

# WISCONSIN COMMUNITY BANKING *News*

Volume 11, No. 4  
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**CBW**  
Community Bankers  
of Wisconsin

Celebrating  
**30** Years  
1981-2011

## Community Bankers... Making a Difference on Main Street



**Community Bankers of Wisconsin  
Management Conference & Expo  
September 12-14, 2011  
Grand Geneva Resort, Lake Geneva**

*Plus:*

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## On our cover ... CBW Annual Management Conference & Expo

Community Bankers of Wisconsin will host its 30th Annual Management Conference & Expo, September 12–14, at the Grand Geneva Resort, Lake Geneva. Mark your calendar to attend this premier event for community bankers with educational venues, trade show, and peer networking opportunities.

Wisconsin Department of Financial Institutions Secretary Peter Bildsten will discuss the state of Wisconsin banks and recent changes at DFI. Other highlights include a panel discussion on legal and regulatory changes, moderated by Jim Sheriff, partner, Godfrey & Kahn; a presentation from Camden Fine, president and CEO of ICBA; and concurrent workshops focusing on new community banking trends and opportunities. Visit [www.communitybankers.org](http://www.communitybankers.org) to view the full conference schedule and brochure. 🐾

### WISCONSIN COMMUNITY BANKING News

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## Your Voice Is Being Heard

Steven Bell, CBW Chairman, and President and CEO,  
Community State Bank, Union Grove

Thank you for the opportunity to serve as your chairman this year. It's been a sometimes hectic year, but it's also been a rewarding one, as our association continued to advocate for the interests of community bankers, in Madison and in Washington, D.C., as a partner with Independent Community Bankers of America (ICBA). Thank you for all your efforts to tell our elected leaders and public officials what's truly important to community banks. More than ever, your voice is being heard by legislators and other public leaders.



In our 30<sup>th</sup> year as an association, Community Bankers of Wisconsin has become a respected advocate for Main Street banks extending well beyond our state boundaries. We have become known for clear thinking and direct answers to complex issues. After all, it's easy to think clearly and respond directly when we continue to put the needs of our customers and communities first.

As always, this issue offers useful information in the form of a PULSE survey report (p. 4) and thoughtful reflection from Daryll Lund, CBW president and CEO (p. 5) and from Cam Fine, ICBA president and CEO (p. 14). As Fine notes, all of our communication and advocacy efforts—letters to the editor, e-mails and phone calls to our elected officials, visits to their offices, and testimonies given—make a difference in the perceptions and policies that impact our community banks.

Thank you for stepping up this year and participating in committees, hearings, listening sessions, congressional visits, and many other activities. I have greatly appreciated your advocacy for community banking at all levels. You have made a difference in the economic health and quality of life in our communities, and increasingly, that difference is being recognized.

By now, you've probably made your reservations for CBW's 30th Annual Management Conference & Expo, Sept. 12–14, at the Grand Geneva Resort, Lake Geneva. I look forward to seeing you there, to catching up with what's new in your communities, and to learning together how to move our industry forward in the future. 🐾

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# PULSE Debit Survey: Durbin Amendment Passage a 'Game Changer'

Mary Lou Santovec

What a difference a day makes! Tim Clark, senior manager, business development at PULSE, encountered an unusual situation prior to his presentation at the Member Appreciation Days event held at the Eau Claire Golf and Country Club in late June. Overnight, Clark had to reframe his prepared comments on the PULSE Debit Issuer Study in light of the late-breaking passage of the Durbin Amendment.

Clark, an economist by trade, has a certificate in international business and worked for U.S. Bank before joining the Houston-based company.

The sixth annual PULSE survey was sent to 50 financial institutions who responded during February/March 2011. Of the 50, half were regulated (\$10 billion or more in assets) and half were exempt under the new rules (the majority of community banks). "All of the respondents had knowledge of Durbin," Clark said, so the numbers in the survey remain relevant. The results represent 50 million cards or 10 percent of all debit cards in the United States.

Durbin's passage was a "game changer." Part of the Dodd-Frank Act, the Amendment caps debit card interchange fees at a fixed rate of 21 cents plus five basis points of the transaction value to cover fraud costs. The cap reduces the fees (which were based on a percentage of the sales price) that merchants pay. Previously, those fees averaged 44 cents per transaction, so Durbin will cause a 48 percent drop in revenue on the interchange side.

The Amendment's new routing rule will also require banks to equip debit cards with two network options (one signature-based; one PIN-based), something that will favor merchants at the expense of banks and consumers. Merchants will likely "force route" a transac-

tion at the lowest possible cost to them. "No one anticipates merchants passing the cost savings to consumers and making products less costly." The new rules will go into effect Oct. 1, 2011 for banks with interchange networks that can handle the required options.

Outlining the survey's key findings, Clark noted that in 2010, the average financial institution earned \$87 in interchange revenue per active consumer debit card per year (with gross interchange rates of \$0.49 for signature transactions; \$0.31 for PIN-based transactions). Those institutions considered "best-in-class" earned 25 percent more.

