

# BRUNING STATE BANK

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**YOUR  
COUNTRY  
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## Too Busy for Success??

I don't know where or when I picked up that phrase, but it stuck in the back of my mind. Maybe my opinion of what success is may vary from what young people think or anyone else for that matter.

I would probably define success as having a good marriage, friendship, family life, spiritual life and being able to make enough money to provide for your family and accomplish some of the goals you and your family have set for yourselves.

Making a list of reasonable goals is a necessity, but from time to time we probably need to update.

One of the problems I see is that rather than take time to establish our own goals, we look over the fence and try to imitate someone else's goals. Let's not get too busy for our own success by trying to imitate someone else. It clouds the mind and distracts from our success.

It's all about balance, isn't it? Look around and many of the generations coming (and even ours) seem to get their priorities all messed up.

"Success isn't permanent. Failure isn't permanent." That is a quote I saw that pretty well identifies life.

It's spring and it's time to get optimistic. Those in agriculture are a rare breed. Winter gives us the blahs, then spring opens up and we have a chance to give it a shot for the next year. It's a great feeling. Farmers & Ranchers should be proud of their professions because the only people that acquire substance from the ground are Farmers, Fishermen, Foresters and Miners. Everyone else is value added.

Remember: don't get too busy for Success.

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

*"When I was young I thought my best years were ahead. As I get older, I think my best years are behind me."*

## Optimism...

Thomas Hoenig, President of the 10<sup>th</sup> District Federal Reserve in Kansas City spoke to a three-state banking group. He feels that things are picking up and the economy will continue to improve. Hiring, manufacturing, and energy are all improving. Ag is okay and the livestock industry is getting better. Concerned about speculation in farm and ranch real estate, he worries that low interest rates are causing people to invest in land, instead of CDs or investment products. He fears that this may create a 1980s scenario where debt can't be serviced. Further, if interest rates go up and commodity prices drop, sharply decreased land values may follow the highest real estate prices on record that is happening right now.

He is a proponent of higher rates to slow inflation and speculation, and says we should reject the "too big to fail" mentality in government, so that changes are made to let them fall, sell, or reorganize. He suggests that more banks will fail in 2010 and our deficit will be out of control. Mr. Hoenig is one of the few that has the Midwest culture and philosophy to share with the Federal Reserve meeting in Washington, DC.

What he suggested to all of us is, "Caution - prepare for things to be difficult to predict."

Another speaker was Brigadier General Robert Wheeler from the Air Force, who shared his leadership experiences in foreign countries. He said America still has an entrepreneurial spirit with dynamic people creating and inventing for small business. His travels around the world have shown him that with too much government (socialism), that spirit of getting things done drops dramatically when people expect too much from the system. His suggestion is to keep the capitalistic system we have where success and innovation are rewarded. He believes we are still there, but are close to a pivotal tilting point of asking too much from our government.

His soldiers are serving to make a difference, for the adventure, and for the GI bill to get a good education. We have the best and brightest serving our country.

In closing, I want to say we have the best financial system in the world (community banks). Congratulations to the Bank of Broken Bow on five great years of success as a Branch of Bruning State Bank. Our staff there is very dedicated, friendly, hard working and are true to our mission of "Assisting Clients to Build and Maintain Wealth."

*Fred D. Bruning – President*

*"When leadership is void, society stands still." Truman*

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# New Credit Card Rules...

The Federal Reserve's [new rules for credit card companies](#) mean new credit card protections for you. Here is a summary of some key changes you should expect from your credit card company beginning on February 22, 2010:

