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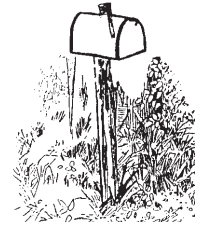
A Branch of Bruning State Bank • Broken Bow, NE

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"YOUR COUNTRY BANK"

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Gone again...

Everyone should travel, even if the only reason you go is so you know how good you actually have it at home. I recently saw the movie "The Bucket List" – two gentlemen with terminal illnesses met in the hospital, so they decided they needed to finally do all the things they had wanted to do over the years. Watching their adventures was funny, but yet it had a serious side to it.

My wife Mary and I decided that we have many relationships and friends who we needed to visit (our own "bucket list"). So first we spent a week in the Sandhills visiting six friends and their families we have come to know over the last sixty years.

Then last week, we went to Colorado to visit my old college roommate, Jim Curtis. It was great to see him, and of course we had to share all the stories over again, though some of them may have become a little stretched. Sometimes we retell those stories so many times, we start to believe them ourselves!

Seriously though, these interactions with others as friends or in business are the lifeblood of our lives. It is part of what makes life (and business) worthwhile!

This Bank would not have survived 120 years without the relationships and loyalty of you, our customers. Over the years, many of you have helped me through difficult times with both your friendship and advice. I want you, our customers, and our staff to know, this is a two-way street. I don't want to get too sentimental, but keeping those of you who I have relationships with as friends is more and more important as time passes. My "bucket" is full.

(Maybe I'm full of it too.)

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

"I have friends in overalls whose friendship I would not swap for the favor of the kings of the world." - Thomas A. Edison

Should I Buy Land?

Let's start by looking at 2007 versus today....

	2007	Now
Prime Rate	8.00%	3.25%
Price of Gold	\$700/oz	\$1,800/oz
Price of Irrigated Land	\$4,000/acre	\$8,000+/acre
Price of Corn	\$3/bu	\$7/bu
Price of Soybeans	\$7/bu	\$14/bu

The changes above happened in less than five years. So much has happened with the low value of the dollar to help exports and low interest rates, plus 40% of the corn crop is now used for ethanol. We have also had short crops from drought and other weather issues. All of these have contributed to the rise in commodity prices and the urge to buy land as a hedge against inflation, as well as an earning asset. So everyone is asking, "Is land a good investment?"

My dad, Frank, relates the story of land versus gold as an investment. In the 1950s, my granddad, Fred H, bought farmland for \$65/acre and gold was \$65/ounce. Now, 60 years later, the price of gold is 25 times higher at \$1,800/ounce, but the price of irrigated land is over 100 times higher. In addition, while gold sat in the safety deposit box drawing no interest, land was producing a cash flow. In my opinion, over the last 50-60 years, land has been a better investment.

Now the questions are: Can I afford a \$1,000,000+ irrigated quarter or pasture? Will the government change the crop insurance or farm program? Will we lose ethanol subsidies? Will the dollar stay low to encourage exports? Will foreign government's economies survive the economic slowdown? Will interest rates stay low?

All of these questions have to be asked before we say, "they don't make any more land" like we said in the '70s and '80s before the farm crisis. The farm crisis may never happen again, but why is the farm economy so good while the rest of the country and world is having economic issues? Before buying land, there are many questions to answer with your accountant, attorney, banker and family members. Taking better care and being better stewards of your current land base may be as profitable as buying another farm or pasture.

*Fred D. Bruning –
President*

"We are all faced with a series of great opportunities brilliantly disguised as impossible situations." –Charles R. Swindoll

What the Future Holds For Agriculture...

I recently returned from attending the Nebraska Bankers Association's annual Fall Agri-business Conference with some insight into the economic future of agriculture. There were a number of very knowledgeable speakers who shared their views of what lies ahead.