Changes to Reg E last year have already resulted in a 45 percent decline in banks' revenue (\$107 per card in 2010 compared with \$118 in 2009). Now with the possibility of losing 79 percent of their current debit interchange revenue, banks are scrambling to find replacement sources.

They won't find it in new customers. Consumer card penetration has been flat at 73 percent over the past three years.

For 2011, bankers listed Durbin and other regulatory pressures as key challenges. Debit rewards and fraud continues to concern survey respondents.

A robust debit portfolio is built around three components: penetration, activation, and usage. Financial institutions once defined "active" users as those conducting one signature debit transaction within the past 30 days. Now, for a more accurate view, they're looking at any transaction (PIN or signature) within the past 30 days.

During 2010, transactions were up over 60 percent. The debit transaction mix saw signature growth exceed PIN growth. Signature debit represented 68 percent of the total point-of-sale transactions last year with the largest category of signature users being the restaurant industry.

The average cardholder conducts 16.3 point-of-sale transactions per month (68 percent signature-based; 32 percent PIN-based) up from the previous study. In 2010, PIN transactions increased 8 percent and signature transactions grew

10 percent.

Even with the Durbin Amendment, banks forecast a 7-percent increase in consumer PIN transactions and a 7.3-percent increase in signature-based transactions for 2011.

Business debit, issued by 82 percent of financial institutions, represents 6 percent of the total number of debit cards. This segment fell harder when the recession hit, but has rebounded faster despite having lower activation and penetration rates. Faster growth is projected for business debit than for consumer debit. "However, post-Durbin, economics may prompt financial institutions to rethink their plans."

Regulated financial institutions want to recoup their costs by making the checking account more attractive, while their exempt peers want to increase penetration to current checking accounts. One big financial institution even plans to quit issuing free checking accounts.

According to the survey, financial institutions exempt from the interchange cap are focused on improving debit performance with product design being the primary focus. Banks are looking at the whole relationship and finding where costs are and how to increase income. The more products you have, the stickier the customer and the more painful it is for the customer to leave.

Reviewing relationships will likely result in wholesale changes to rewards programs. "Following Durbin, rewards programs will add to transaction losses for regulated financial institutions."

In anticipation of weaker economics, of the 56 percent of banks that currently offer a debit rewards program, 54 percent (67 percent regulated and 30 percent exempt) plan to eliminate or restructure their programs. Of the exempt banks who offer rewards programs, one third are evaluating, terminating, or restructuring them. Likely to remain intact are airline miles-based programs, and merchant-funded or relationship-based programs. Clark encouraged community bankers to replace their rewards programs with

*continued on page 6*



Tim Clark



## 30 Years and Growing

# CBW Offers One Free Conference Registration to Each Member Bank

In 2011, CBW is celebrating its 30<sup>th</sup> year of service to the Wisconsin community banking industry. Anniversaries are a time not only to reflect on past experiences but also to look forward to what the future might hold. While it may be difficult to predict the future given the rapid pace of change within our industry, the one constant that has been the centerpiece of CBW since our inception is our exclusive dedication to serving the Wisconsin community banking industry.

All of us at CBW are grateful for the membership support and commitment we have received over these past 30 years. Whether it has been through supporting our political advocacy efforts, participating in educational training opportunities, or utilizing products and services, members are the reason for our success. As we shared at our CBW Member Appreciation Days this summer, the financial health of CBW has never been stronger.

In honor of our 30<sup>th</sup> anniversary we would like to say 'thank you' by offering *one free registration* for each CBW member bank to attend our CBW Annual Management Conference & Expo, September 12-14, at the Grand Geneva Resort, Lake Geneva.

I remember my first CBW annual conference back in 1995, after being on staff for only a few weeks. Since CBW is the third association that I have worked for, I am familiar with the experiences of the annual meeting. Something, however, was different with the CBW annual conference. Rather than feeling like I was attending another business meeting, the CBW conference felt more like a family reunion.

CBW is an association that helps create a sense of community. As our tag line states, *"Unity Is our Strength."* The word "unity" comprises the last five letters of the word "community." CBW is a community where we have a sense of belonging and a common purpose.

Our association name is Community Bankers of Wisconsin and although our

bylaws provide that membership is by institution, it is the bankers within these institutions that are the heart and soul of the association. There is a sense of family, community, friendship, and professionalism among the membership. The primary reason for membership in the CBW is its emphasis on banking as a profession, not purely a business.

One of the enduring characteristics of community bankers is that your motivation extends beyond the profit-making marketplace.

**Rather than ... another business meeting, the CBW conference felt more like a family reunion.**

You are committed to the financial and social betterment of your communities. Your commitment

involves active involvement in groups such as Kiwanis, Rotary, Lions, Chambers of Commerce, Economic Development Boards, local school boards, and youth groups such as 4-H and FFA, as well as churches. All of these activities contribute to the betterment of the communities you serve and the individuals and families who live there.

