

www.bruningbank.com

August/September 2015

Vol. 32 No. 4

Bruning
Hebron
Broken Bow
Holdrege
Kearney Loan Production Office

BRUNING STATE BANK

Your Country Bank Since 1891

Member   NMLS #473773

Healthy Interaction...

Hold on, I'm not talking about marriage or romance – I'm talking about agricultural survival. There is always a lot of criticism about coffee shop conversation, but I say it can be a stepladder to good learning and conversation.

If "coffee shop talk" is the only outlet you have to discuss what you're doing, it is at least the first step. But don't stop there! There are a lot of educated young people who are coming back; they want to be the next agricultural "drivers." Education is not just knowledge – we all know that – but it does teach you to ask questions as an approach to gain knowledge.

These young guys and gals are hungry for learning. They read, they attend meetings, they go and talk (and interact) with older neighbors. I can see the "cream rising to the top", so those of you who are successful and community leaders, watch out. Keep up your learning curve. Attend any ag meeting and seminar that comes up, and ask questions. Interaction with these returning young folks helps not only them, but you also.

I am great on illustrations. I read about an old couple explaining how they planted all their oak trees in a row. Their trees' roots not only intertwined, but fused together, sharing water and nutrients more effectively. They also helped the trees maintain a firmer grip in the soil. When a hurricane swept through, the trees held together, and little damage was done.

Well, if we could be more like the oaks and stick together, we would withstand a lot! So hit the coffee shop and share the knowledge once in a while to help the next generation gain information and strength!

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

"When the learner is ready, the teacher will appear." – Burke Teichert

Reflections...

As I look at myself and my contemporaries with the realization that I graduated from high school and college over 40 years ago, it reminds me how fast life goes by. If we could slow it down a little, it would be grand! Thinking back, how much time did I really spend helping raise my kids? Did I work too much and too many hours when I should have spent more time with them?

It makes me think of the Harry Chapin song "Cat's In The Cradle." Our generation was taught by our parents to work long, hard hours and success would happen. That's great, but maybe some of us didn't take enough family time, or time for golf or other recreational activities. We also sometimes complicate our lives with too many business opportunities, trying to "do it all." For example, adding staff or employees to grow the business brings with it more responsibility.

We go to weddings and funerals and realize quickly life changes, but we can try to help mentor young people, in hopes they don't make the same mistakes we made. I'm sure we will spend more time spoiling our grandkids than we did our kids.

Most people my age now have grandchildren; when we socialize, much of our conversation is about them, and how above-average their "grands" are, both intellectually and physically. (Yes, I know that when we have grandchildren of our own, we will very likely be the same way!)

Other discussions you'll hear in my age group revolve around topics like what cholesterol or high blood pressure medication we use or what is the best way to conquer snoring so we can get a good night's sleep. And are we eating more salads for a healthier diet, and how can we remember when to take all those pills!

I guess to summarize, life moves fast and we don't last forever. Stop and smell the roses more often, as life is precious and short. Take more time to spend with your spouse, kids, and grandkids. If you are like me and have employees, don't forget to thank them for their service. If your parents are still alive, enjoy them; keep learning from and listening to them. And most of all, thank God for the life He has given us!

Fred Bruning – President

"Life is what happens when you're busy making plans." – John Lennon

Understanding How the Banker Thinks...

Over the years, I've fielded a number of questions on why bankers require certain things when making a loan. While I don't expect you to have a lot of empathy for the banker, I do think it's important to share the thought process on why we have certain terms and conditions we ask people to adhere to. I'll attempt to address several of them.

Sometimes, first-time loan applicants are surprised when I tell them they need to provide part of the money to fund their purchase or provide additional collateral when loaning 100% of the cost of the purchase. While I know there are some government-sponsored programs which do loan 90% to 100% of the funds, this is not something commercial banks have an appetite for.

The reason commercial lenders don't loan 100% is because there is risk involved in loaning money. Banks and other lenders who have to manage the risk associated with loaning money know you have to have some margin when things don't go right. If the bank doesn't get a cash down payment or extra collateral, they may not only lose the interest off of the loan but also part of the principal.