- Your credit card company must send you a notice forty-five days before they can increase your interest rate, change certain fees that apply to your account, or make other significant changes to the terms of your card.
- If your credit card company is going to make changes to the terms of your card, it must give you the option to cancel the card before certain fee increases take effect. If you decide to cancel your card, your credit card company may close your account and increase your monthly payment, subject to certain limitations.
- Your billing statement must state how long it will take to pay off your balance if you only make minimum payments and how much you would need to pay each month in order to pay off your balance in three years.
- They must also provide you with a Late Payment Warning stating if they do not receive your minimum payment by the date listed, you may have to pay a \$35 late fee and your APRs may be increased up to the Penalty APR of 28.99%.
- Penalty rates on existing balances can only be applied if your payment is sixty days late. If you then remain in good standing, your rate must go back down after six months.
- They must provide you with a Minimum Payment Warning stating if you make only the minimum payment each period, you will pay more in interest and it will take you longer to pay off your balance.
- Your credit card company cannot increase your interest rate for the first twelve months after you open an account. However, there are some exceptions.
- If your credit card company does raise your interest rate after the first year, the new rate will apply only to new charges you make.
- You must tell your credit card company that you want it to allow transactions that will take you over your credit limit. Otherwise, if a transaction would take you over your limit, it may be turned down.
- If your credit card company requires you to pay fees (such as an annual fee or application fee), those fees cannot total more than 25% of the initial credit limit. This limit does not apply to penalty fees, such as penalties for late payments.
- If you are under twenty-one, you will need to show that you are able to make payments, or you will need a cosigner to open a credit card account and your cosigner must agree in writing to increase the credit limit.
- Your credit card company must mail or deliver your credit card bill at least twenty-one days before your payment is due. In addition, your due date should be the same date each month and the payment cut-off time cannot be earlier than 5:00 p.m. on the due date. If your payment due date is on a weekend or holiday (when the company does not process payments), you will have until 5:00 p.m. the following business day to pay.
- If you make more than the minimum payment on your credit card bill, your credit card company must apply the excess amount to the balance with the highest interest rate. However, if you made a purchase under a deferred interest plan, the credit card company may let you choose to apply extra amounts to the deferred interest balance before other balances. Otherwise, for two billing

cycles prior to the end of the deferred interest period, the credit card company must apply your entire payment to the deferred interest rate balance first.

- Credit card companies can only impose interest charges on balances in the current billing cycle.
- Credit card issuers cannot raise your interest rates because you missed a payment or fall behind, or are overextended on a "different" account.

*Craig Pope –  
Hebron Branch President*

## Overdraft Protection- Changes and Choices...

Last May, we began offering a new Overdraft Privilege service to our eligible checking account customers. The main benefit of this new service is that it allows you to have overdrafts when making a debit card purchase or when withdrawing cash from an ATM. However, a new federal regulation now requires us to obtain your consent before we allow these types of overdrafts.

As part of the recent push to increase consumer protection and awareness, this regulation was passed because the Federal Reserve was concerned too many consumers did not understand that using a debit or ATM card could cause overdrafts. Some consumers may assume if the money is not in their account, then their debit card purchase or ATM withdrawal will simply be declined.

When we decided last year to begin allowing overdrafts from debit card purchases and ATM withdrawals, we were trying to provide an additional service to help our customers. We posted new signs on all of our ATMs and sent a letter to every account holder who was affected by the change. The letter notified our checking account customers of the change as well as their right to opt out of this additional overdraft protection.

So what does this new regulation mean to you? We will continue, as usual and at our discretion, to authorize and pay overdrafts caused by checks, automatic bill payments, and ACH transactions. As of July 1, 2010, we will no longer authorize and pay overdrafts caused by ATM transactions and one-time debit card transactions, unless you ask us to. (Please note that we never guarantee we will authorize and pay an overdraft.)

The main thing we want to emphasize is the new regulation will allow you to choose whether or not you want to be allowed to have overdrafts from debit card purchases and ATM withdrawals. It will not affect how we decide to handle overdrafts from checks, ACH transactions, or automatic bill payments. The overdraft fee (\$25 per item) will stay the same.

Please watch your mail as we will soon be sending a letter to eligible account holders along with an opt-in form. We also offer options for preventing overdrafts, such as a link to your savings account or our brand new Messenger service that can alert you when your balance is low. If you have any questions about your options, please call us or stop in!

*Angela Kuhlmann –  
Project Coordinator*

# Do I Have Coverage for... ?

A person doesn't often think about their homeowner's insurance policy until they have a loss. They buy the insurance, pay the premium, and assume they have coverage for ALL their property in EVERY loss situation. Recently MSN.com ran an article regarding coverages on the typical homeowner's insurance policy, below are a few of the highlights:

What IS covered:

- Your home and generally any detached structures.
- Most personal property including furniture, appliances, electronics, etc.
- Liability and medical expenses for injuries and property damage TO OTHERS for which you are responsible up to the policy limits.
- Limited living expenses if forced to live elsewhere due to a covered loss.