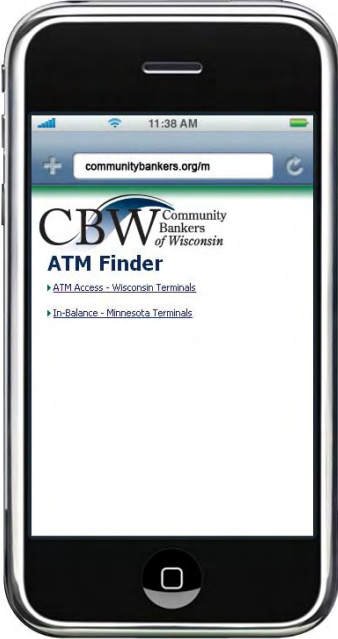
This professional attitude and com-

*Daryll Lund, CAE,  
CBW President  
and CEO*



munity orientation frequently differentiates community bankers from those employed by non-community financial institutions, and as such, differentiates CBW from other banking organizations. As our mission statement makes clear, *"CBW exclusively represents Wisconsin community banks."*

I am extremely optimistic about the future of the community banking industry as long as our philosophy of "people helping people" remains our cornerstone. I look forward to seeing all of you in Lake Geneva this September. Be part of our "family reunion" as we renew and make new friendships and together set a course for the next 30 years for CBW and the community banking industry. 🐾



**Customers Enjoy Expanded Surcharge-Free Network AND Easy Ways to Locate Participating ATMs**

CBW's ATM Access network has partnered with the In Balance® Alliance offered by the Independent Community Bankers of Minnesota, to expand surcharge-free access. Cardholders traveling across the Wisconsin-Minnesota border can now freely withdraw money at over 800 ATMs.

Cardholders driving anywhere in the two states can find the closest surcharge-free ATMs by connecting to the Internet via their Blackberry® or other mobile device. Cardholders can also visit the CBW website ([www.communitybankers.org](http://www.communitybankers.org)) to search for participating ATMs by city or participating community bank. To learn more, call CBW at 608-833-4229.

continued from page 4

loyalty programs that have larger relationships.

Survey respondents cited low use of contactless cards in the United States, something that was touted as the next big thing. Only 9 percent of cardholders who have this feature actually use it. Of the 22 percent of banks offering contactless debit cards, 18 percent plan to discontinue them, discouraged by incremental cost, low merchant acceptance, and low cardholder interest.

There was a silver lining to Durbin. Despite some press to the contrary, financial institutions are not feeling threatened by any alternative payment companies such as PayPal or Google Payments. "With the Durbin Amendment, merchants no longer have an incentive to look for cheaper payment options than debit."

Fraud detection systems are moving ahead. Data breaches affected 94 percent of financial institutions but only 9 percent of the affected cards were potentially compromised. Less fraud occurs with PIN-based debit cards than with signature-based products. Some 51 percent of respondents expect signature-based fraud to increase over the next two years, compared with 43 percent who believe fraud will grow in PIN-based products.

Prior to changes in Reg E, 74 percent of financial institutions allowed cardholders to overdraw their accounts. Post Reg E, 24 percent of consumers opted in to continue overdraft coverage, well below banks' expectations. Not surprising, the opt-in rate of heavy users was significantly higher than overall opt-in rates.

Many banks have utilized overdraft revenue to underwrite free or inexpensive checking products. Looking toward the future, Clark predicted that banks will charge consumers a fee to hold a debit card; free checking will disappear; and paper statements will be a thing of the past unless consumers pay a fee. "Financial institutions will need to tightly manage costs to mitigate the impact of impending regulation."

Some 27 percent of exempt financial institutions are considering introducing new fees especially for customers who aren't revenue generators. Many banks

would like to push their bottom tier of card users into a reloadable card exempt from Durbin thus reducing the costs to service them. But how to offer it as part of their suite of products and avoid running afoul of the Consumer Financial Protection Bureau isn't yet clear.

For exempt banks, there are some opportunities in all of these changes, but Clark cautioned them not to become complacent and allow regulated banks to get ahead for 18 months. "As community banks we cannot be complacent because we have some sort of cover, because we're exempt. Today, we live in somewhat of

a transparent society. Eventually, many economic market forces will force us into a one-tier system.

"If market forces force a convergence on interchange, do we want those large banks to overtake us? We want to be worried and on guard when they (big banks) start coming into your backyard and cherry picking your best customers."

Despite all the turmoil surrounding Durbin and Dodd-Frank, one thing's for certain. Debit is a commodity much like an ATM. And it's not going to go away. ■

## Heard in Passing

Participants at the Member Appreciation Days heard updates from a variety of speakers who laid out the view of the community banking industry from their respective vantage point.

### Education

CBW Executive Vice President Rick McGuigan noted that the state's community banks are doing a lot of training using Webinars. Much of that training is on compliance topics. "Analysts claim up to 200 new regulations are coming out of the Consumer Financial Protection Bureau."

Security is still a hot-button issue. Recent FFIEC guidance focuses heavily on IT security. Banks must educate their customers regarding online banking, ACH, and wire transfers. A record number of participants attended CBW's annual security workshop.

