

# BRUNING STATE BANK

Your Country Bank Since 1891



Bruning · Hebron · Broken Bow · Holdrege · Kearney



## The Lowly Savings Account...revisited

I'm like the old timer who said, "I don't know much, but what I do know, I know real well." So what is something I know? The lowly savings account has been overlooked.

The low interest rates we have been seeing for deposit accounts may have discouraged many from having savings plans; instant gratification has also "side-tracked" saving. A Certificate of Deposit is an investment, usually at a better rate, but often with penalties for early withdrawal, and generally a relatively high required investment amount. On the other hand, savings accounts are easy to add to, and open to everyone. Accounts with a balance less than \$100 may be charged a small recurring fee, but balances of over \$100 are free.

There is an old saying that an ounce of prevention is worth a pound of cure. Here are a few "ounces" of advantages of a saving program:

- Setting aside some funds for an emergency empowers you in borrowing. Banks know if you can pay yourself, you are likely to be able to afford to borrow for homes, cars, etc.
- Get away from overdraft charges – tie your savings account to your checking. The savings to be made in not incurring overdraft charges may be tremendous.
- Cash advantage: People like to do business with those who can pay.

In my early days of banking, it was common to see people put a little away every month, record the amount in their passbook, and bring the interest up to date. The pride of ownership in that account gave them a good feeling of accomplishment.

In emergencies today, some depend on "pay-day lenders" who might loan you \$400, but have you repay in five to ten payments, which end up totaling \$600. Let's think about that for a minute... pay \$600 for an item that was only worth \$400? Bad deal!

If you are making payments for a lifetime to payback credit card and pay-day-type lenders, just think what it could amount to if you would just pay yourself every month instead!

Over the years, I have seen the success of savers and the disappointment of others who have missed opportunities because of the lack of a small down payment. I know that many may think, "That's easy for you to say, Frank! You don't know how tough it is!" Believe me, I have witnessed many "small savers" who have had much success because of their "lowly savings account."

*Banker Frank – Frank L. Bruning  
Board Chairman Emeritus*

*"The habit of saving is itself an education; it fosters every virtue, teaches self-denial, cultivates the sense of order, trains to forethought, and so broadens the mind." – Thornton T Munger*

## Fair Time...

As I write this, the local County Fair Season is off and running, to be followed by the State Fair, then school starts, and the Nebraska Football season begins!

County fairs are usually right after youth baseball and softball seasons end, but it seems that most county fair dates are creeping earlier and earlier each year. The fairs provide great opportunities for family time, and for parents and kids to work together through the spring and summer on livestock projects. Large Animal Projects include horses, cattle, swine, sheep, and goats; these projects take a lot of time and energy to prepare for the fairs. With the heat of the summer, sometimes getting a good "hair coat" on the animal for showing is hard to do. Washing the animals, then shearing sheep, shaving pigs, clipping cattle, and most difficult, getting the goat off the car to come to the fair (little joke, there) are tasks that only rural people with FFA and 4-H affiliation might understand.

Remembering how my sons and daughter worked with their livestock, I recall that it also takes a lot of parental patience to help work, feed, show, and especially to get a calf halter-broke or taught to lead without being stubborn, wild, or, worse, getting away.

Families work together at the fair to help clean, set up, and tear down the fair facilities, which yields a good team-building experience, and can create relationships that last forever. The FFA and 4-H members working together, then competing against each other, showing animals, and being judged for showmanship helps make each of them a better person, while building character and responsibility.

Banks and businesses are asked to contribute to the fair, and many fairs have a livestock sale at the end at which we may purchase animals to help our customers' children, or make contributions to our customers' children directly. We are also often involved with "seed money" to buy the next calf or savings account for college savings funds.

4-H and FFA projects are classic "made in Nebraska" projects. Thank you to all the parents, county agents, extension folks, volunteers, and businesses who make all this happen. Without volunteers and Fair Boards, none of this could take place. We appreciate your involvement and contributions!

