bruning Bank which provides each employee with volunteering time off annually. The bank understands the importance of volunteering and encourages employees to volunteer in community activities throughout the year. We have employees that are youth mentors, serve on civic and nonprofit boards along with serving within our local churches. In essence, volunteers are indispensable. Their dedication and hard work are what make communities resilient, inclusive, and vibrant. Encouraging volunteerism is not just about filling roles; it’s about nurturing a culture of compassion and collective responsibility. Can you imagine if we didn’t have volunteers in our communities? I cannot. However, I can imagine what our communities would be like if we had more volunteers. Please take a moment and thank those around you that volunteer and consider an opportunity for yourself to volunteer, it makes all the difference!

- Kyle Anderson, Senior Executive Commercial Lender (NMLS #894656)



Do you receive unwanted calls or texts from spoofed, unknown, or telemarketer numbers? Is your own phone number being spoofed, blocked, or mislabeled as spam? You’re not alone - and there’s something you can do about it. The Federal Communications Commission (FCC) offers an easy way to report these issues at <https://consumercomplaints.fcc.gov/hc/en-us>. Whether you’re dealing with robocalls, scam texts, or your number is being used without your consent, your report helps regulators track down bad actors and prevent further abuse. Every submission strengthens the fight against fraud and helps protect others from falling victim.

To learn more information or to file a report, please visit: <https://consumercomplaints.fcc.gov/hc/en-us>

Pig Butchering Scams



Around here when we hear the term pig butchering, we are not immediately thinking about a scam. However, pig butchering scams are something we need to be informed about, especially when people close to home are losing their entire life savings. The term “pig butchering” means fattening a pig before slaughter - and it’s a serious, growing problem. Losses to investment scams like

these rose from \$3.31 billion in 2022 to \$4.57 billion in 2023. In September 2024, an Illinois widower lost \$1 million. “Pig Butchering” happens when scammers connect with you online, form a relationship, and lure you into fake cryptocurrency investments. It may take weeks or months for them to establish trust, groom the victim, and find things in common (You’re divorced? Me too...), before eventually mentioning that they’ve recently made a lot of money on a certain investment platform. They will convince you to give it a try. Financial groomers are masters of manipulation. Using a fake online profile, they will contact the target through a dating app, social media platform, or an unsolicited message, such as a wrong-number text. There will be a long get-to-know-you period, where the victim is convinced that they’ve established a new romance or friendship before the criminal reveals an amazing investment opportunity. Usually, it involves cryptocurrency, but it could be gold bars or other commodities.

Because victims may be reluctant at first, scammers often start by suggesting small, low-risk investments and provide the victim with fake returns. Victims see fabricated profit reports and testimonials, and highly polished documents, websites, or links to what appear to be legitimate investment platforms. They will tell you to open accounts on online investment websites and instruct you to deposit money via wire transfer to shell companies, or direct transfers on legitimate virtual asset service providers (VASPs) or cryptocurrency exchanges. The criminals also apply psychological pressure. They might urge quick action, saying you’ll make less money if you wait. Once you invest, scammers will push you to invest more money and use money-laundering tactics to move digital assets across multiple platforms, making them nearly impossible to track. You’ll likely encounter issues ranging from hidden fees to difficulties withdrawing money. After the victim’s finances are drained, the scammer vanishes. These scams are successful because the criminals are selling a dream. It’s an enticing mix of gaining love and wealth. The dream looks plausible, because the scammer is investing a huge amount of time and energy into the relationship. You might get calls and texts — mostly texts — for hours a day. It’s easy to fall for the dream of, “I could have this great relationship, and I could also use this proven technique for making money in cryptocurrency.” It would be a hard thing to resist for anyone who might be lonely or struggling financially. These scammers will isolate the victims and lead them to believe that only they can be trusted. The scammer may also