Think of it this way: the bank takes a managed amount of risk to loan the borrower money in exchange for being paid interest and the principal back. No matter how much money the borrower makes, the bank gets only the principal and interest back. If the bank is going to take additional risk, then the reward would also be more. There are people who are willing to do this, however they get a percent ownership in the business for taking that risk - they're called investment bankers.

I hear people say they don't understand why the bank asks for several years of financial statements and several years of tax returns on the business loan they are applying for. Again, this gets back to risk management as well as constructive lending. We ask for this information so we can analyze the performance history of the business. We want to know how the business has performed for several years if the information is available. The trend of the business will help us make a better decision as to whether the applicant can afford to service the debt if they borrow the money, as well as how the loan should be structured to not only help assure the repayment of the loan, but to also help the borrower have a better chance of being successful.

I know there are many other questions which come up from time to time. In the short space provided, only a couple of them were addressed. If you have additional questions, don't hesitate to ask one of our loan officers, as they are more than happy to discuss any questions or concerns you may have.

*Darrell Raum –
Senior Vice President,
Credit Supervisor*

Health and Wealth...

"When health is absent, wealth is useless."

This is a quote I came across the other day from Herophilus, an ancient Greek physician. It got me thinking about the mission statement of Bruning State Bank, which is to help customers "Build and Maintain Wealth" and how healthy finances and a healthy lifestyle go hand in hand. I enjoy working out and having an active lifestyle and encourage you, if not already doing it, to do the same. I like to work out at our local YMCA over my noon hour for 30-40 minutes each day. With three kids and being active in the community, this is a time that works great for me to get some exercise. It is tough some days to get myself to go work out, but I stay committed and at the end of the day, I feel better for doing it.

There are also many financial benefits from living an active and healthy lifestyle. For instance, it is estimated that someone who smokes a pack of cigarettes a day will spend more than \$5,000 a year on cigarettes. Also, according to a study published by the Society of Teachers of Family Medicine in 2010, the average total cost for a healthy-food-diet model (where food was purchased and cooked) was \$5,019 per year while the average cost of a convenient-fast-food-diet model was more than twice that at \$10,298 per year. As you can see, cutting some unhealthy habits could save nearly \$10,000 a year and that could be applied towards current debt, a vacation you've always wanted to take, or just saving for a rainy day.

When people think of exercise, they often have horrible flashbacks to high school gym class when they ran many miles that ended with them puking up their lunch. This does not have to be the case. Exercise can come in many different forms, from weightlifting to dancing, biking, hiking, and swimming, the list goes on. Find something you enjoy and stick with it. People who exercise experience weight loss, improved mood, more energy, and less stress. They also incur less health care costs in the form of doctor visits, insurance premiums, and prescriptions drugs which can translate into major savings and wealth preservation.

So on your journey to Build and Maintain Wealth, do not forget to Build and Maintain Yourself along the way. After all, wealth without health is useless.

*Luke Thorell – Assistant Vice President,
Holdrege Branch*

Holdrege Bank Hours

Effective September 1, 2015

Lobby Hours

Monday - Friday: 8:30 AM - 4:30 PM
Saturday: CLOSED

Drive Up Hours

Monday - Friday: 8:00 AM - 5:30 PM
Saturday: 9:00 AM - 11:00 AM

Please note the Holdrege Lobby will no longer be open on Saturdays, but the Drive Up Window will still be open from 9:00 to 11:00 AM.

NBA Update...

We are three months into the Nebraska Bankers Association (NBA) Chairman-Elect duties; so far it has been a very enjoyable venture. I've made some new friends and re-connected with old friends and have stopped in or have been invited to meet with bankers in Aurora, LaVista, Guide Rock, Franklin, Alma, Hastings, Kearney, Crofton, Pierce, Wausa, Lincoln, Bloomfield, Washington DC, Beaver Creek, Colorado, and North Platte. One trip was to pay last respects to a great banker and former NBA Board of Directors member.

As stated in my June newsletter article, I want to outline some of the things the NBA does for banks and bank employees. As you see above, part of the duties of the Chairman-Elect are to be accessible to the members and members' employees. As you know, just like in a lot of professions, golf provides an avenue for people to get together. My case is a little complicated; I'm not a golfer. So when I'm invited to a golf event, I have to decline the golf tournament, yet for those who know me, I seldom miss a meal! During the golf tournament, I make my way to banks near the community where the event is held and enjoy the fellowship and the meal. In all cases, I'm there to listen to issues and concerns of the members, and occasionally I offer a short commentary on community banking.