Dr. Jay Lehr, Science Director for the Heartland Institute, a free-market think-tank which focuses on environment, agriculture, education, health care, and taxation, talked about a number of issues affecting agriculture. He was very positive about the potential for strong commodity prices for the next four to five years. He also feels ethanol will be sustainable, long-term. His rationale – the driving power behind the demand for ethanol and other bio-fuels is our military, who wants to be able under the worst scenario to run its tanks, ships, and planes on home-grown fuel, if necessary.

Dr. Lehr also talked about the threat to livestock production from the Humane Society of the United States (HSUS). They are currently trying to infiltrate livestock operations, claiming to have used hidden cameras to video what they consider to be inhumane animal handling practices (which in many cases are believed to have been staged). They use the info to intimidate food markets to keep them from using animal products from the infiltrated farms in order to pressure the industry to change procedures they disapprove of. They make their videos available on You-Tube and promote them widely over the internet. None of these HSUS folks can explain how farmers manage to optimize their profits while mistreating animals. Cows under stress don't give more milk, hassled chickens don't lay more eggs, bothered hogs and steers don't create more lean meat. Farmers need to be very cautious and should mount their defense early against this organization if HSUS starts making waves in Nebraska.

Global warming is not presently occurring, according to Dr. Lehr. He contends rather that there has been global cooling since 1998. From 1998 to 2007 the earth's temperature actually cooled by .75 degrees. He said we should not support legislation that would have the sole effect of driving up our production and processing costs resulting in a competitive disadvantage.

Mark Pearson, host of Market-To-Market, also talked about the future of agriculture. He, too, was very positive about commodity prices for the next four to five years because of a global economic recovery, expansion in Africa and the strong demand for food, fiber, and energy.

Another speaker on the future economic conditions for agriculture was Dr. David Kohl, Professor Emeritus at Virginia Tech. He talked about the rise of the "BRICS" nations, which are: Brazil, Russia, India, China and South America. Dr. Kohl said these nations account for 20% of the world economy and 50% of the world growth. These countries will help establish the price of commodities along with ethanol demand, the value of the dollar to foreign currency, interest rates, regulatory controls, and volatility in the market. Dr. Kohl is positive about the future of agriculture but he cautioned there are "headwinds" which could negatively impact agriculture such as rising interest rates and high oil prices; both could push the country into another

recession. The slowing of growth in the "BRICS" nations would be detrimental to commodity prices.

In summary, I feel good about where agriculture is positioned. As always, there are factors beyond our control which can have a positive or negative effect on our success. We can only do the best we can at managing our risks by using price and cost protection strategies, keeping our debt level low, and building our working capital.

*Darrell Raum –
Senior Credit Supervisor*

Transitioning...

Recently my family and I moved my mother from her home to an apartment here in Holdrege. Although this move only encompassed twelve blocks, transitioning from a home to an apartment can be challenging. Webster defines transition as movement, passage or change from one state, stage or concept to another. The anticipation and preparation prior to moving day is at times worse than the move itself. The keys to a successful move are a good attitude, plenty of helping hands, strong backs, and good equipment.

Transitioning from one bank to another can seem like a daunting task, too. Most banks provide prospective customers with a Transition Packet of some sort, which guides you through the process of opening a new account. Bruning State Bank offers this guide as well, and it's a good tool for any customer preparing to open a new account. The best approach we have found in Holdrege is for you to simply come into the Bank, sit down with one of our Personal Bankers, and have them help you with the transition, step by step. We will help you transfer your automatic payments, direct deposits, and even loans.

Why do consumers switch banks? A 2011 US Retail Bank New Account Study conducted by J.D. Power & Associates found that people aren't necessarily switching for the reason you might expect. Bankers frequently believe that the primary reason consumers switch is over service issues. Not true! Perhaps the increase in defections can be blamed on all the negative press about banks? Nope! The number one reason consumers switch banks has nothing to do with service, "gifts or incentives" or even rates and pricing. The number one reason people switch banks is due to "life circumstances." That means people are in a situation where they feel compelled to switch – e.g., marriage, divorce, moving to a new home/town or the death of a spouse.

Similar to the keys of a successful move noted above, the keys to a successful banking transition are hometown customer service, innovative product offerings, and a dedicated Bank staff, all of which we have here. We would be honored to help you transition your deposit or loan accounts over to Bruning State Bank.