threaten to end the relationship if the victim doesn’t invest. They are trying to get their victims into a heightened emotional state, getting them excited, and to trust the person that’s engaging with them. **Protect Yourself!** In November 2024, Meta, which owns Facebook, Instagram, WhatsApp, and Messenger, announced that it had taken down more than two million accounts linked to scam centers in five countries, however financial grooming shows no signs of slowing. **Here are some ways to stay safe:** **1. Research Investments:** Never invest in something that you do not completely understand. Do your homework. **2. Talk to a Financial Advisor:** If the investment is legitimate, consulting an investment advisor shouldn’t be an issue. But scammers will tell you not to do this. They’ll say not to tell anyone about this or emphasize that you can only trust them. That’s a good sign that you should talk to someone else. **3. Ignore Out-of-the-Blue Communications:** If you receive a call, email, or text from someone you don’t know — or a message on social media — don’t respond. We need to believe that everyone that is entering our lives digitally is a scammer unless proven otherwise. Also, be wary of people who can never seem to meet in person. Video calls are also something to be wary about due to AI. **4. Avoid Messaging Platforms:** If your new friend wants to move your conversation to a messaging service like WhatsApp, Telegram, or Signal, that’s a red flag. The reason: many dating apps and social media platforms are on the lookout for financial grooming scammers — so the criminals want to talk on platforms where they can’t be watched. **5. Watch For Early Affection:** Scammers use proven, well-tested scripts. One tactic: love bombing. Within a matter of days, they use cute names, calling the victim ‘honey’ and ‘my love’. You would not expect to be saying these words of endearment in just a matter of weeks. It’s a serious red flag for a romance scammer. **6. Conduct a Reverse Image Search:** This is an online tool that reveals information such as when and where a photo was taken, and where it appears online. With Google Image Search, you can click its camera icon and then drag or upload an image. Why do it? Scammers re-use images on fake company websites. The CEO on one site might appear as the treasurer on another site or the head of HR on a third site, all with different names. **7. Research Apps:** Fake companies also have fake apps. Apps used in financial grooming scams may seem legitimate, but they’re not typically on app platforms like Google Play or Apple’s App Store. **8. Share Your Experiences:** If you’re using a dating app, report suspicious user profiles to the dating site administrator and cease all contact with suspicious users. Do the same with social media platforms. If you think you’ve been a victim of this type of scam – or any other scam – please reach out to your local Bruning Bank location. We are here to help!

This information was gathered from [aarp.org](https://aarp.org)  
-Kristen Swartzendruber, Deposit Services Administrator



# Shoutout to the Financial Manager of the Operation!



Does your operation have a designated financial manager? Who is that person in your operation? What should the financial manager do for the operation? These are some questions that all operations should be answering.

Most successful borrowers have someone that is the designated financial manager within their operation. That person is spending more time in the office than in the field and that person is the most valuable person in the operation. Financial managers are working on financials,

marketing, and comparing budgets to actuals monthly. In a lot of these operations, the successful financial manager is the spouse of the operation. The spouse's mind is not thinking about planting corn, putting up hay, calving cows, repairing equipment, irrigating crops, or harvesting crops. Their mind is on the budget, do we have enough crops and cattle protected, and why are we thinking about buying more capital?

The financial manager does not need to be the spouse, but your operation needs to have one that really does need to spend more time in the office than in the field. Markets are more volatile than ever, and one could argue that more mistakes are made financially than production management. We are all good production managers but who is that financial manager?

- Jim Scott, President- Broken Bow (NLMS #474133)

## Mark Your Calendar

### JUNE:

- **6** - 20th Anniversary Celebration in Broken Bow
- **13** - Father's Day Treats- All Locations
- **15** - National Elder Abuse Day
  - Financial elder abuse is a significant and growing problem, with estimates suggesting that nearly 1 in 5 older Americans have suffered financial exploitation, resulting in losses totaling between \$3 billion to \$38 billion each year.
- **19** - CLOSED in honor of Juneteenth Freedom Day
- **20-21** - Swedish Days- Holdrege
- **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
- **25-27** - Bruning Days

### AUGUST:

- **21** - National Senior Citizen's Day
- **BACK TO SCHOOL** - Stop by before the school year to take advantage of our Premier Checking- earn interest and manage your accounts on the go with the Bruning Bank Mobile App!

## New Employee Spotlight



### HILARY HULL

Hilary joins Bruning Bank in Bruning as a Loan Administrator. She was born and raised in Grand Island, NE and currently lives in Tobias, NE with her husband and son. In her spare time, she enjoys watching sporting events with her family, especially the Huskers, and baking treats for her family and friends. She has been in banking for 5+ years and is excited to be a part of Bruning Bank.

