

# BRUNING STATE BANK

Volume 26 No. 2 April/May 2009

www.bruningbank.com

Bruning, NE • 402-353-2555 or 1-800-403-5889

Hebron Branch 402-768-7473 or 1-800-405-6167

Bank of Broken Bow 308-872-2757 or 1-877-872-2757

A Branch of Bruning State Bank • Broken Bow, NE

FDIC

**YOUR  
COUNTRY  
BANK**



## *The Upside Of The Downside. . .*

My memories of growing up in the 1930s are good, being young enough that I had no worries. I was 7 years old in 1933 when Franklin Roosevelt delivered his first "Fireside Chat." My friends and I were all in the same boat – money didn't exist for us; we might only get a nickel on Saturday night. The hardships were on the older generation.

The 30s saw drought and depression. But in difficult times, we can increase our strength and deal with our weaknesses, if we will learn the lessons taught in the 30s as well as the 1980s. Does a recession strengthen or weaken a country and its people? Many people couldn't recover, but many of those "depression-years" kids went on to be very successful businessmen, due to the lessons learned in hard times. We must move forward by looking back and learning those lessons.

If hard times helped build our character, don't we have the obligation to educate our kids and not shelter them, but involve them in the hardships so they can survive in the future? Farm kids used to quit school at 8<sup>th</sup> grade to work for the family or for neighbors and had no chance to go on to high school.

CCC camps were established to provide jobs for people who wanted to work, and in the process, many good things were accomplished. Do we appreciate money more if we don't have any? Try it on your kids. Teach your kids to work and to understand risks and rewards, and to learn the difference between "Wants" and "Needs".

Hard times can build dignity and caring, if we use them to share problems with our families and coworkers. Don't go silent. We can share gifts and talents with our neighbors. In the old days, people would drop their own work to help neighbors butcher or harvest. Try not to be too independent; everyone works for someone, one way or another.

This is a good time to cement tenant/landlord relations – we can update the agreements, and let each other know that we appreciate them. Good landlord/tenant relationships make for the survival of all parties.

Will Rogers said, "All I know is what I read in the papers", and what we're seeing in the papers these days is not good, so don't let the news get us down. Choose friends with a positive outlook.

It is not my intent to "soften" the hard times, but to remind us that each generation faces new challenges and people need to develop a survival plan.

*Banker Frank – Frank L. Bruning  
Chairman of the Board*

## *What/Where/Now. . .*

When we consider all that is going on in the world with the economy and how it relates to each of us, we must remember that most of those companies in trouble made their own beds, and Congress failed to have enough rules, laws, and regulations to prevent the bad decisions and judgements that were made. Greed was probably the chief culprit, and most of us farmers who did not sell \$7.00 corn fall in the greed category (myself included.)

Where do we go from here? We need to have our representatives be responsive to the bailout and budget bills that they have passed. When you are given the chance, be sure to contact them through your commodity group, or individually. As past Chrysler CEO Lee Iacocca says, "Am I the only guy in the country who's fed up with what's happening? Leadership is forged in the time of crisis. Where are the people of character, courage, conviction and common sense?" I say where are the people who really care about what they are leaving their children and grandchildren? It's called stewardship, and we all try to do it with our farms, ranches, businesses, and families.

Now what lies ahead? We all need to pull up on our "bootstrap" and ask about some opportunities here for our operation. Can we cut costs, save money, work with a neighbor? Can we be innovative, creative, and dynamic in decisions that affect us? When we have the ability to make money on rallies in cattle or grain, we should go ahead, "pull the trigger", and sell it. Don't get too greedy. Be cautious in hedging and commodity trading. Know what your broker is getting you into. Be sure you understand it well enough that you can explain it to your wife or partners. Keep your chin up, talk to positive people, keep your faith strong, be optimistic, and stay away from the cynics. This is our country, and it is up to us to rebuild it with character, honesty, integrity, and positive attitudes.