In closing, it's hard to believe that the Holdrege Branch building was opened one year ago this November 9th. If you haven't had a chance to stop in, please do so. We would love to see you!

*Kyle Anderson, Vice President -
Holdrege Branch*

Home Sweet Home...

Imagine how devastating it would be to lose your home in a fire, tornado, or other disaster! For many of us, our home is our greatest asset, so it is crucial to avoid being underinsured. To protect this major investment from disasters, home insurance coverage should be reviewed and updated regularly to include adequate coverage for improvements, major purchases, and increased building costs.

Do you have enough insurance to rebuild your home?

Insuring your home for real estate value or to satisfy a mortgage lender may not provide enough coverage needed to rebuild your home. Your policy needs to cover the cost of rebuilding your home at current construction costs. Insuring your home for anything less than 100% of its value could mean you wouldn't have enough coverage to rebuild your home in the event of a total loss.

Do you have enough insurance to replace all your possessions?

If your home was destroyed, would you be able to list everything you own from memory? The best way to determine the value of your personal possessions is to conduct a home inventory, which details everything you own and the estimated cost to replace these items. Make sure you have enough coverage so you can put your life back in order after a claim. Replacement cost coverage on your personal property is recommended to avoid depreciation at claim time. You might also want to consider specifically scheduling items such as valuable jewelry, furs, arts, antiques, computers, electronics, and guns, etc.

Does your child attending and living at school have coverage on his or her possessions?

If your child is a full-time student and still your dependent, then your home insurance policy extends some coverage for your child's property. However, the coverage is usually limited to 10% of the personal property coverage on your policy. So, if you have \$100,000 coverage on your personal property, your child would have \$10,000 coverage. Keep in mind that not all types of damage are covered, so you might want to schedule expensive electronics, etc., and consider a renter's policy for your child.

Do you have enough insurance to protect your assets?

Although this is not a key element in disaster planning, it is important to have adequate liability protection. This covers you against lawsuits for bodily injury and property damage that you or your family members may cause to other people. It also pays for damage caused by your pets. Liability insurance pays for both the cost of defending you in court and for any damages a court rules you must pay – up to the limits on your policy. An excess liability or umbrella policy will provide additional liability coverage over and above what is covered on your home, auto, or farm policy.

Making sure you have the right insurance coverage can help protect your assets. We're happy to review your current coverage and discuss additional options – just give us a call or stop by!

*Fred Kobza, 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.

The Future Is Now...

Does it seem like you are making a lot of decisions in your operation for future years even though the current year isn't over yet? This state of affairs is probably no truer in any environment than in the agriculture industry. Why should you be rushed to make decisions for next year already? The days of buying your seed and fertilizer and selling your crop after harvest in the same year have pretty much passed. The agriculture industry is forcing producers to become better planners and managers of their operation.

Agriculture has become a world market with multiple pressures and influences, and with that comes volatility and increased competition. As a producer, you are going to have to have an open mind and be proactive when it comes to making decisions today for your operation next year and the year after. Maybe those decisions involve contracting corn for future years or pre-paying fertilizer a year ahead of the growing season. One isn't going to be able to ignore it anymore because those times are here.

So when that seed, chemical, or fertilizer supplier or grain broker comes to see you earlier than usual, take the time to sit down with them; you'll feel less rushed if you listen and educate yourself before making a decision. Whether that decision is to do something now or wait is totally up to you, but become informed, talk to other producers, and ask questions.

*Jim Scott, Vice President –
Bank of Broken Bow
A Branch of Bruning State Bank*

**Bruning Area Customers – THANK YOU
for your continued patience
with our remodeling project!**

**We apologize for this temporary
inconvenience.**

**Check our Facebook page for
progress updates.**

**We look forward to opening our new
Drive-Up Window and Night Deposit Drop
as soon as it is possible!**



Important Crop Insurance Reminders...