What MAY NOT be covered:

- Replacement cost on your home or personal property. It may only be actual cash value.
- Items, such as jewelry, firearms, collectibles, etc, may only be covered up to a certain limit, generally \$1,000 or \$2,500
- Sewer backup.
- Liability for pools, trampolines, and other high risk items.
- Mold.

What IS NOT covered:

- Cracks or settling in the foundation.
- Neglect, normal wear and tear, or intentional damage.
- Flood or earthquake damage. (Coverage for either is available separately.)
- Landslide or earth movement.
- Acts of war.
- Damage from pests or household pets.

Source: <http://articles.moneycentral.msn.com/Insurance/Advice/AmICovered.aspx>

If you had a crystal ball, you could then tell your agent exactly what you need and get an insurance policy that would cover the losses you are going to have. However, life is uncertain and there are no answers with crystal balls. As an informed consumer, it is important to READ your insurance policy be it homeowners, auto, farm, or whatever BEFORE you have a loss. If you have questions about what IS and IS NOT covered, ASK your insurance agent! The good news is that there are many endorsements that can be added to your policy to broaden your coverage.

Give us a call; we would be happy to review your current coverage!

*Fred Kobza, Kathy Roberts  
& Kristen Monteforte –  
Insurance Department\**

\*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

# Technology Updates...

As technology has continued to advance for most phases of our lives, we thought it would be beneficial to review various technology topics in our newsletter. We will focus on new products, trends, and issues that the banking industry is currently facing or will be facing in the near future. This article will focus on two new products that were recently added to the Bruning State Bank's product line: Remote Deposit Capture and Messenger. If you would like more information after reading this article, please give us a call at 1-800-403-5889 or email Corey at [cswartzendruber@bruningbank.com](mailto:cswartzendruber@bruningbank.com).

• Remote Deposit Capture, or Merchant Capture as it is sometimes called, is an arrangement where the Bank installs a check scanner at a place of business. The business can then use a secure website connection and the scanner to deposit checks it receives into its bank account each day without having to leave the office. This product allows the business to discontinue mailing checks or making trips to the bank branch for their deposited items. It is convenient for customers regardless of daily check volume or business location.

• Messenger is a service that customers can use through the Bank's Internet Banking system. Customers that sign up will be able to set up alerts for certain events that happen on their account. For instance, if someone wanted to know when their balance fell into the negative, an alert could be set up and the system would email or text a message to that person's computer or cell phone. At that point, the person could log into Internet banking or call the Bank and make the necessary transfers to bring the balance back up. Likewise, one could also set up an alert if they wanted to know when a certain check was posted to their account. These are just two examples of the many alerts that are offered.

**Tech Term of the Month: Smishing** – A scam employing social engineering techniques to obtain private personal information via cell phone text messages. A criminal will send out text messages to several cell phone numbers saying that the person's ATM Card, Checking Account, etc. has been suspended and that the person can correct the issue by dialing a phone number or going to an attached website and entering their Social Security Number, PIN, or other piece of personal information. These messages can be made to look as though they are coming from a bank. Bruning State Bank (along with most other banks) will never ask for your private information via text message or email. If you get a message similar to this, do not respond, but please give us a call and report the issue.

*Corey Swartzendruber, Janet Germer  
& Angela Kuhlmann*



## WELCOME BACK ALUMNI...

Join us to renew old acquaintances and enjoy  
fun times together again at Bruning.

Hot Dog Lunch—11:30 A.M. to 1:00 P.M.

Saturday, May 29, 2010



## Talking to a Class...

A few weeks ago, members of the Bruning State Bank Staff had the opportunity to discuss and interact with the Bruning Davenport Unified School District Adult Living Class. It truly was an opportunity to express ideas and voice opinions to a group of well mannered and attentive students.

Each of us that were requested to give a short presentation had a specific area or topic to discuss. My area centered on personal responsibility. Others discussed loans, credit scores and technology (internet banking).

As I prepared what I was going to say, I realized that I owed them a straight forward and challenging few minutes. I did not want to be known as the old guy that put them to sleep right after lunch. I remembered that I had written in this newsletter column some time ago about the value of education and how it directly relates to future economic stability. The numbers are pretty clear on the benefits of education and, after a long tenure on the local school board, I opted to discuss the linkage of education and personal responsibility.