If you are involved in a community, economic, civic, religious or fraternal group and need a "free" speaker about community banking, please give me a call and I'll do my best to be there or provide information. Remember the "cost" to manage expectations on the quality of the presentation.

In addition to providing community banking communications, the NBA provides numerous products and services, actually too numerous to go through in this article. The NBA began 125 years ago, when the founders were looking for a "unified" voice to advocate to state and Federal elected leaders who make the laws we all abide by. The NBA, like many trade associations, has staff and contracted specialists who lobby at all levels of government. In many cases, our bank group has interests and input on issues, for example, agricultural, natural resources, business and generally anything financial. We tend to stay away from social or educational issues. Generally, we see what is good for banking business is good for agricultural and the general business climate for our state and country.

Another function of the NBA is to empower bank employees via education. The NBA Education department is respected around the country for the programs, webinars, seminars, and classes they coordinate and offer to members. From regulatory compliance issues, human resources, new account opening, and lending issues, the NBA offers some great career building opportunities and I've been fortunate to have participated in many of the offerings during my 32 year banking career. I need to continue learning and re-learning something every day.

I've only touched on three things that the NBA does for banks. I'll continue, as time and space permit, to update you on the efforts of the NBA and my travels.

*Jerry Catlett –
Senior Vice President,
Chief Financial Officer*

Going on Vacation? Call Us First!

As summer winds down to an end, you may still have time to squeeze in one last trip before the kids start back to school. Whether you're headed out of state or outside the country, we want to encourage you to utilize the safety and convenience of your Bruning State Bank Visa debit card. It is safer than carrying cash and accepted nearly everywhere.

Bruning State Bank has a new and improved fraud detection system. Every transaction made with a debit card is given a risk score depending on the system's risk assessment of that vendor. When a purchase receives a high enough score, you will receive an automated call from our fraud detection center to verify your card has not been lost or stolen. **It is important that you answer this phone call** and verify the recent transactions on your account. If calls go unanswered, the system will assume your card has been stolen and will restrict it to avoid any future fraudulent activity.

A transaction can also score a higher risk rating if it is made outside your usual area of activity. If you plan on traveling to an area without cell phone service, or simply do not wish to be bothered with phone calls while you are on vacation, please give us a call. We can insert your vacation dates in our system so that the fraud detection center will not be triggered by out of state activity. If you are planning to leave the good ol' US of A for your getaway, you will need to call us before setting sail. An adjustment can be made in our system so you can use your debit card in faraway lands the exact same way you use it here at home.

I know I'm hitting you with a lot here, folks, but bear with me for just a couple more tidbits of useful information.

- 1) Please, please, please make sure you share your cell phone number with us. Having your cell phone in our system will allow our fraud detection center to efficiently get in touch with you as they watch your back.
- 2) The number that will show up on your caller ID when the fraud detection center is trying to reach you is **1-877-253-8969**. You might want to go ahead and save that as a contact in your phone so as not to ignore a number you don't recognize.
- 3) Lastly, please don't hesitate to call us. We want you to feel comfortable knowing our fraud detection system is watching out for you. We are happy to put your mind at ease by answering any questions you may have.

*Scotti Ross –
Customer Service (Broken Bow)*

Looking Forward to Serving Kearney...

Earlier this spring, Bruning State Bank opened a loan production office (LPO) in Kearney. With its large trade area and its central location near the Broken Bow and Holdrege branches, Kearney was an ideal location for the Bank to expand its services.

Initially, the staff included Adam Bruning from the Holdrege branch and me. In May, Dru Jaeger joined us as a lender and leasing officer as well. Both Dru and I have many years of banking experience in the Kearney area.

The permissible activities of an LPO are restricted under Nebraska banking laws, so in some ways the office will function in a different manner than a branch (see inset on the next page). But the types of loans we offer are largely comparable to the types seen in BSB's branches and other banks. Our customers thus far are mostly producers in the agricultural sector. In the near future, we expect we will begin to see more commercial and commercial real estate loans, as well as additional home loans and some consumer type extensions of credit. Where the LPO differs is in the production of commercial leases.