In south central Nebraska, we managed to make it through this storm season without too many severe crop losses. We hope your harvest will be plentiful wherever you are! Please keep some things in mind during harvest so you have the necessary records in the event you do have a loss.

- Production on irrigated crops needs to be kept separate from the non-irrigated crop in order to maintain separate units and to allow for appropriate loss payment. Production must also be kept separate by section.
- You **MUST** obtain PRIOR approval if this year's grain will be co-mingled with last year's crop.
- Be sure to keep load records, etc. and mark bins if co-mingling crops from different sections in the same bin.
- Please contact us if you have ANY questions prior to or during harvest. If production records aren't properly maintained, you could lose your separate unit structure – plus, any loss payment could be reduced or eliminated!
- Give us a call right away if you think you will have a loss so the appropriate loss notice can be submitted.
- Bring your production information in to your agent once harvest is complete so each unit can be reviewed to determine if there is a loss.
- The end of the insurance period for Corn, Milo and Soybeans is December 10, so contact us if you can't get the crop harvested by that date.
- The crop insurance premium will bill on October 1 and interest will be added if payment is not received by November 1st.

Also, here are some reminders for those of you that are sowing wheat this fall:

- Any changes in your Wheat crop insurance had to be made by September 30, 2011.
- Final planting date in most counties in Nebraska is October 15, 2011.
- Report your acres and plant dates to us by section and practice as soon as planting is completed.
- Report your 2010 wheat production to your agent if you haven't already done so.
- Contact us right away if you think you have a loss!

This may seem like a lot of information to digest and keep track of, so please contact us if you have any questions. We are here to assist you and answer any questions you might have. We will continue to send out reminders as deadlines approach!

Have a safe and prosperous harvest!

*Jeff, Kathy, Craig, Shari, Janet, Ryne,
Fred K. & Brian -
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.

New Fraud Protection Service...

You may not know it, but you now have increased round-the-clock protection against debit card fraud. That's because your Bruning State Bank debit card is now protected by FraudWatch, a 24-7 monitoring program we have recently put in place. While FraudWatch cannot catch all fraud – a lot of fraud "looks" normal – it can alert us to suspicious activity sooner.

FraudWatch Alerts are emailed to us daily. When we receive these alerts, we look for anything that appears suspicious or doesn't fit a customer's usual pattern. Some things that would catch our eye are an unusually high number of purchases, a higher dollar amount than normal, or an out-of-state or international purchase. If a transaction looks questionable, we will contact you to verify the transaction. Sometimes the transaction is legitimate – a customer may have been traveling abroad or purchasing an expensive electronic item, for example.

If the transaction is fraudulent, we will "hot card" your debit card to prevent further fraud and immediately reissue you a new card. It is our policy to credit your account for any fraudulent transactions. In order to do so, we require a signed letter from you stating you did not initiate the transaction(s).

We encourage you to monitor your account closely so we can work together to catch and stop fraud as soon as possible. The easiest way to frequently monitor your account is Online Banking. (If you don't yet have Online Banking, please stop in or visit www.bruningbank.com to print the application and agreement.)

So if we ever call you about a recent debit card transaction, please know that we are just trying to prevent potential fraud on your card! We want to help you however we can, so feel free to call anytime if you have any concerns.

*Carm Hinrichs, Anna Sell,
Pam Lemke & Janice Fintel –
Bookkeeping*

Howdy, Buckaroos!

In this newsletter, I'm going to see just how much you know about Your Country Bank! See if you can answer the following trivia questions. If you get stumped, the answers are on page 5. Good luck!

1. Has Bruning State Bank always been called Bruning State Bank?
2. What year did Bruning State Bank begin?
3. How many generations of Brunings have worked at the Bank?
4. Where are the four Bank locations?
5. True or False. Bruning State Bank has a Facebook page.

Until next time, keep saving,
Buck



Are You Prepared?

Household chores are often divided along gender lines – even if both hold jobs. One may do the laundry, cook, and pay the bills. The other might maintain the car and make the decisions on insurance and investments. In many traditional households, women often don't pay enough attention to the family money and are enabled by men who like to manage things themselves and usually say, "Don't worry, I'll take care of it." There are numerous stories about new widows from traditional marriages who feel unprepared to make all the financial decisions.