My presentation went something like this: "The school district has delivered, via the teachers, administrators and local taxpayers, a free education for you. What are you going to do with that gift? My challenge: how will you leverage it, use it, expand it, and improve yourself with this gift? There are massive amounts of data that indicate that education coupled with personal responsibility will help you be successful. Education or a degree can't be taken away from you, that is a true statement. The problem is that unless we leverage it, use it, expand it and improve, the gift can become worthless."

I used some information from my August 2007 newsletter article - In gathering information from the 2006 U.S. Census Bureau reports I was able to find the following: Adults in 2005 lacking a high school diploma made an average of \$19,915. If you have your high school diploma, that raised the average to \$29,488. Obtaining a bachelor's degree increased the average to \$54,589, and those with an advanced degree such as master's, professional, or doctorate degree had average annual earnings of \$79,946.

Thirty years ago, someone with a bachelor's degree could expect to earn 58% more than someone with a high school diploma. By 2005, the person with the bachelor's degree could expect to earn 86% more than someone who did not.

I think the students went away with something useful. My hope is that, as you read this, you ask yourself, "How can I leverage it, use it, expand it and improve the education I was given?" It is not just young folks that need to hear this.

*Jerry Catlett –  
C F O*

### GO GREEN!!

If you would rather receive an electronic copy of our newsletter by email, please contact Mabel at

[mhogeland@bruningbank.com](mailto:mhogeland@bruningbank.com).



## Crop Insurance...

### Important Dates:

Spring plant dates:

Nebraska – (Fillmore, Jefferson, Nuckolls, Saline and Thayer counties)

CORN – Initial plant date 4/10  
Final plant date 5/25

The late plant period is now 20 days after the final plant date.

GSORG – Initial plant date 4/16  
Final plant date 6/15

SBEAN – Initial plant date 4/25  
Final plant date 6/10

Kansas – (Republic and Washington counties)

CORN – Initial plant date 4/05  
Final plant date 5/25

The late plant period is now 20 days after the final plant date.

GSORG – Initial plant date 4/26  
Final plant date 6/25

SBEAN – Initial plant date 4/26  
Final plant date 6/15

### Other Important Reminders:

Please report your acres to your agent once planting is completed. Remember to keep your acres and plant dates separated by section and practice, etc. Your row crop yield reporting must be done by April 29<sup>th</sup>, so please bring this information to our office if you have not already done so. Hail season is here! Be sure to contact us to review your hail coverage for 2010.

Be sure to contact us with ANY questions or if you need additional information.

*Jeff Hammer, Kathy Roberts,  
Craig Pope, Shari Fischer,  
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 7  
or Saturday, May 8 or at  
the Bank of Broken Bow  
or Holdrege Branch on  
Friday, May 7 to receive  
your flower in honor of  
Mother's Day!*



# Opportunity, Challenges and Risk...

All of you who were in some kind of business the last decade know there have been many changes. When we look into the future, we have even more changes on the horizon. Look how the ethanol industry has changed the dynamics for grain farmers and livestock producers. We could see more changes in the not-too-distant future if legislation is passed to mandate an increase in the blend of ethanol in fuel. Other sources of renewable fuel could have as big an impact on agriculture as ethanol has had.

Other factors such as the national and global economy, land values, new technology, and changes in the farm program will all play a part in our future. They will create great opportunities for farmers to be very successful. They will also create challenges and risk. If not managed correctly, these opportunities can turn into tragedy.

Managing your risk as you face the challenges that are ahead of you is paramount. Almost seventy-five percent of major lottery winners end up going through bankruptcy within a five year period. Dr. Kohl, Professor Emeritus of Agriculture Finance and Small Business Management at Virginia Polytechnic and State University, recommends farmers and ranchers expand their operations in small increments. Expanding too fast can cause an improper utilization of assets, which is one of the biggest reasons why businesses fail.

Dr. Kohl says cash and liquidity will be "king." Balancing your liquidity with your growth is one of the keys to being successful in volatile times. Cash is critical to the operation. Working capital is the financial shock absorber. He says to develop a three-prong risk management program to avoid problems and be resourceful. Having a management succession plan is important if you want to keep the farming operation intact. By 2020, seventy-five percent of the farm land will change hands.