*Fred D. Bruning –  
Chief Executive Officer*

*"In this world we must help one another." – Jean de La Fontaine*

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## Formalize Lease Agreements...

Farmland Lease Agreements should be committed to writing. A hearty handshake has long been thought adequate when it comes to some business deals when leasing the farm to a neighbor. I have had customers who have rented farmland from neighbors for many years with no problems. Some have said, if a man's word was not worth anything, then his signature on an agreement would probably not be good, either.

During my experience in bank lending, I feel a written lease is preferred because it keeps misunderstandings from happening. Farm leases do not have to be complex, just a simple agreement. To be binding on all parties, a contract must be dated, consideration given such as cash rent amount or share rent percentage, and it must be signed by all parties. A simple explanation on paper giving a description of the land, the acres involved, the cash/share percentage rent per acre, and the due date of the rent keeps things simple and understandable.

Additional items to be included in the lease include an expiration date or term of the lease, and simple conditions such as how repair expenses are divided, and who sprays for weeds, etc. One common misunderstanding on a verbal pastureland lease is who is responsible for purchasing spray for musk thistles.

Without a written lease that has a maturity date, prior notice must be given by September 1st or six months prior to the beginning of the normal crop year. Without notice, the tenant can automatically hold onto the farm the following year with the same rental terms as the past year. In other words, the unwritten lease becomes automatically renewable, binding on landlord and tenant.

When a landlord changes from a verbal agreement to a written lease, the first issue that arises is "why the change now"? Is there an issue of trust? I think the written lease actually protects the tenant because there is an assurance of being able to lease the land and avoid misunderstandings. A written lease is generally preferable to a verbal lease because it provides a written record of the lease provisions.

*Dan Jelinek –  
Broken Bow President*

## Jerry's Journal...

A couple of newsletters back I wrote a paragraph or two on the upcoming changes we are mandated to implement at Bruning State Bank. All commercial – community banks will be required to adopt similar requirements when opening any "new account" for a C or S Corporation (Inc.), Limited Liability Company (LLC), Limited Liability Partnership (LLP), General Partnership (GP). By May 11, 2018, we must have systems in place to collect customer identification information on any of these types of legal entities for anyone that has more than 25% ownership interest or is the controlling manager, regardless of percentage ownership or the title of controlling manager.

So, please prepare for our requests for information, we don't have any choice. If you have ownership interest or management control of an entity, we'll be asking you each time you open a "new account" (insurance policy, loan or deposit) for the following information: Name, Physical Address, Date of Birth, Social Security Number and to see and copy your government issued identification.

Some background on this information, the Financial Crimes Enforcement Network (FinCEN) is a bureau of the United States Department of the Treasury. The Treasury Department collects and analyzes information about financial transactions in order to combat domestic and international money laundering, terrorists financing, and other financial crimes. FinCEN issued their Final Rule relating to Customer Due Diligence (CDD) including the specific requirements to identifying and verifying the identity of beneficial owners of legal entity customers on May 11, 2016.

I want to point out that this does not apply to natural person accounts, sole proprietorships, or unincorporated associations.

If you have a legal entity for your farm, business, investment properties, etc., each time you open a new account, we'll be going through this. We are developing our new account opening procedures and training staff members. We have a lot of work to do behind the scenes to get ready for this new regulation.

The Final Rule mandates that banks have written procedures that reasonably identify and verify beneficial owners these procedures are in addition to what we already do. Just to reinforce, the Final Rule defines a beneficial owner as each individual who owns 25% or more of a legal entity or the single individual with control. Thus, there are two different types of beneficial owners that we'll be trying to ascertain – one or more owners that have ownership and ones that have control. We are required identify and document those facts.

Your patience and understanding is greatly appreciated. The world and government regulations have become more complex and challenging and this will increase our time and yours to comply with another federal regulation.