Both partners need to have a broad understanding of their family's finances and take an active role in managing them. One way to learn is by taking turns paying bills. Each should be involved in the insurance and investment decisions as well. Here are four questions to answer together so you'll both be prepared for the unexpected:

1. What is your annual income and what does it cost to live? Create a budget. Show all the sources of income available if one spouse should die. Subtract your expenses, including taxes. That gives your survivor a road map, showing roughly how he or she should be able to get by.
2. What will be done with existing investments and lump sums? If the survivor will collect life insurance or an inheritance, discuss how to handle those lump sums as well as existing investments. Keep notes on your plan to help you remember the conversation.
3. What about drug coverage, long-term care and life insurance on the surviving spouse? Discuss what to keep, what to update (such as beneficiaries), and what to cancel (for example, the survivor might not need as much life insurance). Attach a "reminder" note to each policy.
4. Where are all the financial records kept? Gather into labeled folders: bank records (deposits and loans) and the key to the safe deposit box; passwords to online accounts; retirement plans and other investments; insurance policies; employee benefits; copies of legal documents (will, trusts, deeds, health care proxy, power of attorney, etc.); personal papers (such as marriage certificate); recent tax returns; and the names and contacts of your advisors (broker, financial planner, insurance agent, accountant).

After a period of sheer terror, most survivors get their minds around their money. Your plan, as a couple, should be to skip the terror phase and move directly to peace.

(Based on an article by Jane Bryant Quinn, personal finance expert and author of [Making the Most of Your Money NOW](#).)

*Craig Pope –
Hebron Branch President*

With news of future cuts in postal services, now is a great time to learn about the many ways you can bank with us electronically. Transfers, loan payments, statements and more – you might be surprised how much you can do through Online Banking!



Technology Update...

It is seemingly everywhere these days. You go into a coffee shop or bookstore to make a purchase and the sign is on the door. You spend a night in a hotel and it is advertised at the front desk. There are even towns across the country that are attempting to use it to entice people to move. Wireless Internet connectivity, something that seemed so novel even five years ago, has become a normal part of our lives. Still, you may ask yourself if you should trust the security on these public networks. This time in the Technology Update, we will explore this topic and give you a few pointers for making your wireless web-browsing worry-free.

The first thing you should remember when using a public wireless network is that nearly all of them are unsecured. That means if you do not take the proper precautions, the traffic you are sending and receiving from your laptop or smartphone could be intercepted and read. This isn't a big deal if you are simply looking at the news or weather, but it becomes more critical if you are signing into a website for banking, shopping, or other similar activities. If you do sign into a website such as that, please make sure the traffic is encrypted with a certificate. An easy way for you to be sure that the traffic is encrypted is if the site you are signing into begins with "https" rather than the standard "http" in your address bar. That certificate will allow you to sign into private sites such as online banking without much fear of the information being intercepted even on an unsecured network. For example, Bruning State Bank's Internet banking uses a VeriSign security certificate. (Be aware, Facebook and Twitter users – those sites do not use security certificates.)

Outside of the secure certificate, it's always good to have complicated passwords that contain symbols and numbers along with upper and lower case letters. Try to have different passwords for different websites and make sure that you always log out of the site after you are finished viewing it. Also, make sure you know the exact name of the establishment's network; it is possible for a hacker to set up a network similar to that of the business and then can use that false network to get your information. If you have the option to use either your laptop or a smartphone, pick the smartphone, as it is harder to hack. Finally, always keep your anti-virus up-to-date and use one of the latest versions of your favorite web browser. With these few simple precautions, you can feel more secure using public wireless networks.

Tech Term of the Month: Wi-Fi. You see it all the time but what does it mean? Wi-Fi stands for wireless fidelity. It is estimated that there are over four million Wi-Fi hotspots around the world and that more than 800 million Wi-Fi devices are sold every year.