Because of the large number of regulations in the pipeline, McGuigan noted that CBW's philosophy is to provide training only when the topic is "seasoned," when the final rules have been announced and there's clear guidance.

### CBW Services

CBW President and CEO Daryll Lund announced the formation of a public relations committee for the association. He's looking for volunteers to develop and review ads, lobby displays, brochures, and other collateral material.

On another positive note, the Community Bankers of Wisconsin has not raised its dues schedule for the past seven years and "we have no intention of doing so," Lund said. "CBW reserves are the strongest they've ever been in our 30-year history."

### ICBA

Both Lund and Michael Marx, vice president of the Great Lakes region of ICBA, noted that ICBA President/CEO Cameron Fine will attend the CBW conference held Sept. 12-14, 2011 in Lake Geneva. "Cam only goes to three or four state conventions," Marx said, adding that the Community Bankers of Wisconsin is one he favors.

Marx noted that with Freddie Mac and Fannie Mae and similar government-sponsored entities, ICBA is arguing for support for community banks.

With the Community First Act, ICBA has 16 co-sponsors in the House and there are staffers working on the Senate. The national association has been testifying regularly about the harsh examination environment.

The Consumer Financial Protection Bureau will likely have a new leader, Richard Cordray. "The word on the street is that they will be the primary regulator of the top 110 banks and the shadow industry," Marx said.

In a nod to how well respected ICBA leadership is, it was the first association to be called in to review the new mortgage disclosure form. ■





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# Calumet County Bank: Growing on Its Own Terms

Mary Lou Santovec

The community of Brillion (pop. 3,000), near Green Bay and the Fox Valley, is pretty much your typical small town. And Calumet County Bank, headquartered here, could be considered your typical community bank. But for these trying economic times, “typical” is like the tortoise in the fable about the tortoise and the hare. And we all know who won that race.

Founded in 1921 with \$35,000 in capital, Calumet County Bank weathered the Great Depression by acquiring the assets of the Farmers and Merchants Bank. The Kingston family, which owned stakes in some half-dozen banks, have over the years, sold off the remainder of their acquisitions but continue to keep their 60 percent stake in the Brillion bank.

With assets of \$87 million, deposits of \$78 million, and loans of \$55 million the bank is a stable force in the community. There’s very little turnover among the 23 FTE employees. “We take good care of them,” said Brad Grant, the bank’s president. The last two employees who resigned, left because of spousal job changes. Part-time employees quickly transferred into the open positions. “We haven’t had to hire a full-time person in quite a while.”

At \$35 million, real estate loans comprise a good portion of the bank’s loan portfolio. The remainder is commercial loans (17 percent) and ag loans (15 percent). The bank has only one real estate development loan on its books and while lot sales are currently depressed, the borrowers are “good, financially healthy people.”

Calumet County Bank focuses on stability and solidity. “You can’t bet on the roll of the dice as they say in Vegas,” Grant said.

The community (the only Brillion in the United States) embraces some well-known manufacturers including three of Calumet County’s 10 largest employers. Ariens Company, which boasts as being the

“mower of the White House lawn,” has a long manufacturing history in snow blowers and lawn tractors. Endries International distributes fasteners and hardware, mechanical components, and pipes, valves, and fittings. The Brillion Iron Works foundry produces gray and ductile iron castings as well as farm implements. Professional Plating is a metal finisher.

Growth is undertaken prudently. The bank has one additional brick-and-mortar location in Sherwood (pop. 1,500), which opened six years ago, when the former M&I began shutting branches.

At the time, Calumet County Bank’s board was looking at expansion options. “The board realized that if we wanted lots of growth, we would need to go into higher volume areas to grow,” Grant said. “But that’s not our style.” Although, when one of the directors pushed to acquire the M&I property, it was a natural fit. “It’s done well for us. We need to be over there.”

The bank has partnered with the Chicago Federal Home Loan Bank (FHLB) to offer Downpayment Plus, a program for low- and moderate-income home buyers that helps with down payments and closing costs. Funded through the Affordable Housing Program at FHLB, the pool of funds provides grants of up to \$4,000 for qualified borrowers.

“We have a correspondent relationship with the FHLB,” Grant said, specifically for the municipal and school district deposits. “We haven’t had to borrow funds for years.” The bank has maxed out in refunds and rewards from the FHLB every year.

The FHLB honored Calumet County Bank last year with a \$2,500 grant to support the Brillion Nature Center. The bank is partnering with the nature center to put up an educational building. The FHLB grant supported construction of an indoor bathroom. Future projects include adding a classroom to the center’s set of trails and picnic area.

The nature center isn’t the only natural outdoor space in the area. Community residents can access High Cliff State Park and Point Beach State Park, each a short distance from Brillion. For indoor attractions, the city recently opened the 600-seat Endries Performing Arts Center, located adjacent to Brillion High School.

Like most community banks, involvement in area volunteer organizations is broad, with employee representatives in every service club. It donates to nonprofits and provides scholarships to students in the Brillion, Reedsville, and Hilbert school districts.