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

*Jerry Catlett –  
President, Chief Operating Officer*

## Summer Stress Tests...

The Fourth of July has come and gone, signaling the beginning of the end of summer. It seems hard to believe, but harvest is right around the corner, as we have reached the half way point of the growing season. Now is a great time to dust off the cash flows (yes, the one you did back when the snow was flying) and do some shock/stress testing. Back when the initial cash flow was prepared for your operation, the economic environment was a lot different. Since last December, we have seen three rate hikes in the U.S. Fed Funds Rate. We also received ample rainfall in the spring along with colder conditions that could have impacted corn and soybean yields, and as of late, drought seems to be setting in around certain parts of the state. Commodity prices have been trading below breakeven for many producers for much of the year, as well. All of these factors could lead to changes in your revenue come this fall. That is why it is good to take out your cash flow and make some adjustments to see how your operation will fare with these changing conditions. Think of it like the MLB All-Star break. Many teams take this time to re-evaluate their position needs to help them make a push into the post-season. You can do the same thing with your farming/ranching operation.

Start out by decreasing your revenue projections by decreasing yield, price, or both at the same time while keeping input expense and interest rates the same. Start by doing a 5% reduction all the way up to 20% and see how your operation will handle a "worst case scenario". This will help you make a plan with your risk management team in the event of price fallout or if you feel the yield just won't be there.

Next you can shock test input costs in the same way by increasing the total cost 5%, 10%, and up to 20% while keeping revenue and interest rates the same. Finally, do the same on variable rate loans by increasing the interest rates .5%, 1%, and 2% while keeping revenue and expense the same.

This may be a depressing exercise to some but it will help you make a game plan for harvest and keep you on top of your game and your competitors. This exercise will also help you in determining which risks you should and shouldn't take as you look to expand your operation or just break-even in these trying economic conditions. If you have questions regarding your cash flows and stress testing them, please feel free to visit with an Ag Banker at Bruning State Bank and let them assist you in navigating your financial situation.

*Luke Thorell –  
Vice President & Loan Officer,  
Holdrege Branch*

## Health Insurance-2018?...

Those of you with individual BCBS of Nebraska OR Aetna health insurance coverage have recently been notified that you will have to obtain different insurance coverage for 2018. Your notice also indicated that your current coverage will remain in place until the end of this year.

Please note that this does NOT affect GROUP health insurance coverage–this is individual health insurance only.

At this time, we are not certain what health insurance options will be available in Nebraska for 2018. Both BCBS and Aetna are withdrawing from writing individual health insurance coverage in 2018.

Rest assured, we will notify you of your options as soon as we know what is available for 2018. Open enrollment period for 2018 health insurance begins on November 1st.

*Kathy Roberts and Brian Hulse  
Insurance Agency*

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



**Our Holdrege drive-up will be closing at 5 PM beginning August 1st, 2017.**

**Remember Bruning State Bank is available 24/7 through Online and Mobile Banking.**

This allow you to:

- ✓ Review Account Balances
- ✓ Check on Recent Transactions
- ✓ Complete Account Transfers
- ✓ View eStatements
- ✓ Make Mobile Deposits
- ✓ Pay Bills
- ✓ Set Up Alerts for Account Activity



## Farm Management...

Did you know we have a Farm Management Department? We began managing several farms over 20 years ago and continue to grow. Our farm management service is provided through our Trust Department and can be utilized even if you don't have a Trust.

Nearly 40 percent of Nebraska's agricultural land is farmed by someone other than the owner, with more than a quarter of that land managed by professional farm managers. Whether the land has been inherited by a relative who has no farming background or it was purchased as an investment, many landowners simply don't have the time, interest, or experience to run a farm and keep up with technological advances and new marketing strategies.

Our farm management department strives to know our clients and learn what their objectives and goals are for their farm. Our clients decide how involved they would like to be in management decisions.