## T-Shirts



I was instructed to declutter my dresser the other day by the house management, my lovely wife. In doing so I had to pause and look at the old T-shirts I was still holding on to. Lots of memories I didn't want to part with, but they didn't fit anymore and were taking up space. You see I have had to downsize my clothing storage with our growing family. Until our home remodel is finished, my wife and I share the bedroom closet and a couple dressers. It is tight but we make it work. This means any unnecessary clothing must be donated or disposed of.

This reminds me of when I was a young boy and my dad, Fred, had this 'Orange Crush' t-shirt he would wear at night after he cleaned up from farm work. One day it was gone, and he found it cut up in the 'grease rag' box in the shop. I am sure it had seen its day and was probably thin enough to see through. I remember him being upset at first, then disappointed and almost sad about it. I was sure he could find another one, but the argument went on for days. Now looking back, I am sure it had some sentimental value to it. Memories of rocking us kids at night or maybe he bought it somewhere when my mom and him were dating.

Looking through some of my old shirts, I found some from high school, work shirts from different jobs I've had, places I have been, bands I liked, and ones I thought were cool but now

wouldn't wear in my stage of life. It is almost like at some point in a man's life we give up the blanket and teddy bear and cling to our T-shirts. But eventually we grow out of them, in my case physically as well.

Old habits and goals die hard. I used to have a T-shirt that said, "Been There, Done That, Got the T-Shirt". I thought I always needed to tell everyone I went there, had an adventure, and I am wearing proof. Now my proof of adventures is what kind of food or mucus the kids smeared on me, and I hope that mark on my pants is chocolate. Different ways to measure your days that pass. You can tell that about your financial situation as well. I used to save up to buy concert tickets and vacations, now I look at my 401k and mutual fund balance like cheering on a football team. We have a great wealth management team that can invest your T-shirt money. Delayed gratification can buy you better shirts and concert tickets to the retirement tour.

As for my T-shirt drawer, I have new shirts from new adventures. I get shirts from Bruning Days, things I volunteer for, Disney on Ice, and lots of Dad Jokes. Looking back, I can't remember the ones I threw out or how many there were. I grew out of those old rags and had new adventures with my growing family. It is probably good too, since my twins are starting to be able to read letters and ask a lot of questions. Being a dad has been my favorite and most challenging adventure so far. I think I need a dad T-shirt now with some sticky handprints so I have proof.

- Adam Frank Bruning, Loan Officer

## Contactless Debit Cards



We are pleased to announce that we will be offering Contactless Debit Cards in the near future! Often referred to as tap-and-pay cards, these allow you to place your card near or "tap" on a merchant's card reader to make your payments.

Not only is this a quicker way to pay, but it is also secure. Each transaction is accompanied by a one-time code, making it extremely effective in reducing counterfeit fraud. The following are symbols used with contactless cards and payments.



### Contactless Indicator

The Contactless Indicator is for use on payment cards and mobile devices to demonstrate that they can be used to make EMV Contactless payments.



### Contactless Symbol

The Contactless Symbol is for use at the point-of-sale to signal to consumers that a payment terminal can accept EMV Contactless payments.



If you have any questions or would like to order a new contactless card, stop in or contact your local Bruning Bank location.

- Andy Hill, Chief Information Officer





KATHY ROBERTS



KRISTEN MONTEFORTE



ALLISA WALLER-SWANSON



DANI DUNKER



JOAN DURHAM

## WHEN WILL IT STOP?

**INSURANCE** – Not anyone’s favorite topic right now! It may be a topic of conversation, but there’s not a lot of good being said about it these days.

Insurance companies continue to see an increasing number of storm related claims as well as increasing costs of repairs. The companies are required to keep adequate reserves to pay claims, or they won’t be able to stay in business. This means that we, as insureds, need to do what we can to help prevent damage, and share more of the claim costs.

Some insureds are receiving non-renewal notices because their insurance company is no longer writing home insurance business in Nebraska. Some insureds are receiving non-renewal notices because of their claim history. Companies are making changes so they can continue to write home insurance coverage. We are seeing rate increases, changes in minimum deductibles, cosmetic exclusions, and maybe roof “scheduled” coverage versus replacement cost.

The companies are putting stricter underwriting rules on the business they will accept. When reviewing a risk, they look at a person’s credit rating, past claim history, location of the property, and the condition of the property. Some companies also require that auto insurance be written with the home insurance. In these cases, the auto risk must qualify as well. So, add auto claims and driving records to the underwriting list as well.