Commercial leasing is a banking product that has some significant differences from loans. With this service, the bank owns the equipment and the customer pays rent to the bank for the term of the lease agreement, sometimes with an option to purchase the equipment at the end. Commercial leasing can help your business be more flexible and competitive, as well as potentially more profitable.

In Kearney, we do not lease any consumer goods or titled vehicles, mostly for compliance and liability reasons, and instead lease equipment such as farm implements, pivot irrigation systems, medical equipment, and many pieces of equipment commonly used in the golf course or recreation industry. These customers make contact with our bank largely through a dealer or the vendor network that Dru and I have cultivated through the past seventeen years. We serve a geographically diverse field of customers including private clubs, municipalities, and public corporations. Our commercial leasing service gives us the ability to offer alternatives to customers for utilizing equipment that few other banks in Nebraska can match.

Our intention as an LPO of Bruning State Bank is to offer a robust product menu for customers new and old. Kearney is a competitive banking market that requires a high level of customer service and professionalism. With its long history and its strong customer service culture, Bruning State Bank is well positioned to grow and succeed here.

*Douglas King –
Vice President,
Loan & Leasing Officer*

Crop Insurance Reminders...

Mother Nature has delivered some very interesting weather this year! You have spent a lot of time, money, and hard work getting your crops planted, possibly replanted at least once, and getting your wheat harvested. Please take note of the following reminders to ensure you get the most out of your multi-peril crop insurance.

WHEAT INSURANCE REMINDERS:

- Report your 2015 wheat production to your agent right away. Wheat losses need to be reported NOW!
- The wheat crop insurance premium was due by July 31st. Interest begins accruing on August 1st.

ROW-CROP INSURANCE NOTES:

- PLEASE review the crop acres shown on your Schedule of Insurance. Be sure they are correct and match what was reported to the FSA office. Any loss payment may be reduced or eliminated if the acres are mis-reported!
- Row Crop premiums will be billed on October 1st and are due by October 31st.
- Bring production information to us as soon as harvest is complete.

LOSS INFORMATION:

- Notify us IMMEDIATELY if you think there might be a loss!
- Production on Irrigated crops needs to be kept separate from the Non-Irrigated crops in order to maintain separate units and to allow for appropriate loss payment. Production must also be kept separate by section.
- Please contact us if you have ANY questions prior to or during harvest.

We will continue to mail out important reminders as future deadlines approach.

Please feel free to give us a call or stop by our office if you have any questions! We can help with all your multi-peril crop, crop hail, and livestock insurance needs.

*Kathy, Jeff, Brian, Shari,
Janet, Ryne, Zach –
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.

.....
• **Husker Harvest Days 2015** •
• This year's Husker Harvest Days will be held •
• September 15-17 in Grand Island. As a joint effort •
• between Bruning State Bank and the Nebraska •
• Bankers Association, we are excited to offer one •
• ticket per family at no cost. These tickets will be •
• available on a first-come, first-served basis. Please •
• let a Loan Officer at any location know if you are •
• interested in attending!
•.....

Introducing our Kearney team...



Douglas King

Vice President, Loan & Leasing Officer

Douglas has been in banking for 39 years as a loan officer and bank president, with extensive experience in the area of commercial leasing. Originally from Rushville, NE, he has a bachelors degree in Economics and Finance from the University of Nebraska - Kearney and a degree from the

Graduate School of Banking at the University of Colorado - Boulder. Douglas and his wife, Rhonda, live in Kearney and have two children and two grandchildren.

Dru Jaeger

Vice President, Loan & Leasing Officer

Dru brings 19 years of banking experience to our team, primarily in ag lending and commercial leasing. Dru lives in Kearney and has two children. He grew up in Imperial, NE and graduated from Hardin-Simmons University in Abilene, TX with his degree in Business Management. His hobbies include golfing and riding his Harley.