As your farm manager, Bruning State Bank can:

- Negotiate rents on your behalf and prepare farm lease documents
- Collect rents (grain proceeds or cash rents)
- Market grain and pay input expenses on your behalf in a crop share rental arrangement
- Pay real estate taxes
- Pay insurance premiums
- Assist in getting income tax data together
- Sign farm(s) up for government farm programs (Farm Service Agency [FSA])
- Arrange irrigation equipment replacement as appropriate
- Oversee maintenance needs on irrigation equipment as applicable
- Acquire crop insurance as applicable
- Work with Natural Resource District (NRD) regarding water meter readings and certify irrigated acres
- Work with Natural Resource District (NRD) pertaining to water well abandonment as relevant
- Work with Nebraska Department of Water Resources regarding proper well registration
- Oversee irrigation development (convert dry land to irrigated) and acquire irrigation equipment as necessary
- Monitor soil fertility

We would be happy to answer any questions you have or discuss with you in more detail how we can help you manage your farm; contact Craig Pope, Janet Germer, Renee Dowdy, or Zach Messman of BSB's Trust Department.

*Craig Pope -  
Hebron President*

## Crop Insurance Reminders...

As many of you have noticed, Mother Nature is not being very generous with rain in a lot of areas this year. There is a lot of money, hard work, and time invested in those crops! Please make note of the following reminders to insure you get the most out of your crop insurance.

### WHEAT INSURANCE REMINDERS:

- Report your 2017 wheat production to your agent right away.
- Wheat crop insurance premium was billed July 1<sup>st</sup> and interest will be added if payment is not received by August 1<sup>st</sup>.
- 2018 Wheat Crop Insurance – Sales closing date is Sept 30, 2017. The desired coverage for 2018 must be in place by this date!

### ROW-CROP INSURANCE NOTES:

- PLEASE look over the crop acres shown on your Schedule of Insurance and BE SURE they are accurate. Information needs to be accurate to avoid any problems at loss time.
- Row crop insurance premium will bill on August 15 and is due Sept 1<sup>st</sup>. Interest will be added if payment is not received by October 1<sup>st</sup>.
- Contact our office before destroying any crop or cutting any crop for silage. An adjuster will need to appraise the field before destruction.

### HAIL INSURANCE:

It's hard to make the decision to buy hail insurance when we don't get any rain, but it doesn't have to rain to get hail! August 1<sup>st</sup> is the deadline to pay for hail insurance and take advantage of the cash discount (if available).

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 are praying for some rain and hope everyone has a good harvest this fall.

*Kathy, Jeff, Shari, Craig, Brian,  
Zach, Janet & Ryne  
Bruning State Bank Insurance Agency –  
Crop Insurance agents*

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

**MORE THAN 13 MILLION PEOPLE FALL VICTIM TO IDENTITY THEFT A YEAR.**

**BRUNING  
STATE  
BANK**  
FDIC



**CYBERSCOUT™**  
Formerly **IDT911**

**Bruning State Bank teams up with CyberScout to provide you with services and education to protect your credit reputation.**

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## Nebraska, The Good Life?...

Growing up I always wanted to travel and see it all. Nebraska was boring, all we have is corn and the Cornhuskers, right? Well, after visiting other places around the United States and having some opportunities to travel outside of our beautiful country, I have really grown to appreciate our flat, boring corn state.

First off, people are polite here. Maybe it's attributed to more rural living, and I think it is passed down from good parents. Being raised in a small town, you waved and acknowledged everyone as you were driving. As well, working with the public for most of my life, I always hear parents telling their children to 'say hi' and always 'say thank you'. When I think about it, it is these little lessons that my parents gave me that have added up.

Nebraska's not really all flat. If you drive the interstate and never go north or south, I can see how you have that opinion. Yet, if you would go to Scottsbluff and Chadron, you will see some beautiful country, which is definitely not flat. The Sand Hills have amazing scenery and the people out there are just as colorful. Get to know someone from Chase County, too. Their part of the world has as much character as their residents. If you go up to Wayne or down to Nebraska City, you will see that our state has so many differences in its terrain that it will surprise you.