*Fred D. Bruning -  
President*

*"America has faced far worse problems before. Without fail, we've overcome them and America's best days lie ahead." - Warren Buffett*

---

---

## Raising A Child . . .

My life is a balancing act, as is the case with ALL working mothers! I work full-time at the Bank of Broken Bow. My husband and I have cows and some hay acres that we piddle around with. And we have three young children. I am Janice Nozicka, Loan Clerk, wife to Dale, and mother to Devin (6), Tyler (3), and Marlee (5 months). Some days you wonder how you keep anything straight, get anything done, or get anywhere on time!

In the rush of my life, I came across the neatest email that was titled "The Price of Children." And of course having children, it piqued my interest to see just how much my kids were going to cost me in the long run. (There's no time like the present to plan!) But as I read this email, it was more about what you get for your buck when you have kids and not just about the bottom line numbers. The world challenges us everyday to find good in it and make sense of what is going on. I have been reminded from this email that I don't have to look very far. All I have to do is look at my grown up six-year-old holding my hand, who I repeatedly ask to quit growing up so fast. My three-year-old who wants so badly to do everything his big brother is doing. And my Marlee, who should not be 5 months old already! I hope this email touches all of you as much as it touched me!

### The Price of Children

Here is something absolutely positive for a change. I have repeatedly seen the breakdown of the cost of raising a child, but this is the first time I have seen the rewards listed this way. It's nice.

The government recently calculated the cost of raising a child from birth to 18 and came up with \$160,140.00 for a middle income family. Talk about price shock! That doesn't even touch college tuition.

But \$160,140.00 isn't so bad if you break it down. It translates into: \$8,896.66 a year, \$741.38 a month, \$171.08 a week, a mere \$24.24 a day! Just over a dollar an hour.

Still, you might think the best financial advice is: don't have children if you want to be 'rich.' Actually, it is just the opposite. What do you get for your \$160,140.00?  
Naming rights (first, middle, and last!)  
Glimpses of God every day.  
Giggles under the covers every night.  
More love than your heart can hold.  
Butterfly kisses and Velcro hugs.  
Endless wonder over rocks, ants, clouds, and warm cookies.  
A hand to hold usually covered with jelly or chocolate  
A partner for blowing bubbles and flying kites  
Someone to laugh yourself silly with, no matter what the boss said or how your stocks performed that day.

For \$160,140.00, you never have to grow up. You get to: finger paint, carve pumpkins, play hide-and-seek, catch lightning bugs and never stop believing in Santa Claus.

You have an excuse to: keep reading the Adventures of Piglet and Pooh, watch Saturday morning cartoons, go to Disney movies and wish on stars. You get to: frame rainbows, hearts and flowers under refrigerator magnets, collect spray-painted noodle wreaths for Christmas, hand-prints set in clay for Mother's Day and cards with backward letters for Father's Day.

For a mere \$24.24 a day, there is no greater bang for your buck. You

get to be a hero just for: retrieving a Frisbee off the garage roof, taking the training wheels off a bike, removing a splinter, filling a wading pool, coaxing a wad of gum out of bangs, and coaching a baseball team that never wins but always gets treated to ice cream regardless.

You get a front row seat in history to witness the: First step, First word, First bra, First date, First time behind the wheel.

You get to be immortal. You get another branch added to your family tree, and if you're lucky, a long list of limbs in your obituary called grandchildren and great grandchildren. You get an education in psychology, nursing, criminal justice, communications, and human sexuality that no college can match.

In the eyes of a child, you rank right up there under God. You have all the power to heal a boo-boo, scare away the monsters under the bed, patch a broken heart, police a slumber party, ground them forever, and love them without limits, so one day they will, like you, love without counting the cost. That is quite a deal for the price! Love and enjoy your children, grandchildren and great-grandchildren! It's the best investment you'll ever make!

*Janice Nozicka –  
Customer Service Representative  
Bank of Broken Bow*

### Attention ATM Users. . .

The Automatic Teller Machines in the Geneva and Hebron Caseys are no longer Bruning State Bank's, so if you use one of them, you may incur a usage charge. To avoid that usage charge, please use the ATMs in the Corner Stop in Geneva during business hours, our Hebron Branch Office and Bruning State Bank Office 24-7!