The past claim history includes claim history on the specific person, prior addresses, current address, as well as the address of a property being purchased. A lot of companies won’t agree to write coverage if there are more than two storm related claims. Some won’t write if there are any non-storm-related claims in the past three years.

The underwriting review process is a lot more in-depth, so it takes longer to get a quote and get approval to write coverage on a property. A lot of companies are doing exterior inspections of the home prior to agreeing to write coverage.

### Some things to consider if you are buying a home that will need to be insured:

- Is there ANY existing damage to the property?
  - Existing damage can result in a decline in writing insurance OR at minimum, an exclusion on items with existing damage.
- When was the roof replaced?
  - The age of the roof is a HUGE factor. The newer the roof, the better the premium.
- Are shingles impact resistant?
  - A discount is offered for Class 3 or Class 4 impact resistant shingles. Note that a roofing certification form may be required to qualify for the discount.
- Get details on prior claims/damages on the home being purchased.
  - When was the damage? What caused the damage? Has all damage been repaired?
- Get started on your insurance coverage RIGHT AWAY as it could take two to three weeks to get approved.

Remember, we are insurance customers too, so we fully understand the hardship and frustration with insurance right now. **We DO** appreciate your business and look forward to assisting you.

**PLEASE** give us a call with any questions on your insurance, for insurance quotes, or to review your existing coverage.

- Kathy, Kristen, Allisa, Dani & Joan  
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



### Will The Wind Blow?



Is the wind going to blow this year? Unfortunately, the answer is probably “YES”. 😞 It doesn’t seem like we have many days without wind anymore.

Severe thunderstorm and tornado season is also upon us again, so our normal 10-20 mph “breeze” could get a lot stronger!

Do you have adequate coverage if your crops are damaged by hail and wind? Have you contacted us to review your crop insurance coverage - including your hail, green snap, and wind coverage?

**NOTE:** The deadline to add/revise wind coverage is **June 15th**.

Let us help protect your income! Know what your coverage is for 2025 and know what your cost is going to be as well. Like other insurance, the rates for green snap and wind coverage have increased. Again...note any changes **MUST** be done before **June 15th**.

**DON’T WAIT!** Give us a call or stop by our office today to get more details on the deductible and coverage options available.

## Multi-Peril Crop Insurance Reminders

### Final Planting Dates for most of our area counties in Nebraska & Kansas

Corn:	May 25th (Both NE & KS)
Grain Sorghum:	June 15th (NE) June 25th (KS)
Soybean:	June 10th (NE) June 20th (KS)

### Acreage Reporting Deadline (Oats & Row Crops):

Final planted acres & plant dates **MUST** be reported by **July 15th**.

\*Remember to report irrigated & non-irrigated acres separately only if you intend to keep yields separated at harvest time.\*

### Wheat Premium Due:

**July 1st** (interest will start accruing on August 1st)

### Losses:

Remember to contact us **IMMEDIATELY** if you think you might have a loss! Contact us **BEFORE** you replant, before you chop for silage, and before you destroy any crops.

We are always ready to assist you with ALL your crop insurance needs. Please contact us today!

Your Crop Insurance Agents  
- Kathy, Jeff, & Dani

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.



# Buying a Home With Confidence



Summer is a great time to buy a new home. The homebuying process is exciting, but it can also feel overwhelming. Whether you're a first-time homebuyer or just need a refresher, here are a few quick tips to help you navigate the process.

### 1. Know Your Budget

Before house hunting, get pre-qualified. It shows sellers you're serious and helps you understand what you can really afford.

### 2. Factor in All Costs

Beyond the anticipated monthly payment amount, remember to budget for closing costs, property taxes, homeowners insurance, and maintenance. Leave some wiggle room for unexpected expenses or life changes.

### 3. Know Your Credit Score

Your credit score plays a significant role in the mortgage process, affecting the interest rate you'll receive and your eligibility for certain loan programs. Before applying, take the time to check your credit report and address any inaccuracies or outstanding issues. Small improvements in your score could save you thousands over the life of your loan. Check your score and utilize the Credit Score Goals and Score Simulator features by SavvyMoney via your Bruning Bank Online Banking login.

### 4. Avoid Changing Jobs or Making Large Purchases During the Process

Any significant changes such as switching jobs or getting a car loan can lead to delays or even jeopardize your eligibility for a mortgage.