*Corey Swartzendruber, Janet Germer
& Angela Kuhlmann*

Answers to Buckaroos Trivia:

1. No. It was first called GERMAN BANK of Bruning.
2. 1891
3. Five
4. Bruning, Hebron, Broken Bow and Holdrege
5. True! Look us up!

Ready for Year-End Tax Planning...

As 2011 comes to a close and you've scheduled your near year-end meeting with tax advisors, I have a suggestion that may reduce your income tax liabilities now and help you build some diversified assets for retirement. There are many retirement vehicles available. With the assistance and advice of your tax advisor, you may want to explore the benefits of a Simplified Employee Pension (SEP) Plan. Staying true to the Bruning State Bank Mission Statement of "Assisting our Clients to Build and Maintain Wealth," this retirement plan does deserve your attention in 2011 and beyond. Here are some of the facts:

A SEP is a retirement plan established by employers, including self-employed individuals (sole proprietorships or partnerships). A SEP is an IRA-based plan designed to offer a tax-favored way to save for retirement to which employers may make tax-deductible contributions directly to an individual retirement account (IRA) for each of the eligible employees. The employer is allowed a tax deduction for plan contributions. Contributions are not required to be made every year but when made, must be made to the SEP-IRAs of all eligible employees.

An employer may contribute up to 25% of the eligible compensation, providing the contribution does not exceed \$49,000.00 in 2011 in all of the employer's defined contribution plans (e.g. 401k, SEP, SIMPLE IRA, SARSEP).

Employees do not pay taxes on contributions to the SEP. Distributions can be taken at any time. However, they are taxable, and if taken before age 59½, may be subject to an additional 10% tax.

An employee who is eligible to participate in his or her employer's SEP plan must establish his or her own SEP-IRA to which the employer will deposit SEP contributions. Some institutions require the Traditional IRA to be labeled as a SEP-IRA before they will allow the account to receive SEP contributions. Others will allow SEP contributions to be deposited to a Traditional IRA regardless of whether or not the IRA is labeled as a SEP-IRA. Because the funding vehicle for a SEP plan is a Traditional IRA, SEP contributions, once deposited, become Traditional IRA assets and are subject to many of the Traditional IRA rules.

Unlike qualified plans, a SEP plan is easy to administer. The start-up and maintenance costs for SEPs are very low compared to qualified plans, and since contributions are discretionary, the employer decides every year if it wants to fund the SEP for that year.

Another attractive feature of the SEP plan is that employees may use the same account for their SEP contributions as for their regular Traditional IRA contributions. The limits for the SEP employer contributions and the individual's Traditional IRA contributions are different and do not affect each other. However, an employee's participation in the SEP may affect his or her ability to deduct the Traditional IRA contributions.

- Generally, any employee who is at least 21, earns at least \$550 per year, and has worked for the employer three out of the five preceding years is eligible to participate in the SEP.
- Any employer may establish a SEP plan.

- An attractive feature of the SEP plan is that employees may use the same account to which SEP contributions are made for their regular Traditional IRA contributions.
- A SEP-IRA is owned and controlled by the employee, which means employees may take the contributions at any time, regardless of whether or not the employee still works for the employer's business.
- Distributions are subject to IRA Rules. For information regarding distributions, see IRS Publication 590.
- Federal Deposit Insurance Corporation (FDIC) insurance coverage has increased to \$250,000.00 to cover all retirement accounts at a single financial institution. This coverage does not protect against a decline in the market value of securities.

The SEP-IRA provides some very attractive features, including tax savings and deferral, diversification of assets, and safety, depending on the investment that is funded. Contact David Frook or me to discuss in greater detail.

For more information, please see www.irs.gov/retirement, IRS Publications 560 and 590.

*Jerry A. Catlett –
CFO, Registered Representative*

Securities America and its representatives do not provide tax advice. The tax information provided is for general and educational purposes only, derived from sources believed to be accurate and not intended to provide tax advice. Consult your tax advisor regarding your particular situation.