Is it boring? All summer long, I have been to small town festivals and parades around the Holdrege/Kearney area and there is always something to do. There are many lakes and reservoirs to go boating and fishing on, a skydiving company in Holdrege, and amazing golf courses throughout the state. I dare you to get bored in the summer around here. If you do, my dad will probably have you rake hay to keep busy.

All Corn? Well, if that is all you see, then you really need someone to show you around. Nebraska is the leading producer of Popcorn as well as regular yellow corn. But, I know we are starting to grow hops here. Yes, like for beer! We grow soybeans, wheat, milo, oats, sugar beets, dry edible beans, and sunflowers. If you go to Trenton they have oil; if you go up in the panhandle you can find uranium mines. As for the Cornhuskers, they are our only big sports team; but when I see a Husker shirt in a different state or country, I think it's a universal sign that they are a good person and they probably know what a red beer is.

Nebraska is home. I am glad that I have had the opportunity to experience other places, but really, travel makes you appreciate home. So try to get away from home, if only for a short time. Hopefully, you will miss Valentino's, Dorothy Lynch, Runza, and the place you grew up. Be proud of where you are from. There is no place like it!

Maybe a little adventure to someplace different could help people get along and understand one another. I always think about this quote when I visit a new place: *"Travel is fatal to prejudice, bigotry, and narrow-mindedness, and many of our people need it sorely on these accounts. Broad, wholesome, charitable views of men and things cannot be acquired by vegetating in one little corner of the earth all one's lifetime."* - Innocents Abroad- Mark Twain.

*Adam Bruning –  
Personal Banker*

## Cattlemen's Ball...

The Cattlemen's Ball of Nebraska is a charitable organization that focuses not only on beef and a good time, but on finding a cure for cancer. Each June, the ball is hosted by a family in a different location across the state. Throughout the weekend of the ball there are fun activities, mouthwatering food, and outstanding entertainment. Most importantly though, each year thousands of dollars are raised to help fund cancer research conducted here in Nebraska.

I don't need to go into the importance of finding a cure for cancer because I know everyone reading this has had this horrific disease affect them personally or someone close to them. It is a disease that knows no boundaries - it doesn't matter your age, race, gender or status. But you know what else knows no boundaries? The giving, selflessness of the people in our communities.

Since it began in 1998, the ball has raised over thirteen million dollars. What makes The Cattlemen's Ball of Nebraska so special is that 90% of the profits benefit the Buffet Cancer Center in Omaha and the remaining 10% is donated back to the host communities for health and wellness programs. That means 100% of the profits go towards health care right here in Nebraska.

In 2017, the ball was held in Custer County. Several staff members of our Broken Bow branch volunteered their time to this incredible organization. We are fortunate enough to have the ball be hosted in Thayer County in 2018, so many more of our bank staff will have the opportunity to volunteer for the cause and see what a difference it makes in our communities.

If you want to see what true generosity looks like, I invite you to attend The Cattlemen's Ball of Nebraska. I can promise you you'll leave with a full belly, smile on your face, and hope in your heart for an end to cancer.

*Lindsey Vieselmeyer -  
Loan Administration  
Young Bankers of BSB*



**HUSKER  
HARVEST  
DAYS 2017**

This year's Husker Harvest Days will be held September 12-14 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!

# One-Stop Shop...

The Bruning State Bank Insurance Agency provides "Insurance of All Kinds"! We provide coverage for ALL your insurance needs...at a competitive price – with just one stop!

The Bruning State Bank Insurance Agency is an Independent Agency licensed to sell many different products...with many different companies...in multiple states!! States include: Nebraska, Kansas, South Dakota & Arizona

Products available include:

## **Property & Casualty Products:**

### ***Personal Lines:***

Personal Automobile  
Motorcycle/ATV/Golf Cart  
Watercraft  
Home or renters  
Rental dwellings  
Scheduled items-Jewelry/guns/art etc.  
Umbrella Liability  
Farm insurance

### ***Commercial Lines:***

Business Auto  
Commercial Property  
Commercial Liability  
Inland Marine  
Worker's Compensation  
Commercial Umbrella Liability  
Bonds of all kinds

## **Life & Health Products:**

Life Insurance  
Health Insurance  
Medicare Supplements  
Prescription Drug Coverage  
Long Term Care  
Disability  
Dental

## **Crop & Livestock Products:**

Multi-peril crop insurance  
Crop Hail Insurance  
Pasture/Rangeland/Forage  
Livestock – LRP & LGM

Consider the Bruning State Bank Insurance Agency for all your insurance needs. You'll get "one-stop" shopping, competitive prices, AND excellent service. We look forward to hearing from you!