### 5. Ask Questions

Your mortgage lender is a great resource; don't be afraid to ask questions.

At Bruning Bank, we're here to guide you every step of the way. From the pre-qualification process to the closing day, we offer guidance and a range of mortgage options tailored to your needs and financial goals. Our team is always available to answer your questions, ensure that you're getting the best deal, and help you avoid common mistakes.

Ready to take the next step? Call, stop in or apply online. We're happy to help!

*-Jami Smith, Mortgage Loan Officer (NMLS #1075059)*

## Let's Get You Home.

Your journey to "welcome home" starts now!

**Get prequalified online!**  
**Visit [bruningbank.com](https://bruningbank.com) to get started!**

## BRUNING & HEBRON



**TRACI FANGMEIER**  
NMLS#948013  
402.768.7473  
tfangmeier@bruningbank.com

## BROKEN BOW



**JANICE NOZICKA**  
NMLS#474132  
308.872.2757  
jnozicka@bruningbank.com



**CECE KILLINGER**  
NMLS#1529848  
308.872.2757  
ckillinger@bruningbank.com

## HOLDREGE



**MICHAELA NIELSEN**  
NMLS#894658  
308.995.3880  
mnielsen@bruningbank.com

## KEARNEY



**ANNEMARIE O'CONNOR**  
NMLS#416351  
308.455.3072  
aoconnor@bruningbank.com

## GRAND ISLAND



**JAMI SMITH**  
NMLS#1075059  
308.314.2880  
jsmith@bruningbank.com



# Barns Along the Road



Recently I drove across three midwestern states and I found myself looking at barns that were part of the landscape, proudly constructed in their time of glory. Some barns were freshly painted and still in use, while others stood weathered by time with their wood fading and their roofs sagging, and still others were marked only by stone foundations where a barn once stood.

Each barn seemed to tell a story—of farming and the people who lived there, and the passage of time. These old structures, whether standing strong or barely hanging onto a memory, reminded me how deeply rooted barns are the identity of rural America.

In many ways, barns are more than just buildings. They symbolize hard work, family, and resilience. A barn is where a farmer starts the day, feeds the animals, stores the tools, and sometimes finds a quiet moment for a thought. It's where I grew up learning about responsibility. It's where we would gather during harvests or with friends and family to celebrate special

occasions.

There's something comforting about seeing these structures along the road, even in different stages of life. The new metal barns show that farming is still alive and has very much changed. The well-maintained ones reflect pride and tradition. The worn, leaning barns offer a quiet unspoken word of wisdom, seasons have come and gone, but they remain standing. Even when abandoned, a barn stands as a kind of rural monument—evidence of lives lived with determination and purpose.

In many ways, barns can mirror us. Some of us are weathered, while some of us are renewed. We hold stories that others don't see at first glance, we have been shaped by time, by our labor, and the place we call home. Just like those barns, we endure storms, we carry the weight of responsibility, and we hold within us the memories of the people who we grew up around.

As summer reaches its peak and we travel the roads on vacation, or drive down backroads, or drive to work in the fields, let's take a moment to notice the barns—old or new—and remember what they represent. They are more than wood and nails; they are part of who we are. May God bless your barn with many wonderful memories.

*-Sonny Manley, President- Hebron*

## Too Many Subscriptions?



If you are like me, you may have signed up for a subscription to watch a sporting event and have never used it again, only to find out you have been paying for the subscription for six months! There are subscriptions for everything these days. In addition to typical subscriptions like magazines and newspapers, there are now subscriptions to other types of products, such as movies, music and stupid sporting events that are on streaming services only for a game or two. It can be easy

to sign up for one and lose track of it as you stop using it. It's important that you review your subscriptions regularly to make sure you're not being charged for something you no longer use. Although it may be overwhelming, the best way to review what you're spending each month on subscriptions is to go through your bank and credit card statements. Review each one carefully and determine whether it's a service you still need. It may even be necessary to check any payments that can be made on your phone apps. Once everything is accounted for, cancel what you're no longer using. Cleaning up your subscriptions will benefit your finances in the long run, especially if you find some you can cut out of your budget.

*- Todd Clabaugh, President- Kearney*



## WRAPPED IN GRATITUDE: A Quilt of Valor Presentation

On February 19, 2025, David Froom was surrounded by family and coworkers to receive a Quilt of Valor. This serves as a thank you for his service to our country.