Wanting to grow, but on its own terms, the bank has launched online banking, business Internet banking, and remote deposit capture services. Future plans do not include opening a new brick-and-mortar facility. Instead, the bank plans to move into new markets electronically, allowing it to grow at a more controlled pace. Some of the bank’s business customers have only been in the bank a few times because they use electronic tools to do their banking.

Grant, who joined the bank eight years ago from Reedsburg, finds the job and community a good fit. “The directors of the Reedsburg bank were getting old and looking to sell the bank. If they sold,

I knew they would sell to a bigger bank.” Grant’s prediction was right on the money. Harris Bank took over the Reedsburg site and Grant brought his love of community banking to Brillion.

Celebrating its 90<sup>th</sup> anniversary this year, Calumet County Bank has weathered the vagaries of life in the 20<sup>th</sup> century by charting a stable course. And it plans to continue that course on its way to its century anniversary and beyond. 🍷





# Overdraft Protection Guidance

In November 2010, the FDIC issued final guidance regarding overdraft protection programs that is the culmination of recent regulatory focus on the perceived poor practices by financial institutions in relation to automated overdraft programs. Even though your financial institution may not be regulated by the FDIC, it may be prudent to develop a program that will be compliant with the FDIC requirements in the event your primary regulator or the new Consumer Financial Protection Bureau adopts a similar plan.

The guidance is intended to address and mitigate risks associated with the use of an automated overdraft payment program. An overdraft payment program is generally used for computer-generated decision making based on established set criteria. It does not involve a review of transactions and individual decision making as to whether to pay or return the item. The guidance is not meant to include programs where a bank employee uses discretion to determine whether or not an item should be paid as a customer accommodation and not on a predetermined basis.

If banks have an automated overdraft program, they must ensure they have implemented procedures and policies to address the following:

- A way to comply promptly with customer requests to opt-out of overdraft protection programs.
- Training to ensure staff are able to adequately discuss the various overdraft payment products

available so customers are able to select the overdraft payment product that best meets their needs.

- Account monitoring procedures to identify customers who use the program excessively and methods to contact the customers to discuss less costly alternatives to the automated overdraft program.
  - The guidance describes “excessive” as customers who have overdrawn their account more than six times in a rolling twelve-month period and a fee has been charged. The most important consideration in this is whether or not a fee was charged. Instances where a fee was not charged would not be considered in making the excessive use determination.
  - Banks should be able to show they do monitor account usage and have a process for contacting customers to discuss alternatives.
- Implementation of appropriate daily limits on overdraft fees. This could be done by setting a limit on the number of transactions that would be subject to a fee or setting a maximum daily dollar limit on the amount of fees.
- Consideration of eliminating overdraft fees for transactions that overdraw an account by a de minimis amount. The FAQs have indicated a threshold of \$10 may be acceptable.
- Assurance that check clearing processes are not set up to

maximize the overdraft fees charged to customers. Per the FAQs, transactions should be processed in a neutral order to avoid manipulating the processing in order to increase the amount of fees charged. Examples are processing transactions in the order received, check number, serial number, etc.

If banks use a third-party vendor for their overdraft payment program, they should follow the FDIC’s 2008 *Guidance for Managing Third-Party Risk* publication.

The FDIC has stated it intends to take supervisory action in instances where overdraft payment programs pose unacceptable safety and soundness or compliance management risks or result in violations of laws or regulations, including unfair or deceptive acts or practices and fair lending laws.

Although the FDIC guidance does not apply to manual overdraft protection programs, banks with these types of programs are expected to monitor and manage risks associated with overdraft payment practices including check clearing practices.

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By Shelley Foster, Senior Specialist – Risk Management Services

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# Community Bankers of Wisconsin Celebrates



An Anniversary Quiz: Answers Provided, Prizes Awarded at Conference

Where were you in 1981? Thirty years ago, Community Bankers of Wisconsin (then called Independent Bankers of Wisconsin, Inc.) was formed.

See how many of the following questions you know. Please report your answers by following the link on the CBW home page or send them to Jami Erickson, [jami@communitybankers.org](mailto:jami@communitybankers.org) by Sept. 9.

Come to CBW's Management Conference & Expo on Sept. 12-14. A \$100 prize will be awarded for the most correct answers.

- How many commercial banks were headquartered in Wisconsin in 1981?  
497                      636  
523                      741
- Who was the first elected head of Independent Bankers of Wisconsin?  
Dave Ballweg  
Ted Arneson  
Richard Woodcock  
Helge Christiansen

- What was the average asset size of Wisconsin banks in 1981?  
\$25 million              \$45 million  
\$35 million              \$55 million
- Who received the first Community Banker of the Year Award?  
Jess Levin              Ron Isaacson  
Lee Swanson              Gil Homstad
- In what year was the first Community Banker of the Year Award given?  
1983                      1985  
1984                      1986
- What was the largest bank headquartered in the Badger State in 1981?  
First Wisconsin National Bank  
Marshall & Ilsley Bank  
Bank One  
Firststar
- In what year did CBW first publish "Banconomics"?  
2005                      2007  
2006                      2008
- Which CBW corporate or associate member also celebrates its 30<sup>th</sup> anniversary this year?