Hours

8:30 AM - 4:30 PM
Monday - Friday

Address

620 E 25th St, Suite #2
Eastowne Plaza
Kearney

Contact

308-455-3072 (Office)
308-455-3074 (Fax)



Adam Bruning

Customer Service Representative

Adam joined the family business and began his banking career four years ago in customer service at our Holdrege branch. He attended UNL and is now training for his lending license. Adam was born and raised in Bruning, NE and is the oldest son of Fred and Penni. In his free time, he enjoys watching movies, cooking, hunting, boating, and spending time with family.



How is an LPO different?

In general, an LPO is responsible for accepting loan applications and arranging financing. We can advise and assist prospective customers in selecting a full range of bank products, and we may review, underwrite, and close loans and leases. Under Nebraska banking laws, we are not able to carry out some activities such as accepting deposits or loan payments, or providing change, official checks, or night depository services until the LPO becomes a full-service branch.

Bruning State Bank has four full-service locations and a new loan production office (LPO) in Kearney.

Broken Bow (2005)

Kearney Loan
Production
Office

Holdrege (2009)

Bruning (1891)

Hebron (1991)

Life Happens!

If you haven't purchased life insurance, or haven't looked at that life insurance policy since you bought it several years ago...



Or if you've had one of these life changes since you purchased your policy...

- **Gotten married**
- **Bought a new house**
- **Added a new family member**
- **Retired**

Let us help you with a
Complimentary
Policy Check-Up!



Our goal is to give you peace of mind.

We can help you understand the policies you already have in place, as well as inform you on further coverage available to protect your family and your assets.



Bruning State Bank
INSURANCE AGENCY

Bruning
104 Main Street
402-353-2085
800-403-5889

Hebron
252 S. 13th Street
402-768-7473
800-405-6167

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.

www.bruninginsurance.com

Life Insurance Policy Review...

September is "Life Insurance Awareness Month." One of the most important things you can do in your financial planning is to have a check-up on your life insurance. Too often, people let their life insurance policies collect dust assuming they are on "auto-pilot." Unfortunately, more often than not, there are problems in life insurance policies that go undetected until it's too late.

Sometimes the problem has to do with interest rates or rates of return assumptions used at the beginning of the policy. The agent or advisor has to use some assumptions, but over time the assumptions and reality can part ways. If the policy is reviewed periodically, the assumptions can be adjusted rather painlessly. But when too much time goes by without making periodic adjustments, the policy may become unsalvageable.

One of the first life insurance policy reviews I ever conducted was for a friend who was a small business owner. Joe was in his mid-fifties and asked me to check into his whole life policy that he had paid into for 20 years. We requested an In-Force Illustration from the insurance company and right away discovered that Joe's policy would lapse at age 82. The policy was intended to cover debt for some time and then pass on to his children as an inheritance. Joe wanted the policy to stay in force and had every intention of living past 82! The problem was that the interest rate assumption used when the policy was contracted was very high. Over the years, the interest rates steadily decreased while the insurance expenses increased. First the policy dividends went towards covering expenses instead of building up cash value, then the costs started eating away at the cash value. Imagine paying premiums on a policy for many years only to find that it lapses when you need it most.

This story had a happy ending. There was time to rescue the policy. We were able to increase his coverage at the same premium but at a guaranteed premium rate that remained in effect until Joe was 100. But many times, I've found that it's just too late. If Joe would have come to me when he was 81 and showed me the policy was lapsing next year, there may not have been anything we could have done. Especially if Joe's health had deteriorated over that time.

Another reason to check up on your life insurance is that your needs change over time. A policy you took out ten or twenty years ago to cover certain debts may not be needed anymore. Or you may find, because of tax laws and inflation, you actually need more. Cost of insurance has come down over time due to longer life expectancy tables. A policy taken out years ago may be more expensive than a new policy even though you are older. We also see proprietary policies purchased from some of the large property and casualty insurance companies. These policies are almost always more expensive than a policy purchased independently. (For that matter, I wouldn't invest in an IRA through a property insurance company either.)

There are many life changes that affect your life insurance. Did you recently purchase a home? Get married or divorced? Add a new family member? Recently retire? Are you approaching retirement with pension decisions? Working with your attorney on estate planning? Starting a new business? Do you have business partners? Are your beneficiaries

accurate? These are all factors that can potentially effect life insurance policies.