*Kathy Roberts, Brian Hulse,  
Kristen Monteforte, & Gail Anderson  
Insurance Agency*

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

# What is Customer Service...

Customer service is the act of taking care of the customer's needs by providing and delivering professional, helpful, high quality service and assistance before, during, and after the customer's requirements are met. What does that mean at Bruning State Bank? That means, we are constantly finding new and improved ways to make banking a breeze for our customers.

Recently, online banking has proven to be very beneficial to our customers. With access to your account online, it's simple to move money between accounts and check balances and review transactions. However, the service I want to focus on today is Card Valet. As many of you may know, Card Valet allows debit card freedom to our customers. Are you headed out on that last summer trip out of town and plan on using your debit card? No problem, log in to the app and set those travel limits! Did you misplace your card and want to make sure it didn't get into the wrong hands? No problem, instantly lock and unlock your card! With Card Valet, our customers get purchase alerts in real time and setting up notifications and limits is a breeze! Our staff is trained and ready to help you set up Card Valet when you come in next!

With technology on the rise, I imagine more great things are still yet to come! However, we love our customers and look forward to helping them first hand in our branches. Customer service is so much more than providing the best products. We pride ourselves in our ability to serve our communities and the people in them. At Bruning State Bank we build relationships with our customers based on integrity and mutual responsibility in order to help them achieve financial success.

*Renee Girardin  
Customer Service, Broken Bow*

## ***Trouble logging into online or mobile banking?***

If you forgot your password, or maybe it has expired, you can **conveniently reset your password yourself!**

- Using a computer or internet browser on your mobile device, go to [www.bruningbank.com](http://www.bruningbank.com)
- Log into Online Banking, enter access ID (and security question if on public computer)
- Then click on "[Forgot Password?](#)" and continue through the screen prompts

If you have any trouble, just give the Bank a call and we will be glad to help you regain access to your account as soon as possible!



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## Technology Update...

Exciting news from your hometown grocery store: Bruning Grocery now accepts Apple Pay and Android Pay. Samsung Pay was already accepted there. Paying with your phone is not only quicker at the register but also more secure. With Apple Pay, when you make a purchase it uses a device-specific number and unique transaction code. Therefore, your debit card number is never shared with the merchant. Android Pay is very similar in that it also does not send your actual debit card number with your payment. It uses a virtual account number to represent your account information so your card details stay safe and secure.

For those of you living in the Holdrege or Broken Bow area, those grocery stores also take Apple Pay, Android Pay, and Samsung Pay. Kearney also has a lot of businesses that accept mobile wallet payments.

If you have any questions at all or would like some assistance with getting your Bruning State Bank debit card loaded into your phone's mobile wallet, please give us a call or stop by your local branch. We would be happy to assist you.

*KaDene Deke –  
Assistant Network Administrator*

Tech Term of the Month: Nomophobia- The fear of being out of mobile phone contact.

## I'm Soooo Sorry...

I have recently trudged through the process of contacting a couple of large mortgage companies to request a pay-off and to request a lien release on a piece of property. Oh my goodness! It's almost impossible to talk to a real, live person! It makes me appreciate the fact that our Bruning State Bank borrowers can pick up the phone and reach us directly or shoot us an email and get a prompt answer. We know your time is valuable and you are important to us!

Of course, before I could call a mortgage company, I first had to do some research to find out which company I needed to visit with, as the mortgages had been sold several times. Again, our bank is proud of the fact that we service our mortgages in-house and we will not sell your mortgage. It's one of the personalized services that we enjoy offering to our customers.