- Shazam                      Bruns Systems  
Magic Wrighter              PULSE
- Which CBW member bank has contributed more than one chairman and had more than one Community Banker of the Year Award recipient?  
M&M Bancorporation  
Royal Bank  
State Bank of Cross Plains  
McFarland State Bank
- Name the chairmen/recipients.  
Richard Behnke and Richard Busch  
Lee Swanson and Charlie Saeman  
Steve Swanson and E. David Locke  
Michael Murry and Jim Bomberg
- In what year did CBW establish the ATM Access Network?  
1994                      1996  
1995                      1997
- Name the single Wisconsin bank that launched in 1981.  
Charter Bank Eau Claire  
Bankers' Bank  
Oregon Community Bank & Trust  
The Bank of Alma





**Tuesday, Aug. 23:** Mandatory Compliance Training Series: Bank Bribery Act and Regulation P—Consumer Privacy  
**Thursday, Aug. 25:** Special Edition: Call Report Preparation: RC-C Part I and Related Lending Schedules  
**Friday, Aug. 26:** Special Edition: New HMDA Rules: Getting It Right!  
**Monday, Aug. 29:** Assessing the Impact of the New Debit Card Interchange Rules Effective Oct. 1  
**Wednesday, Sept. 7:** Consumer Lending Series: Developing Global Cash Flow from Personal Tax Returns

**Thursday, Sept. 8:** Title Insurance Policies and Commitments  
**Friday, Sept. 9:** New FFIEC Guidance—Supplement to Authentication in an Internet Banking Environment  
**Tuesday, Sept. 13:** Payment System Convergence: What Type of Transaction Is This?  
**Thursday, Sept. 15:** New Security Officer Training  
**Tuesday, Sept. 20:** Director Series: Red Flags in Bank Policies and Procedures  
**Thursday, Sept. 22:** Mandatory Compliance Training Series: Fair Lending Issues  
**Tuesday, Sept. 27:** New Rules for

Bank Web Sites: What to Do Now, Soon, and Later  
**Thursday, Sept. 29:** Conducting the Annual ACH Risk Assessment  
**Regulation Q Webinar Available**  
 Now that Regulation Q, denying interest on commercial checking accounts, has been repealed, effective July 21, and banks can pay interest on commercial checking accounts, CBW has received queries related to its webinar, "Regulation Q - Interest on Commercial Checking." Though first offered in April, this webinar still addresses current concerns and is available in an archived on-demand link and on CD ROM until Dec. 31, 2011.

Most conferences run from 2:00 p.m. to 3:30 p.m. However, the New HMDA Rules: Getting It Right! webinar on Aug. 26 and the Red Flags in Bank Policies and Procedures session on Sept. 20, begin at 10:00 a.m. For questions on any of these conferences or about the Webcast itself, please call Sandy Gruber at (608) 833-4229 or email [sandy@communitybankers.org](mailto:sandy@communitybankers.org). Visit CBW's Web site, select the desired workshop, and follow the link to register online.

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# 2011 Community Bankers of Wisconsin Management Conference & Expo

## Exhibitor Product Category Listing

### as of 8/5/11

#### Accountants/ Audit/Compliance

Clifton Gunderson LLP  
FIPCO  
McGladrey, Inc.  
Secure Banking Solutions, LLC  
Wipfli LLP

#### Alarm/Video

Integrated Security Solutions

#### Architectural/Design

Lerdahl Business Interiors

#### Asset Liability Management

BOSC, Inc.  
ICBA Securities  
The Baker Group

#### Asset Liquidation Appraisals

Hansen & Young

#### ATM/Sales/Service

Bruns Systems  
CASE  
Edge One, Inc.  
Integrated Security Solutions

#### Bank Equipment

Bruns Systems  
CASE  
Diebold Incorporated  
Integrated Security Solutions

#### Bank Funding and Liquidity

PMA Financial Network, Inc.  
Zions Bank Correspondent Banking

#### Bank Investments

ICBA Securities  
Zions Bank Correspondent Banking

#### Bank Owned Life Ins. (BOLI)

Executive Benefits Network

#### Checks

Harland Clarke  
Premier Check

#### Consulting Services

Experis (formerly Jefferson Wells)  
LaMacchia Group, LLC  
McGladrey, Inc.  
The Redmond Company  
VerityThree, Inc.  
Wipfli LLP

#### Core/Data Processing

Fiserv

#### Design/Build

Keller, Inc.  
LaMacchia Group, LLC  
The Redmond Company

#### Economic Development

WHEDA  
Wisconsin Business Development

#### EFT

Shazam

#### Electronic Payment Services

Elite Payment Systems  
Fiserv  
PULSE

#### Federal Government

US Small Business Administration

#### Financial Consulting

Executive Benefits Network

#### Fixed Income Securities

PMA Financial Network, Inc.