Dr. Kohl says land is a wealth accumulator, not necessarily a cash flow generator. Twenty-five percent of all farming operations don't have the next generation lined up to take over the operation. If you're a young farmer and your parents are not taking you to the Bank to see the books, then you are going to have a tough go. Too often young farmers come home to the farming operation and the parents never turn over the managerial reins.

With good risk management, farmers can expect to successfully maneuver through the changing times ahead. It will also allow them to take advantage of the many opportunities which will be unveiled to agriculture in the future.

*Darrell Raum –  
Senior Vice President*

6. Linen and cotton  
5. \$100,000.00  
4. A \$1.00 bill lasts 18 months, \$5.00 bill lasts two years, \$10.00 bill lasts three years, \$20.00 bill lasts four years and \$50.00 and \$100.00 bills last nine years.

- Answers:
1. Old silverware
  2. 120
  3. Gold
  4. A \$1.00 bill lasts 18 months, \$5.00 bill lasts two years, \$10.00 bill lasts three years, \$20.00 bill lasts four years and \$50.00 and \$100.00 bills last nine years.
  5. \$100,000.00
  6. Linen and cotton



# Hey Kids,

Did you know that the 3<sup>rd</sup> week of April is National Coin Week? I thought it might fun to share some trivia about money with you! Try and guess the answer – no peeking. Look below for the answers!

1. The first money made in the United States was in 1792. What do you think it was made of?
2. In 1836, they could make how many coins in a minute? They thought that was pretty fast!
3. In 1933, the US stopped making what kind of coins.
4. A \$1 bill lasts \_\_\_ months; \$5 bill, \_\_\_ years; \$10 bill, \_\_\_ years; \$20 bill, \_\_\_ years; and \$50 and \$100 bills, \_\_\_ years. Bills that get worn out from everyday use are taken out of circulation and replaced.
5. The largest paper money made today is the \$100.00 bill – but we used to make paper money up to \_\_\_\_\_ bill!
6. Paper money is made from \_\_\_\_\_ and \_\_\_\_\_.

Now, go challenge your parents and see if they can guess any better! Until next time,

**Keep Saving!  
Buck**

# From the Trust Department...

Accidents, illness, and death (particularly our own) are often difficult to talk about. I fear that too many of us would take the easy way out and avoid such subjects. But is that fair to your loved ones? If you are unable to make your preferences known or even make health care choices due to being in a coma, for example, will your family or friends know what you would intend?

You might consider making advance directives, such as a durable medical power of attorney, a living will, or even a "Do Not Resuscitate" order if you would prefer not to linger in a "persistent vegetative state." For your daily-life business purposes, you may want to have a power of attorney drawn so someone could manage your checking account, pay your bills, and the like in the event of your incapacitation.

And, of course, it is important to have a will or trust to manage the assets at your death. If you already have these in place, Kudos to you! If you don't, don't put it off! "Remember, tomorrow is promised to no one." (Walter Payton)

Please see the attorney of your choice to have one (or all) of these very important forms completed. The Bruning State Bank Trust Department can be appointed to serve in the capacity of power of attorney, personal representative or trustee. Please contact any of our trust committee (Frank Bruning, Fred Bruning, Renee Dowdy, Darlene Reinsch or Janet Germer in Bruning, or Kim Schipporeit or Dan Jelinek in Broken Bow) with questions.

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## Our Five Year Anniversary...

Bank of Broken Bow, a Branch of Bruning State Bank

April 2010, marks the Bank of Broken Bow's five year anniversary. When I look back, where has the time gone.

I remember a cold and snowy day in January 2005, when Jim Scott and I were moving desks and furniture into our first office called a Loan Production Office. This was located in a new duplex owned by Ray Brown and Wes Province, located on South 9<sup>th</sup> Avenue. In the front area, or the living room area, we were setting up card tables, getting new telephones, a fax machine and computers. Corinne Andreasen, Kim Schipporeit and Renee Ferguson joined our staff at that time.

Some have asked, "How did you get connected with Bruning State Bank?"

This relationship began with United Nebraska Bank when Jerry Catlett and I worked together. Jerry left in 1993 to accept a position at the Bruning State Bank. While Jim and I were setting up the new office, Jerry was working with the State of Nebraska Banking Commission to get approval of a new Branch Bank.

We were fortunate to be able to acquire a great location right on the town square, the former Ben Franklin building. By April 1<sup>st</sup>, Dann Scofield had remodeled the building and we had our Open House. The remodel work was completed within an unbelievable 90 days!