Dave enlisted in the United States Army in June of 1985 and was honorably discharged on June 1, 1993, at the rank of Special/E-4.



## We Invest in Companies, Not The Market



DAVE FROOM, CPFA®  
VICE PRESIDENT &  
LPL FINANCIAL PLANNER

Charlie Munger was fond of saying “A great company keeps working after you are not.” This March I had the privilege of attending a ribbon cutting ceremony at Reinke Manufacturing in Deshler, Nebraska, for their \$12 million modernization and automation manufacturing facility project. While I was there, I found myself inspired by the innovative spirit and grit that formed this company and so many others across the world. I said to myself, THIS is why we invest in companies.

It is so easy to get caught up in the whipsaw of the “markets”, whether it’s the Dow Jones Industrial Average or the S&P 500, or the NASDAQ, or the Russell, etc. Let’s be honest, with so many indices to track stocks, not to mention the bond market, which is far larger than the stock market, it’s easy for the “talking heads” to boil it down to the DOW and the S&P 500.

The DOW is up; the DOW is down. And they love to grab headlines with exuberant exclamations of the DOW is up or down 800 points!!!! Wow. It’s not so exciting if they instead said 2%. Geez, well I’ve made 126% over the last 10 years, so I guess it’s not such a big deal that I’m temporarily down 2% today.

Did you know that since 1980 there have been 26 years when the S&P 500 was down double-digits during the year? Just since 2020, it’s been down -34, -25, -10 and -10%. Another fun fact is it’s been down at some point every single one of those 45 years. But guess what? During the last 45 years, the S&P 500 finished up for the year 34 of those 45 years. And out of the 26 times it was down double-digits, it still finished positive 15 of those years. I bet many of you already forgot that despite being down 34% in 2020, it finished up 16% for the year. And even in 2022, which had the dubious honor of finishing down 19% for the year as well as being the worst year for the 60:40 portfolio in 40 years, it was left in the dust with two excellent years following. (source: First Trust “Staying the Course” chart).

Don’t get caught up in the day-day-day. I like it when the talking heads talk about earnings. That brings investors back to companies.

My favorite charts to show people is First Trust’s “Crisis and Events” that shows the S&P 500 graph since 1970 along with geopolitical crises and events during that period. It’s a great reminder just how many crises and geopolitical events occur, and despite them, companies still prospered. And investors in those companies grew their wealth. There will always be crises and world events that shake the markets, but we do well to remember that we invest in companies. We invest long term. We invest in risk-takers, innovators, entrepreneurs, teams, and dedicated people that have turned their ideas into multi-million and multi-billion dollar companies.

I would be remiss if I didn’t say, the best way to invest is to first have a Financial Plan. Financial Planning is at the core of what we do, and that’s the way Bruning Wealth Management helps people build and maintain wealth.

The opinions voiced in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. All performance referenced is historical and is no guarantee of future results. All indices are unmanaged and may not be invested into directly.

The Standard & Poor’s 500 Index is a capitalization weighted index of 500 stocks designed to measure performance of the broad domestic economy through changes in the aggregate market value of 500 stocks representing all major industries. No strategy assures success or protects against loss.

Bruning Bank provides referrals to financial professionals of LPL Financial LLC (“LPL”) pursuant to an agreement that allows LPL to pay the Financial Institution for these referrals. This creates an incentive for the Financial Institution to make these referrals, resulting in a conflict of interest. The Financial Institution is not a current client of LPL for advisory services. Please visit <https://www.lpl.com/disclosures/is-lplrelationship-disclosure.html> for more detailed information.

Securities and advisory services are offered through LPL Financial (LPL), a registered investment advisor and broker-dealer (member FINRA). Insurance products are offered through LPL or its licensed affiliates. Bruning Bank and Bruning Wealth Management **are not** registered as a broker-dealer or investment advisor. Registered Representatives and Investment Advisor Representatives of LPL offer products and services using Bruning Wealth Management, and may also be employees of Bruning Bank. These products and services are being offered through LPL or its affiliates, which are separate entities from, and affiliates of, Bruning Bank or Bruning Wealth Management.