In the Broken Bow area, we will have ATM access at the NEW location of the Grocery Kart at 937 E South E St during their business hours, as well as at the Bank of Broken Bow 24-7, a Branch of Bruning State Bank.

## Travel Update...

**September 25-October 1, 2009 Yellowstone,  
Grand Tetons, & The Black Hills**

This seven-day motorcoach tour will surely thrill you with beautiful fall foliage opportunities. Pickups will be offered along Interstate 80 to include York, Grand Island, Kearney, and Lexington. Yellowstone National Park is one of our country's national treasures with so many interesting geological features accompanied with fall scenery that will make your tour a very special one. Add to that a scenic float trip on the Snake River, travel through the Grand Tetons National Park, view Devils Tower, experience a coal strip mine tour, enjoy the Buffalo Bill Center, Mt. Rushmore Illumination, and more. Space is limited so please contact your local Branch to make a \$100.00 deposit to secure your traveling spot. Prices for this tour are \$1,299.00 per person double occupancy and \$1,666.00 single occupancy. Tour brochures are now available at the local Bank Branches for the full itinerary. We hope you will join us on this breathtaking scenic tour! Please call soon. Only two spots remain on this trip.

*Renee Ferguson – Bank of Broken Bow  
Sarah Miller & Mabel Hogeland -  
Bruning/Hebron*

## **Fraud Alerts: When should they be used?**

Due to poor economic conditions and rising unemployment, scam operations are also on the rise. To protect yourself, you can freeze your credit report, making it tough for anyone, including you, to get credit in your name or place a fraud alert on your accounts.

Fraud alerts are pretty easy to put in place, are free, and don't prevent or limit you from using the credit you already have. In addition, your current lenders can continue checking your credit reports to see how well you're handling your cards, loans, and lines of credit. To get a fraud alert placed, call each credit bureau. (The bureaus say you need to contact only one of them and that the fraud alert information will be shared with the other two, but that doesn't always work.)

Fraud alerts expire in as little as 90 days; a fraud alert can disappear from your file. You can keep renewing it – if you remember. You also can extend the alert for seven years, but only if you're a victim of identity theft with a police report to prove it.

A fraud alert will work fine if:

- a) a thief just took your credit card or credit card number. Just report the theft to your credit card issuer, fill out its paperwork and go on your way with your new card, or
- b) you have been told that your personal identifying information has been compromised and the thieves accessed a database that contains just your credit card number. More than 200 million personal records have been stolen, hacked into, or otherwise compromised since the Privacy Rights Clearinghouse started keeping track in 2005. Credit card fraud is relatively easy to catch and fix without long-term damage to your credit reports.

Although several companies offer to place fraud alerts for you, it doesn't make sense to pay others to do what you could do yourself for free.

If you want to place fraud alerts, you can call Equifax at 1-800-525-6285, Experian at 1-888-397-3742 and TransUnion at 1-800-680-7289.

*Craig Pope –  
Hebron Branch President*

### **Attention Saturday Customers...**

Please note that on Saturdays, we do have short business hours in Bruning and Hebron. Our lobbies are open from 8:30 to 11:00 AM. In order to help you save time when opening an account, it would be of great help to us and you if you could let us know in advance. We could have everything ready (as far as we can) when you come into the Bank.

We want to ensure that your banking experience with us is a positive one, and that we provide you with the best service.  
**THANK YOU!**

## **Planting Season Notes . . .**

Keep track of the acres planted and plant dates for each crop by section, irrigated, non-irrigated, and landlord/tenant.

Make a discernible break in the planting pattern if you intend to keep your irrigated and non-irrigated crops separate.

Bio-Tech on qualifying corn: Make sure you know all the rules and requirements needed to be eligible for the Bio-Tech discount. Penalties are severe for non-compliance of the Bio-Tech endorsement, whether inadvertent or not. All documentation must be completed and submitted and spot checks will be performed also, so be sure to contact us for more information.

Notify your agent PRIOR to replanting any crops.