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Jerry Catlett and David Frook, Registered Representatives

Advisory Services offered through Securities America Advisors, Inc.

David Frook, Financial Planner

Bruning State Bank and the Securities America Companies are unaffiliated.

May Lose Value, Not FDIC Insured, No Bank Guarantee

Changes in U.S. Savings Bonds...

Have you heard? U.S. Savings Bonds are going paperless! The U.S. Department of the Treasury announced in July that it will end all over-the-counter sales of paper savings bonds, including sales through financial institutions and applications mailed directly to the Federal Reserve Bank. This change will be effective January 1, 2012.

Until December 31, 2011, Bruning State Bank will still be able to order your paper savings bonds as we have been doing for many years. After that date, bonds will need to be purchased online at www.TreasuryDirect.gov. If you do not have Internet access at home or would like assistance with purchasing savings bonds, [we would be happy to help you order your bonds online!](#)

Keep in mind that all savings bonds will be in "electronic" form as of January 1. You will not receive a paper bond, but that means no more losing or misplacing a bond! Existing paper bonds are still valid and will earn interest for 30 years from the issue date or until redeemed. You may continue to cash your savings bonds at the Bank as usual.

If you have questions about this upcoming change, please visit with any of our customer service staff. We will help you in any way possible!

Customer Service

Getting to Know You...

These first few months have been busy ones! I have truly enjoyed the opportunities I've had so far to personally meet our customers. I look forward to meeting those of you whom I have not yet had the chance to visit with. I am available in Holdrege and Broken Bow one day every other week and in Hebron by appointment. Please call me in Bruning and I would be happy to schedule a specific time to visit with you.

A little more about me and my philosophy as a financial planner – as you may have read in the last newsletter, I moved here from AXA Advisors in Denver. Prior to that, I worked in Construction Management for 14 years which means I have a unique combination of education and experience in both engineering and business. It was my particular interest in the financial side – budgeting, project planning, cost management, etc. – that led me to make the transition to the area of personal finance.

As a financial planner, I can discuss a wide range of specific investment products and services, but it is always my goal to make sure any particular investment decision fits in with your overall financial plan. In other words, I like to keep your “big picture” in mind whenever we talk about your goals and priorities. This also means I encourage you to involve your accountant, attorney, and other advisors in your overall financial plan and I am willing to coordinate with them at your request.

My philosophy as a financial planner blends well with the culture and mission of Bruning State Bank where we believe in assisting our clients to “Build and Maintain Wealth.” I am happy to be a part of BSB and thank you for your business and loyalty.

*David Frook –
Financial Planner*

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David Frook, Registered Representative

Advisory Services offered through Securities America Advisors, Inc.

David Frook, Financial Planner

Bruning State Bank and the Securities America Companies are unaffiliated.

May Lose Value, Not FDIC Insured, No Bank Guarantee

Farmers & Ranchers College...



While many of you are busy with harvest, we are planning the upcoming Farmers & Ranchers College events. The mission of this group is to provide high-quality continuing education to farmers and ranchers in a rapidly changing global agricultural environment.

To start out the year, the first program will be on November 30th. Dr. David Kohl from Virginia Tech will be at the Bruning Opera House. Watch for more details on the upcoming workshops for this season.

Fred D. Bruning & Sarah Miller

Embrace the Debit Card...

Dave Ramsey was asked his insight on the following scenario: A spouse won't stop using a credit card to make purchases. While they pay off the balances every month, it scares the other spouse. When confronted, the spouse using the credit cards says they don't like the idea of having \$500 in the bank but seeing something they want that costs more.

Dave says: The spouse using the credit cards is acting spoiled and not practicing togetherness. Credit cards represent three things. (1) Convenience. You don't need to fool around with a checkbook. (2) Security. If you are away from home and need money, just pop it into a machine. And (3) A way to get stuff you can't afford. In this scenario, the couple does pay off their balance each month, but the fact remains that a debit card will do virtually anything a credit card can do.