Your life is constantly in motion – together we can take the time to help ensure your life insurance coverage is keeping up. Call us to schedule your life insurance policy review.

*David Frook –
Financial Planner*

Securities offered through Securities America, Inc. Member FINRA/SIPC.
David Frook, Registered Representative
Advisory Services offered through Securities America Advisors, Inc.
David Frook, Investment Advisor Representative
Bruning State Bank and Bruning State Bank Wealth Management are
unaffiliated with Securities America. May Lose Value. Not FDIC Insured.
No Bank Guarantee.

Time for an Upgrade!

In today's electronic world, we are constantly updating and upgrading our computers, cell phones, iPods, and other equipment and their related apps. We also upgrade our vehicles, home appliances, farm equipment, and other items. We want the best product to give us the best performance with the least amount of problems.

When was the last time you "upgraded" your insurance coverage?

Is your homeowner's insurance updated to provide the best performance should you need it? Do you know what perils your home insurance will cover? The actual cost to rebuild your home today is a lot higher than the assessed value and in many cases, higher than the purchase price of your home. Coverage should also be reviewed if you have remodeled, added on to the home, or made major improvements.

You should also review your deductible options as well as the coverage on your household goods, other structures, and out-buildings. Don't forget to discuss coverage on your electronic equipment, jewelry, guns, collectibles, machinery/equipment, and other items too.

Upgrades sometimes come with discounts too! You might qualify for a multi-policy discount, alarm system credit, impact resistant roofing credit, or a new home credit.

While you're at it, don't forget to review your auto insurance, motorcycle insurance, farm insurance, commercial insurance, life insurance, and all other insurance coverages, too.

Get your free policy review today and upgrade to the best coverage for your own needs!

*Kathy Roberts, Brian Hulse
& 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.

Dream a Little...

It's important to dream! Now I am not talking about nightmares we have sometimes. I am talking about the future of your life. With dreaming comes deeper thought which I call "vision." This brings to mind the proverb that says, "Where there is no vision, the people perish." Another quote says:

Vision without Action is merely a dream.
Action without Vision just passes time.
Vision with Action can change the world.

Could the ability to dream be what is lacking in the world? Do some people not have a vision? Do you know what you want to do? How do you get there? Do you have the determination to accomplish those dreams? Accomplishing many of our dreams comes at a cost and sacrifice. I have always said we trade one thing in life for another. You generally can't have both. For example, if you want to take a vacation, you have to save money. When you save money for the vacation, it deprives you from some other item you could buy. I have asked many of my customers, where do you want to be in 5 years, 10 years, 15 years? I tell them that if you cannot see what you want to have and become, you will probably accomplish neither.

So let yourself dream a little... imagine and think about your future. This works for retirement planning as well. Science has proven that for every action, there is a reaction. This nation just celebrated the 4th of July, the day America declared its independence. Think about the vision those early leaders had for this nation. That dream came at a sacrifice, too. Their dream or vision had action and it changed the world!

I ask you – why do people plant trees? The answer to this question could be for shade, beauty, or wind protection. A tree grows slowly, but look what develops through the process of time, care, and effort. To ensure the tree's survival, it takes some extra work – much like what you need to put into the vision or dream of your future.

*Dan Jelinek –
Broken Bow Branch President*

Too Many Credit Inquiries?

How many times have you been in a store's check-out line and the clerk says, "If you apply for our store's credit card today, you can save "x" number of dollars"? It happened to me several times over the 4th of July weekend, and I must admit the offers were tempting.

But I knew if I filled out a credit application, the store would obtain a copy of my credit report. This action is called an inquiry and will be recorded in your credit history. Too many inquiries within a short period of time may have a negative effect on your credit history and score. Lenders will assume you're trying to get as much credit as possible because your spending is out of control, even if it isn't.

When you request a copy of your own credit report though (which you should do periodically), it will not negatively affect your score. You are entitled to at least one free copy from each of the three bureaus every year.

So the next time you're asked if you want to apply for a store credit card, think twice because it could lower your credit score!

*Craig Pope –
Hebron Branch President*

Trusting...

The Bruning State Bank Trust Department was established in February of 1991 to add another service for our customers (and potential customers). Frank Bruning and Darlene Reinsch were the instigators of this notion; they were hoping to provide the convenience so customers wouldn't have to "trek" to a big city seeking that service in some larger institution, where they would likely not know anyone.