Once we were in the new location, we hired Julie Kulhanek, Dee Krantz, and Janice Nozicka. Several years later, we added another employee, Shareen Max.

This creation of a new Branch Bank has been an exciting five year venture for all of us. We have and continue to work well together. During our beginning days, one thought prevailed, "What is a Bank without customers?" We value our customers, and are excited to continue to provide financial products that everyone expects from a Bank. We know that all banks offer the same products but each is unique in their own Customer Service. We want to show you how **much we care about you.**

At Broken Bow, we appreciate the employees at Bruning State Bank who helped us in the beginning and continue to provide computer services in managing our customers' accounts. We want to thank Fred and Frank Bruning who have attended many of our Open Houses in the past five years and have met with many of our customers.

We want to especially thank the **customers** who have placed their trust and confidence in us.

Please join us at **Business After Hours, Friday, April 16, 2010 from 5:00-7:30 PM in celebration of our five year milestone.**

*Dan Jelinek –  
Branch President  
Bank of Broken Bow*

## New Math...

$2 + 2 = 5$ ? That might be the kind of math you would want your Banker to use in calculating the interest to be paid on your deposit, but not for your loan interest! That IS, however, the result of adding the Broken Bow Branch to the Bruning State Bank family just over five years ago, the Hebron Branch about 10 years ago, and most recently our Branch in Holdrege! Located in far different areas of Nebraska, we are different and yet we are the same. For example, our Broken Bow Branch is in a region that is more heavily livestock-oriented than ours; this gives a good balance and our partnership is a good mix. It seems that hard-working (and talented) people encourage each other, and the enthusiasm generated is great. Congratulations, Broken Bow, on your five year anniversary!

*Banker Frank - Frank L. Bruning*



## The Good Life...

With all of the negativity we see in the news these days about home foreclosures, record unemployment, tumbling stock market, economic recession, companies going under, dirty politics and the list goes on...it seems like it is getting harder and harder to get out of bed each morning. There is one bright spot in this whole "mess"...we live in Nebraska. Money Magazine recently rated the 100 best places to live in the United States and number three on the list was Papillion, NE. This got me thinking, why is Nebraska really the "Good Life"? Here are some of the reasons I came up with:

Nebraska has always been a small town state and that is what makes it great. All you have to do is take a drive through one of these towns and you will notice that every scene looks like it was taken from a Norman Rockwell painting. We have front porch swings, brick streets, wide open country roads, parades that the whole town comes out to see, crazy thunderstorms, abundant wildlife, picturesque springs and falls, great schools and churches, nonexistent traffic jams, county fairs, beautiful parks, the smell of harvest in the fall air, and American Flags flying in front yards. Nebraska is a place where people call you by your first name whether you are at the local diner or down at the Bank. These are some of the things that make Nebraska great, but the best thing of all is its people. That is why we as a Bank are still in business, because we do business with Great People.

In marketing class at college they teach about the five types of customers: the loyal customer, the discount customer, the impulse customer, the need-based customer, and the wandering customer. While we as a Bank love loyal customers, we also love great people as customers. We figure the more great people we get through our doors, the more loyal customers we will have. We at Bruning State Bank are committed to serving our customers and helping them grow financially as reflected in our mission statement: Build and Maintain Wealth. So the Holdrege Branch would like to extend an invitation for you to stop in and meet our staff. Let us call you by name and help you continue living the good life.

*Luke Thorell – Personal Banker  
Holdrege Branch*

## Counterfeit Cop . . .

We would like to tell you a little bit about our new machine we have at each of our locations. It can detect counterfeit currency when bills are put under a special light. When you bring in your currency, especially large bills, we will be checking them to make sure they are not counterfeit. The name of this machine: Counterfeit Cop!!

Please be patient when you bring in large bills on your deposits, as this may take a little longer. We know your time is of great importance, but your safety is of great importance to us too!

This procedure will go into effect the 1<sup>st</sup> of April.

IRA Reminder . . .

Don't forget to make your 2009 Contributions before tax filing deadline!