Securities and insurance offered through LPL or its affiliates are:

Not Insured by FDIC or Any Other Government Agency	Not Bank Guaranteed	Not Bank Deposits or Obligations	May Lose Value
--	---------------------	----------------------------------	----------------

## More Than Money: Service Builds Trust



In today’s highly competitive financial landscape, customer service has emerged as a critical differentiator for banks. While interest rates and product offerings remain important, it is the quality of customer interactions that often determines loyalty and long-term relationships.

For most individuals, banking is deeply personal. Customers expect banks to be not only efficient and secure, but also understanding and responsive. A bank that addresses concerns quickly and treats customers with respect can build trust that withstands the test of time.

The rise of digital banking has dramatically changed how customer service is delivered. AI, mobile apps, and online banking offer 24/7 support and allow customers to handle routine tasks independently. However, while automation boosts efficiency, it

cannot fully replace human interaction, empathy, or personalized advice. Bruning Bank strives to blend digital convenience with the human touch.

Another growing concern is accessibility. With diverse customer bases, including seniors, people with disabilities, and non-native language speakers—banks must ensure that services are inclusive. Providing multilingual support, user friendly mobile banking, and options for in-person assistance can go a long way in enhancing accessibility.

Looking ahead, banks that succeed will likely be those that view customer service not as an expense, but as a business model. Investing in staff training, adopting cutting-edge service technologies, and actively collecting feedback are key steps toward improving customer experiences.

Ultimately, customer service for Bruning Bank is not just about solving problems—it’s about building relationships. In an industry built on trust, treating customers with care and attention will always be the foundation of our success.

- Evelyn Vasquez, Loan Administrator

## Relocating in Grand Island



solutions our customers need.

We’re excited to announce that Bruning Bank is relocating in Grand Island! Set to open in December 2025, our new location at 601 N Webb Road will bring our commitment to community banking and personalized service to even more central Nebraskans. This move reflects our ongoing dedication to supporting local growth and providing the financial

At Bruning Bank, we believe in building relationships and investing in the communities we serve. Our new Grand Island location will continue to offer a full range of banking services, from personal and business accounts to loans and financial planning. We’re eager to continue our growth in the Grand Island community, partnering with local businesses and residents to help them achieve their financial goals.

Stay tuned for more updates as we get closer to our grand opening. In the meantime, visit us at our current location at 3032 West Stolley Park Road where our goal is to help you build and maintain wealth.

- Dave Richardson, President- Grand Island (NMLS #445892)



Create Your Own Luck.

# A Point of Sale that works as hard as you do.

Clover helps small businesses with the payment experience and tools to engage customers while managing and growing your business.

### Employee Management

View sales by employee, manage payroll and employee shifts.

### Customer Engagement

Keep customers coming back with loyalty programs, promotions and more.

### Inventory Management

Manage inventory, create item categories, and track stock and items sold.

### Transaction Reporting

Track key financial indicators by syncing sales data across physical and online stores

Get started today! Give us a call at any of our six locations!

[www.bruningbank.com](http://www.bruningbank.com)



# **BRUNING BANK**

P.O. Box 100  
Bruning, Nebraska 68322  
Address Service Requested

Prsrt Std  
U.S. Postage  
PAID  
Permit No.4  
Bruning,  
Nebraska

Member  
FDIC



## **CONGRATULATIONS**

— TO THE CLASS OF 2025 —

Bruning Bank wishes you the best with your future plans!

As you hit the road toward new adventures,  
enjoy the journey ahead!

**And remember, no matter where you go, we will be here for you.**

### **BRUNING**

104 E Main Street  
P.O. Box 100  
Bruning, NE 68322  
402.353.2555

### **HEBRON**

252 South 13th St  
P.O. Box 185  
Hebron, NE 68370  
402.768.7473

### **BROKEN BOW**

803 South D St  
P.O. Box 545  
Broken Bow, NE 68822  
308.872.2757

### **HOLDREGE**

1215 Burlington St  
P.O. Box 315  
Holdrege, NE 68949  
308.995.3880

### **KEARNEY**

1110 17th Avenue  
P.O. Box 2407  
Kearney, NE 68848  
308.455.3072

### **GRAND ISLAND**

3032 West Stolley Park Road, Suite B  
P.O. Box 1109  
Grand Island, NE 68802  
308.314.2880

**[www.bruningbank.com](http://www.bruningbank.com)**  
***Build. Grow. Thrive.***