Fast-forward to 2015, some 24 years later: Darlene has been a BSB employee for over sixty years (having started, we tease her, as a five-year-old); Frank has celebrated over fifty years in banking, the Trust Department is still in place, and we remain fortunate in having insight and counsel of those experienced bankers, plus several additions: Janet Germer has been with Bruning State Bank for over thirty years, Fred Bruning, Renee Dowdy, and Craig Pope have all been onboard for over twenty years. Both Kim Schipporeit and Dan Jelinek had bank employment prior to coming to BSB ten years ago, while Luke Thorell has been on the team since the branch in Holdrege was started in 2009. Dennis Stara, who also serves on the Bank's Board of Directors, had many years of experience in accounting prior to his appointment to the Trust committee.

Beyond that, we have a wealth of accountants and attorneys to call on should we encounter situations where additional insight is helpful. We believe we have the experience to serve you in your trust needs, so please give us a call or stop in if you have questions about how we could help you!

*Janet Germer – Vice President,
Trust Officer*



Out of town and want to avoid ATM surcharges?

Use the **MoneyPass** app!

It will help you find other MoneyPass member banks so you do not have to pay ATM surcharge fees.*

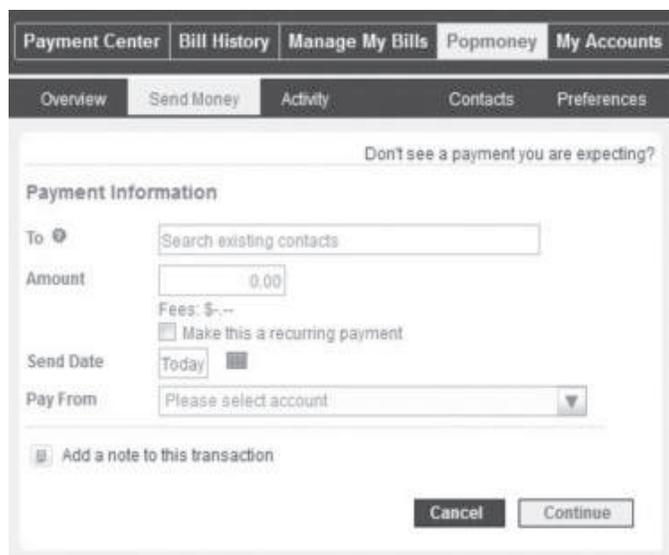
**BSB's foreign ATM fees will still apply, depending on your account type*

Technology Update...

It was an easy play but one that came with a bit of regret. The pizza would arrive or we'd show up to the theater and it was only then that one of us would remember that he had no cash. The others in the group would undoubtedly cover for that person knowing full well that next time it could be them. All of us in this group were at most points in our time together in debt to someone AND waiting for someone else to pay off their tab, all the while afraid that we may be labeled "The Mooch." And because we were young and occasionally money was tight, we continued on with this cycle rather than get our collective acts together.

Perhaps you are currently in this phase with your own group of college friends or just need to pay your hairdresser for her latest work. In any case, we'd like to remind you about a service that will make your life, as well as the lives of those around you, easier. It is called Popmoney and we will discuss it this time in the Technology Update.

Popmoney is an add-on service to our Online Bill Pay that allows you to send money to anyone by simply entering in their name, email address or cell phone number, and the amount you'd like to pay. Once you have logged into Online Banking, click on Bill Pay and then the Popmoney tab.



You can transfer as little as \$5.00 with this service and the cost of each transfer is only \$0.50. The person receiving the payment will then get an email or text message alerting them to the pending payment and they can then follow a link to accept the money. If the person you are sending the money to has an account with a bank that has Popmoney, they can simply sign into their Online Banking to collect, as well. The transfer will then happen the next day.

If things have changed and you no longer need to make the payment, you can log back into Online Banking and cancel the pending payment. You have up until the time the transfer occurs to do this. The person will then receive a text or email letting them know that the payment has been cancelled.