*Customer Service*

## Bruning State Bank Funds Availability Policy

Effective after March 26, 2010, the Bruning State Bank Funds Availability Policy is as follows:

**OUR GENERAL POLICY IS TO ALLOW YOU TO WITHDRAW FUNDS DEPOSITED IN YOUR ACCOUNT ON THE SAME BUSINESS DAY WE RECEIVE YOUR DEPOSIT. IN SOME CASES, WE MAY DELAY YOUR ABILITY TO WITHDRAW FUNDS BEYOND THE SAME BUSINESS DAY. THEN, THE FUNDS WILL GENERALLY BE AVAILABLE ON THE SECOND BUSINESS DAY AFTER THE DAY OF DEPOSIT.**

The main purpose of funds availability regulation is to place limits on the length of time a bank can maintain holds on a customer's deposits. Thanks to technology and Check 21 legislation, the time it takes to clear checks has been drastically reduced. This combination has allowed the Federal Reserve Bank to reduce the number of check processing centers in the United States to one, located in Cleveland, Ohio.

Under the old version of the regulation, a distinction was made between local checks and non-local checks. If the Bank believed that a check deposited would not clear (or would not be paid by the issuing bank), a hold could be placed on an account with written notice to the account holder. A local check could have up to a two day hold, and a non-local check could have up to a five day hold.

With the new version of the regulation, all checks are now considered local checks, so the maximum hold allowed is the second business day after the day of deposit. Bruning State Bank follows these regulations, but we have not used these holds with much frequency. We make decisions on a case-by-case basis. If the Bank deems it necessary to protect against fraud, then the holds and notices are used as prescribed by law.

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

*Jerry Catlett –  
C F O*

## Drop Box Open 24/7...

We would like to remind you about our drop boxes. After business hours, if you have a deposit or even something you need to give to one of the staff members, just drop it in our convenient drop box and we should have it the next business day. This way you won't have to worry about the checks or important papers getting lost. Remember our drop boxes are open 24/7. The drop box locations at the Main Bank and our Branches are:

- Bruning State Bank – West side of the building-before you get to the drive-up window
- Hebron Branch – South side of the building-by drive-up window
- Bank of Broken Bow – Entrance of the Bank-by the ATM
- Holdrege Branch – East side of building-before you get to the drive-up window

If you have any questions about what our Bank offers, please feel free to call any of our locations.

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

# BRUNING STATE BANK

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YOUR COUNTRY BANK



## Anyone Need a Quarterback?

It's that time of year again where there is renewed optimism and hopes for a brighter future. Of course I am talking about the NFL Draft and Husker spring football. The draft is where your NFL team's dreams are won or lost often by choices they make about a quarterback. Husker spring football is no different. Another spring, another battle for the quarterback position and how many times over the last several years can we say that we lost a game or eight, based on the play at the quarterback position? Unfortunately, for a lot of people, they treat their financial advisors the same way; they often choose the "sexy" pick that comes in with all of the glamour and hype as opposed to the one that you can trust to get the job done for you in the way that you want it done.

All of us can say that we have been plagued by a bad draft pick or recruit in the past. We have all bought something from somebody that had neat marketing materials and a good story. The problem is that after the product was purchased, we never hear from that individual ever again. The issue isn't the product; it is who we chose to buy the product from. While their intentions were good with the product they offered, the issue arises when you don't have anyone looking at your accounts and helping you quarterback your assets.

We all need to find that quarterback we can trust to advise us; that person may be a lawyer, an accountant, a banker, a financial advisor, or a friend. The key is to find that person or people that you can trust to methodically move down the field with you as you move through your key stages in life. These quarterbacks are

never more important than when there is a transition of wealth. They need to act in the best interest of all of your beneficiaries to implement the game plan you have put into place. The days of being able to have your game plan in the manila envelope in the safety deposit box are over. With tax laws and products as complex as they are, you need to have an "open-book" policy with your advisors when it comes to your plan. Who would you rather have as your quarterback, your trusted advisor that knows precisely how you want your assets handled or Uncle Sam who doesn't care as long as the taxes are paid? If you have a quarterback that you can trust, that is great! If you don't, I would advise that you and your spouse start "scouting" potential draft picks as soon as you can.

As always, we here at Bruning State Bank hope you will all see us as your "quarterbacks." In the end you should always know that no matter what, we strive to give solid advice that you can trust. Thank you for your continued business, and if you know someone that could use a little trusted advice, let them know we are here to help.

*Chris Tonniges –  
Vice President  
Registered Representative\**

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