If possible, certify your acres at the FSA office prior to reporting planted acres to your crop insurance agent. The crop insurance acres reported must match the FSA certified acres to avoid penalties at loss time, so bring your 578 forms and maps when reporting acres to us. Please be sure to report ALL of the acres in the county that you have a share in and be sure that the correct share amount is reported. The acreage-reporting deadline for Oats, Corn, Milo, and Soybeans is June 30.

Losses must be reported immediately, so be sure to contact your agent if you think you might have a loss.

Spring also brings the chance of HAIL and storms, so don't forget to get your hail insurance coverage taken care of early.

Give us a call or drop by our office if you have ANY questions or need additional information on Multi-Peril Crop Insurance, Crop Hail Insurance, PRF, or Livestock Insurance.

*Jeff Hammer, Kathy Roberts, Craig Pope,  
Shari Fischer, Fred Kobza, Janet Germer,  
& Ryne Philippi –  
Crop Insurance Agents \**

\*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

### **To All Ladies...**

*Please stop in at the  
Bruning State Bank in  
Bruning or at the Hebron  
Branch on Friday, May 8  
or Saturday, May 9 or at  
the Bank of Broken Bow  
on Friday, May 8 to  
receive your flower in  
honor of Mother's Day!*



---

---

## Normal, Normal, Wherefore Art Thou, Normal . . .

In an attempt at some hopefully quick-witted humor, here is an ode for a return to normalcy.

Normal, normal, wherefore art thou, normal? You have left us high and dry like the mid-summer sky. Gone are the days where the stock market sways and here are the days where the market slays even the smallest of investor. There will be a class when our grandkids will ask, "Why was there so much greed in the 2000s?" The teacher will say in the calmest of ways that in the 2000s, trust and honesty became a commodity to be traded. "A commodity you traded?" they will ask. "Yes, in an era of greed and excess, where TV shows "taught" success, the only message being sent was, 'trust me if you dare; I do not care, because I get paid no matter how much money is lost or made.' It was a time when you could make a dime and not put in the time. We provided fame to the most lame and made them a star because they lived in a jar for us all to see how "normal" they really were," said the teacher.

Normal was the time that you went to jail if you did fail to pay the IRS, instead being nominated to help this country out of distress. It was also a time if you ran your large company into the ground you were probably bound to have your doors locked, but instead the government heads gave you billions like they were loaves of bread. Where did the car companies go that brought us the Model-T, Charger and GTO? They have been replaced by car makers from Japan, Korea and Taiwan (say it Tie-wan like Tie-ban and it works). The declining dollar made us all holler because a heap of Chinese goods were cheap, that all changed when the price of gasoline flamed and forced owners of SUVs to say, "Take it, please!" Normal was the time when a house was a place to live, not a government-sponsored money sieve.

We all need to learn our lessons about greed and excessive possessions but wish I may, wish I might see a star to wish tonight that my kids can learn the desire to yearn for items earned have far greater pleasure than any other measure. That neither trust nor honesty is a commodity, but a cost of doing business. Normal will return someday after greed and excess have gone away. Honesty and trust will once again be robust in this country we all love. The future is bright even though we have this plight. We have a lot to be thankful for. Here ends my ode, it's time to hit the road and show people normal is closer than you think.

*Chris Tonniges-  
Assistant Vice President*

Securities offered through Securities America, Inc. Member FINRA/SIPC. Christopher J. Tonniges, Registered Representative. Advisory Services offered through Securities America Advisors, Inc. Christopher J. Tonniges, Investment Advisor Representative. Bruning State Bank and Securities America companies are not affiliated.

May lose value, not FDIC insured, no bank guarantee.

*George Bernard Shaw once said,  
"A government that robs Peter to pay  
Paul can always depend on the support  
of Paul."*

## Get Your Umbrella. . .

April showers are anticipated and it's time to get your umbrella out for protection. However, the umbrella that you really need right now is a personal or commercial umbrella.

An umbrella liability policy would help protect you in this age of million-dollar lawsuits. An umbrella broadens the liability coverage that you already have through your personal homeowner's and automobile insurance policies or your commercial general liability and automobile policies. An umbrella also provides coverage in many situations that your current policies may not. An umbrella can:

- 1) provide payment for legal defense expenses when the primary insurance does not apply.
- 2) protect you from foreign risk exposure while travelling because the umbrella protection is usually applicable worldwide.
- 3) provide liability coverage on watercraft not used more than 30 days per year, watercraft in storage, and non-owned recreational vehicles.