It's possible that this solution, had it been available in the late 90's, would have changed my group's dynamic and have stopped one poor soul, who shall remain nameless, from being stuck with the

moniker of Mooch. He knows who he is, and he still owes me from that time at Big Apple in Kearney in 1997.

Tech Term of the Month: eStatements/eNotices – You may remember that we've talked about this in past newsletters but it's always a good reminder. If you'd like to forgo waiting for your statements or notices in the mail, you can sign up for eStatements and eNotices by going to OPTIONS in Online Banking. Each month when your statement cuts or any day you get a notice, you will receive an email letting you know that you have a statement or notice ready in Online Banking. You can then sign in and examine it or even print it from your home or office if you so choose. It is a faster and more secure way to receive your banking correspondence and we'd love to answer any questions you may have about it!

*Corey Swartzendruber –
Vice President,
Network Administrator*

Back To School Shopping Tips

It's that time of year again, the second biggest retail "holiday" behind Christmas. Here are some tips to outfit your kids without breaking the bank!

1. **Take inventory.** See what school supplies you already have at home first. You might be surprised at what you've accumulated that the kids can still use.
2. **Have a game plan.** Check the weekly ads and know which stores you want to shop. The deals really are good this time of year as retailers compete to get you into their store. Don't forget to look for online offers too.
3. **Make a budget and stick to it!** Don't fall for higher-priced trendy items or buy unnecessary supplies that aren't on the teacher's list.
4. **Remember kids grow.** Fast! Spread clothing and shoe purchases out over the year instead of stocking up in August only to find they've outgrown them by the time the weather turns cool in October!
5. **Seize the teaching moment.** Use Back to School shopping time as a fun way to talk to your kids about budgeting, payment types (cash, credit, or debit), and compromising between "needs" versus "wants". It's never too early for these lessons!

**BRUNING
STATE
BANK**

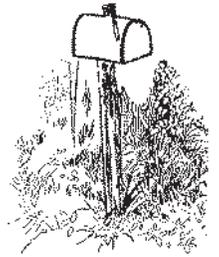
P.O. Box 100
Bruning, Nebraska 68322

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

*Address Service
Requested*



*"YOUR COUNTRY BANK"
Since 1891*



Make Life Simpler...

"The only way you can bring in the harvest in the fall is to plant in the spring, and to water, weed and fertilize in the summer." I saw this quote by an unknown author and thought, "We all know that." But, it isn't always that simple. Sometimes complications arise that are beyond our control, such as hail or too much rain and wind. We would like to wish everyone a productive harvest this year.

Just so your lives don't get too complicated, we try to provide services that can simplify your life. Mobile Banking is one of those services. You can check balances, make transfers, pay bills, and even make deposits anytime and anywhere with your smartphone, iPad, Android tablet, or Kindle. If you have Online Banking, go to iTunes, Google Play or Amazon and download our app. There is a short log in process and then you are ready to go. Simple!

If you have moved or will be moving soon, I would encourage you to drop us a signed and dated note with your new address. This is the simplest way to officially change your address with us! It's a good reminder for you college students who will soon be off to school or any of you who regularly receive a printed statement or other correspondence from us. Our regulations require us to have a signature to verify an address change. I know it's a pain, but it's necessary to keep your addresses current. Thanks for helping us out – we appreciate it!

*Pam Lemke & Janice Fintel –
Operations (Bruning)*

Always Under Construction...

It seems that there is always change. The bank in Bruning is currently getting a "face-lift." We are revamping the front of the bank and also painting some of the offices to look more up-to-date. It's all coming along nicely. Some of the local businesses have also gone under construction lately.

Of course the land around us is always changing. This time of year is one of my favorites; everything is so green and alive. In just a few short months everything will change again; the trees will change and harvest will be taking place.

It seems to me, though, that the majority of change takes place within us and in our personal lives. People move to a new community, make new friends, and are blessed with additions to their families. There is also personal growth in education, in our professions, and in our community efforts.

No matter the changes occurring in your life, remember, we are here for all of your financial needs. Bruning State Bank strives to give our customers the best we can offer throughout the many changes in life; from new accounts and loans, to insurance and wealth management. Change can be scary, exciting, and wonderful. Enjoy the ride, let us take care of the rest.

*Julia Schweer – Loan Clerk,
Young Bankers of BSB*