Dave suggests sitting down with your spouse and making a written budget every month before the next month begins. Set aside a reasonable amount in the account each month that would make both spouses feel comfortable. Having a set safety amount creates a cushion for flexibility and emergencies, but responsibility and discipline are needed to stick to it and realize you can't have whatever you want whenever you want it.

Using a debit card instead of a credit card means you won't have to worry about your credit card purchases unexpectedly adding up to more than you can pay off. Switching from credit cards to a debit card can help you stick to your budget.

*Ryne Philippi, Loan Analyst -
Young Bankers of BSB*

Medicare Part D – Open Enrollment Dates Have Changed!

The open enrollment period for changing your Medicare Part D (Prescription Drug) coverage has changed for 2012.



Coverage for 2012 can be changed between OCTOBER 15, 2011 and DECEMBER 7, 2011. This is a change from years past when you were able to enroll between November 15 and December 31. So while the enrollment period starts earlier, it also ends a little earlier. To be on the safe side, you may want to compare plans sooner rather than later.

Be sure to contact us if you are interested in reviewing your Medicare Part D coverage.

*Fred Kobza & Kathy Roberts -
Insurance Agency**

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*Not insured by any federal government agency. *May go down in value.

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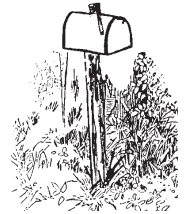
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YOUR COUNTRY BANK



“Trust”-worthy text...

What is trust? As a verb, it could be what the hearer would have to do if he or she believed Wimpy’s words “I will gladly pay you Tuesday for a hamburger today...” on the old Popeye cartoons. (Did you know that Wimpy’s full name was J. Wellington Wimpy? Thank goodness for the Internet! How did I manage to live this long without knowing that!?)

“Trust” has many definitions, including “confident expectation of something; hope” and “reliance on the integrity, strength, ability, surety, etc., of a person or thing; confidence.” Those meanings would come into play with the Wimpy scenario above, but I don’t recall seeing that Wimpy ever made good on his debt (but then again, it has been quite a while since I was a regular viewer of Popeye) so the previously mentioned generous hearer might have been a bit disheartened when Tuesday arrived, and Wimpy’s funds didn’t.

The word “trust” implies instinctive unquestioning belief in and reliance upon something: to have trust in one’s parents. Or maybe you visualize “an illegal combination of industrial or commercial companies in which the stock of the constituent companies is controlled by a central board of trustees, thus making it possible to manage the companies so as to minimize production costs, control prices, eliminate competition, etc. or any large industrial or commercial corporation or combination having a monopolistic or semi-monopolistic control over the production of some commodity or service.” (That last “s” word in the preceding sentence is straight

out of the dictionary. I did not come up with that on my own, just as I am not likely to be accused of being in a Brain Trust.)

Another definition may be a little closer to what I imagine you may have been expecting this column would contain: “a fiduciary relationship in which one person (the trustee) holds the title to property (the trust estate or trust property) for the benefit of another (the beneficiary)” and “the property or funds so held.”

That last paragraph describes the capacity in which the Bruning State Bank Trust Department would like to help you. When they made the decision to start a trust department almost 20 years ago, Frank and Darlene envisioned the ability to help our local asset owners manage their worldly goods without having to run to “the big city.” This concept led to what we are doing today. While we do not draw the trust document (we recommend you see the attorney of your choice), we can be appointed to help as financial power of attorney, personal representative of an estate, trustee of Irrevocable Life Insurance Trusts, Revocable Trusts, Charitable Remainder Trusts, just about any arrangement that requires one entity to manage assets for another. Committee members include Fred Bruning, Renee Dowdy, Janet Germer, Craig Pope, Dennis Stara, Dan Jelinek, Kim Schipporeit, and advisors Frank Bruning and Darlene Reinsch. Please give us a call if you have questions!

*Janet Germer –
Trust Officer, Vice President*

In observance of the following holidays, we will be closed at all Bank locations on:

*Monday, October 10
Columbus Day*

*Friday, November 11
Veteran's Day*

*Thursday, November 24
Thanksgiving*