Coverage gaps could end up costing you your savings if you find yourself facing a lawsuit. An umbrella policy may be the best way to avoid these gaps in your insurance protection.

Please stop by our office so we can help evaluate your current insurance coverage and see if an umbrella policy is right for you.

*Fred Kobza, Kathy Roberts,  
& Kristen Monteforte –  
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

## Is My Money Insured?...

That is a question our customers are asking. The answer is YES! Your deposits are insured up to \$250,000.00 (coverage was increased from \$100,000.00 to \$250,000.00 by Congress through 2009) and more depending on how your accounts are titled. Our Bank, and all banks who are federally insured, must meet high standards for financial strength and stability and have regular reviews to make sure those standards are met. Too bad all financial institutions have not had to follow these rules and regulations! If you have any questions or concerns we would be glad to sit down and discuss your FDIC insured accounts.

### IRA Accounts

Just a reminder.....letters have been sent out concerning your IRA distributions. In 2009, a distribution does not have to be taken. In 2010, if you are 70 ½ years old you must start taking distributions. Please sign and return your distribution form so that we can keep our records and yours up-to-date.

*Customer Service*

---

---

## **Banker/ Borrower Relationships During Hard Times. . .**

If you are over 45 years old, much of what I am going to share with you, you may already know. If you are under the age of 45, what I am going to share with you is very important. The reason for this is because those under the age of 45 likely were too young to have been in business when the recession took place from 1983 through 1993. With the current recession bearing down on the US economy, I think there are some lessons that were learned in the 80s which can help us maneuver through this recession.

I do not think this recession will have the same impact on agriculture and on rural America that the recession of the 80s had. The 80s recession was extremely hard on agriculture with land values dropping in half in most areas. The depressed land price was the product of extremely high interest rates and very low commodity prices. The current recession, at least so far, seems to be having the most impact on the home owner, large investment bankers, brokers, and commercial business.

Over the next several years, rural America and agriculture will start feeling more of the effects of this recession. It will become more and more important to have a strong and healthy relationship with your banker, especially if you own and operate a business or farming operation.

A strong relationship with your banker is built on mutual trust, respect and a sincere interest by your banker in wanting to help you be successful. That seems to make good sense and there is nothing complicated about it. It isn't complicated, until the customer starts having financial difficulties. It is at this point when the relationship can start to fall apart.

I would not suggest that we bankers have all the answers. The customer running the business should know more about his business than anyone else. While the banker may not know more about your business, he does have the experience of working with a number of other business customers and he likely has more knowledge in financial management, correctly structuring debt, and will see signs of financial trouble earlier. This is why keeping the lines of communication open are so critical to being able to work out of the situation. The worst thing is for the lines of communication to break down between the customer and the Bank.

It doesn't mean all of the meetings and discussions between the banker and the customer will go smoothly. In fact, there may be some huge disagreements on how to move forward. However, the most important thing is for the Bank and the customer to continue to communicate and try to be reasonable and fair to each other. Just because the banker doesn't always agree with you doesn't mean that he isn't trying to look out for your best interest. If, at the end of the day, you can't come to terms and agree on everything, try to find some middle ground you can both live with.

Over the years I have come to know many bankers; most all of them would rather work something out and keep you as their customer, unless you try to steal from them or lie to them. The last thing you want to do is end up going through litigation; the odds are both of you will lose more than if you found some middle ground.

The best situation is to communicate with your banker, listen to his opinion and ask questions if you don't understand the advice he is giving you. If he sees early signs of trouble, be proactive in addressing the issues before your problems get too large. Early response to financial problems is much less painful.

*Darrell Raum –  
Senior Vice President*

## **VISA Check Card Information**

Recently, we were alerted by VISA Fraud Control and Investigations of a confirmed network intrusion that had put some VISA Check Cards at risk. If your card appeared on this list, you were notified with a letter that you would need to come to one of our Branches to order a new VISA Check Card. After a certain date we did "hot card" all cards that were on that list. So if your card is not working, this may be the reason why. Please contact us at your convenience so we can order you a new card.