I do feel sorry for those who have to go through all of that hassle just to have a simple question answered. If you're in that situation and you're tired of the run-around and the impersonal "press 1 for..." conversations, we invite you to "come home" to your Country Bank. Our experienced mortgage staff is always here to help and rates are still low.

*Shari Fischer –  
Mortgage Loan Officer (NMLS #474130)*

## Your Best Interest Is Our First Priority...

You may be reading or hearing about the Department of Labor Fiduciary Rule, a new regulation regarding retirement accounts, both employer-sponsored and individual retirement accounts (IRA), which became effective June 9.

The rule changes are intended to ensure financial advisors act in the best interest of clients saving for retirement, something we have always prided ourselves in the 20-plus years we've had our Wealth Management business. In fact, we hold the same philosophy for all our client accounts, regardless of whether they are for retirement, college savings or other financial goals.

Our service promise to you:

- We will always put your best interest first.
- We will disclose to you any conflicts of interest we might have.
- We will always select the best investment products to help you achieve your goals.
- We do not choose investment products for you based on what our compensation could be.
- The advice and recommendations we provide to you will be what we believe to be in your best interest and appropriate for your personal situation.
- We will always be transparent in the compensation we receive for managing or selecting investments for your account. We are happy to go over your account statements and confirmations with you at any time to explain the fees and expenses.
- We will answer questions and provide additional information on financial topics that matter to you.
- We will use a holistic approach to provide you with financial advice on all of life's important money matters.

As an independent financial advisor, we receive no added incentives from our broker-dealer, Securities America, to sell specific investment products. Securities America does not create, manage or underwrite any investment products, so we are free to choose what we believe will work best for you.

As part of the new Department of Labor Fiduciary Rule, the financial services industry is making changes to how investment products are structured, how firms are compensated for the services they provide to clients, and how the activities of financial advisors are monitored by their broker-dealer.

Successful relationships depend on open communication on both sides. If you have any questions about your accounts or if your personal situation changes, please contact our office. We are here to assist you with all your financial needs.

*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, Not a Deposit, Not Insured by Any Federal Government Agency

# BRUNING STATE BANK

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*Your Country Bank Since 1891*



## ***Building Family Wealth...***

Over the years, I have observed there is quite a wide variety of results from the transfer of family wealth from one generation to the next. Sustaining family wealth across multiple generations is difficult. Those families with a mid to large size business usually spend a good amount of time on business succession planning. I would suggest all families with any wealth at all should be continually developing a plan to transfer wealth to the next generation, whether they have a business or not.

The reason you have to continually plan is because of tax laws constantly changing, the amount of wealth a family has changes, and the overall dynamics of the family continue to change as the needs and capabilities of the generations change.

There are several things to think about when developing your family's wealth building plan:

1. First of all, what is the vision of your family now and for the future? This vision may have served you and your previous generation well. For successful families this vision has been rooted in core beliefs and values.
2. Your family values have to be at the core of every financial decision being made for the family. Some of the biggest mistakes made are not effectively sharing these values with family members, not allowing for open dialogue, and not getting all the family members involved.

3. Family members require training and mentoring. Wealth building has fallen apart for many families because of a failure of the head of the family (Mom and Dad) to effectively carry the vision forward. Every generation's environment growing up is different, each individual's personality is different. This makes getting the next generation to understand and believe in the family goals an ongoing task.

It takes courage to plan for the future. It is easy for the older generation to want to cling to the old ways of doing things, or not be willing to invest in the future. At the same time, it is hard sometimes for the younger generation to understand everything can't be done at once, and most things of value take time to develop.

Through building family wealth we all need to remember it's not about making money, it's about much more. A life of true wealth is built upon a clear and great purpose, for the good of people who care about each other, to help family members reach their full potential, and to carry on a legacy of respect, and purpose for generations to come.

*Darrell Raum –  
Chief Credit Officer*