We are sorry for the inconvenience it may have caused you but it was for the protection of our customers that we did this. Know the business or people you are dealing with before you give any personal information out. Remember, giving out information to someone you don't know can be costly!

*Carm Hinrichs, Pam Lemke & Janice Fintel -  
Bookkeeping Department*

## **Meet Our Newest Bank Member**

Angela Kuhlmann joined Bruning State Bank in February 2009, and she will be working on various projects



related to IT, Marketing, and Compliance Auditing. Angela grew up on a ranch near Thedford, NE. Her husband, Lance Kuhlmann, is originally from Byron and is a physical therapist at Thayer County Health Services. They currently reside in Hebron with their three

children. Angela earned her Bachelor's Degree in Economics from Hastings College and her Master's Degree in Economics / Public Policy from the University of Nebraska at Omaha. She has worked as an environmental economist in Durham, NC and most recently as a statistical analyst in Omaha.

**ATTENTION** Bruning State Bank Savings Advantage and Higher Education Savings Customers: Currently your variable rate account can be adjusted on a quarterly basis. Effective April 15, 2009, the frequency of your rate adjustment can be made on a monthly basis. If you have any questions, please do not hesitate to contact a Customer Service Representative.

# BRUNING STATE BANK

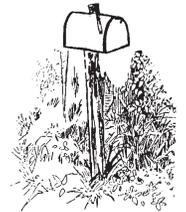
P.O. Box 100  
Bruning, Nebraska 68322

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

*Address Service  
Requested*



YOUR COUNTRY BANK



## ***From the Trust Department. . .***

Bruning State Bank is in the business of helping our customers build and maintain wealth, as well as the business of providing full financial services to our customers. We offer full trust services without your having to run to a big-city bank. Included in the types of trusts we offer:

Living trust • Testamentary trust • Revocable trust  
Irrevocable trust • Estate management • Conservatorships  
Guardianships • Farm management • 1031 (like) exchanges

What is a trust? - the written arrangement that is set up to empower the trustee to hold money or property transferred into the trust by the grantor, settler or trustor, for benefit of one or more beneficiaries. Your trust agreement spells out how the assets of the trust are to be managed and invested, who will receive the income and assets from the trust (and when). There are many management, conservation and dispositive objectives available through one or more types of trust that are not possible with a direct gift.

For further information in establishing the trust that suits your needs, please contact the Bruning State Bank Trust Department for more information or the attorney of your choice. Our Trust Committee consists of Darlene Reinsch, Frank Bruning, Fred Bruning, Renee Dowdy, and Janet Germer in Bruning. In Broken Bow you can contact Dan Jelinek or Kim Schipporeit.

*Trust Department*

## ***Renter's Insurance - Do You Need It?***

You might be surprised at how much you actually have invested in your personal property. Personal property includes your furniture, television, DVD player, stereo system, computer, IPOD, washer/dryer, appliances, jewelry, dishes, clothing, etc...

In most cases, the landlord does NOT have coverage for their tenant's personal property and there is usually wording in the lease agreement advising the renter of this. In some cases, the landlord REQUIRES that the tenant carry a renter's insurance policy. Therefore, without a renter's policy, you would not be reimbursed for your loss should you lose your personal property in a fire, theft, or any other type of disaster. A renter's policy also includes coverage for loss of use. If there were a fire at your apartment and you were forced to live elsewhere, renter's insurance would pay for the additional living expenses for a while.

Liability and medical payment coverage is also included with a renter's policy. Your insurance would help pay the medical bills if someone (not living with you) fell and was injured in your apartment. The liability coverage would cover the cost of an attorney and a judgment (up to the policy limit) should the injured party decide to sue you. You would also have liability coverage if you had a fire in your apartment and it spread to other apartments.

The cost of a renter's insurance policy is very reasonable, so please contact us today for a quote.

*Fred Kobza, Kathy Roberts,  
& Kristen Monteforte  
Insurance Agents\**

\*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