#### Financial Info. Services

SNL Financial

#### Furnishings

Lerdahl Business Interiors

#### Insurance

Chubb Group of Insurance Co.  
Community Bankers Financial Services  
Generations Title Company, LLC  
Travelers  
West Bend Mutual Insurance Co.

#### Internal Audit/Compliance

Experis (formerly Jefferson Wells)  
Locknet IT Solutions

#### Investments

BOSC, INC.  
Dougherty & Company LLC  
Northland Securities, Inc.  
Spectrum Investments Advisors, Inc.

#### Lending

Dougherty & Company LLC  
Harland Financial Solutions  
WHEDA  
Wisconsin Business Development  
US Small Business Administration

#### Marketing/Printed Products

Midwest Printing Services

#### Merchant Processing

Elite Payment Systems  
Shazam

#### Mortgage Lending

Mortgagebot LLC  
WHEDA

#### Private Student Loans

iHELP

#### Rare Coin Dealer

Golden Rule Coins

#### Security & Risk Management

Harland Financial Solutions  
Northland Securities, Inc.  
Secure Banking Solutions, LLC

#### Securities

Northland Securities, Inc.  
The Baker Group

#### Technology Solutions

DCS Netlink  
Diebold Incorporated  
Edge One, Inc.  
FIPCO  
Locknet IT Solutions  
Mortgagebot LLC  
VerityThree, Inc.

#### Training/Education

Center for Financial Training

#### Web site Development

DCS Netlink  
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## Fine Points

# Projecting Our Voice

Camden R. Fine

Community banks need their own advocacy voice in Washington, D.C. A voice that is distinctly independent and separate from megabanks and their trade group allies. As a former 20-plus-year community banker now serving as your ICBA president and CEO, I know this firsthand. But I also know this from an ICBA survey of chief executives at member and nonmember community banks who were asked about their advocacy needs.

In a response as unanimous as any poll could deliver from any group on any topic, 98 percent agreed. Moreover, in member survey after member survey over the years, community banks also overwhelmingly confirm that they belong to ICBA for the advocacy and representation it provides as the nation's exclusive voice for community banks.

Since the financial crisis, most people inside and outside the Washington Beltway have come to understand the enormous differences between the community bank and megabank business models. But not everyone always connects the public policy dots that can greatly foster or hinder those fundamentally different models.

Clearly, most community bankers connect the dots. For those running community banks daily against an array of megabank, nonbank, and credit union competition, having their own distinct, proactive voice in the federal legislative and regulatory process is not a trifle or a luxury. Community bankers know it's an imperative. Time and again, their collective voice has proven pivotal in promoting and protecting not just community banks but also the economic vitality of Main Street America. Systemic risk, too-big-to-fail, and the separation of banking and commerce; examinations, regula-



tory burden, and tiered regulation; FDIC assessment policies; and housing government-sponsored reform—ICBA members had, and continue to have, a substantial influence on these and other critical policy issues.

To ensure our industry's voice is heard, ICBA's advocacy efforts have always involved coordinating a wide range of activities by ICBA staff, its members, and, whenever possible, allies of our positions, including state and regional banking associations. Testifying at congressional hearings; in-person visits with lawmakers and regulators; formal comment letters and telephone, e-mail, and letter-writing blitzes; as well as our federal political action committee, ICBPAC, all play a critical part.

Having an engaged grassroots constituency is vital. Recently, ICBA launched a new grassroots advocacy Web site called [cbconnect.org](http://cbconnect.org) ([www.cbconnect.org](http://www.cbconnect.org)). Accessible to community bankers and the public, the site leverages the power of the Web and social media by disseminating information and practical communication tools.

ICBA's advocacy efforts concentrate on educating members of Congress and administration and regulatory officials. But they also involve, through the media and other direct communication channels, marshalling support for our positions with the public including our customers, directors, and shareholders.

In other words, virtually all community bankers recognize that having a distinct advocacy voice is essential to the well-being of our industry. All community bankers must help in various ways to project that voice effectively. It takes all of us working together. That's what ICBA membership is about. 🐾

## Community Bank Anniversaries

Congratulations to the following Wisconsin community banks, which celebrate key charter anniversaries during the third quarter of 2011:

### 150 Years

Farmers & Merchants Union Bank, Columbus, on September 5

### 135 Years

Baylake Bank, Sturgeon Bay, on July 22

### 120 Years

Wood Trust Bank, Wisconsin Rapids, on August 11

### 100 Years

Bank of Ontario, on September 23

### 20 Years

Monona State Bank, on July 1

### 5 Years

Starion Financial, Middleton, on July 6

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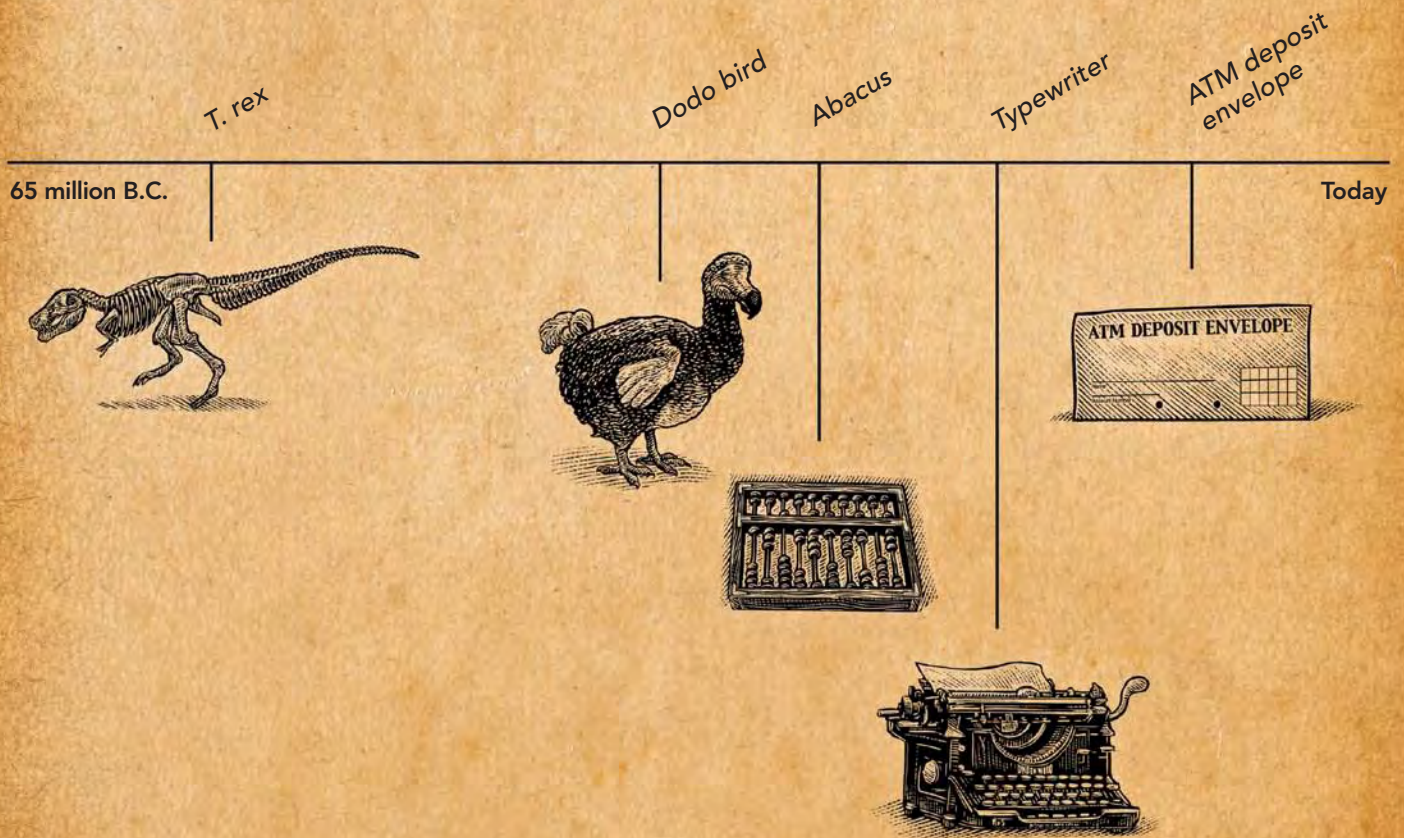
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# Community Bankers of Wisconsin 2011 Member Appreciation Days

The Community Bankers of Wisconsin's 10<sup>th</sup> Annual Member Appreciation Days was recently held at three locations across the state. The event included a CBW and ICBA report, program, luncheon, golf, and dinner.



## June 30: Eau Claire Golf & Country Club

(left) First Place Team with a 65: from left, Ray Witte and David Haroldson of Shell Lake State Bank and Dennis Romero of BOSCO, Inc.

(right) The winners of the Flag Events each received clubhouse gift certificates: from left, Travis Holt, Citizens State Bank of Loyal; Michael Marx, ICBA; Jay Brettingen, Charter Bank Eau Claire; Steve Poss, Bank of Galesville; and Dan Aupperle, Pigeon Falls State Bank.



## July 13: Wild Rock Golf Club at The Wilderness, Wisconsin Dells

(left) A scorecard playoff on hole #13 determined first place. First Place Team with a 63: William Sennholz and Dave Clark of Forward Financial Bank, Marshfield, and Judith Garthwaite and Richard Gretebeck of Bank of Brodhead.

(right) The winners of the Flag Events hole prizes each received clubhouse gift certificates: Gary Ruch, Walworth State Bank; Harvey Wagner, Grand Marsh State Bank; Dave Clark, Forward Financial Bank, Marshfield; Randy Bobholz, Farmers & Merchants Union Bank, Columbus; Jerry O'Connor, The National Bank of Waupun; Bob Becker, Black River Country Bank, Black River Falls; Mike Marx, ICBA; and Glen Goeman (board of directors), Black River Country Bank, Black River Falls.

## July 19: The Bog, Saukville (photos on next page)

(left) First Place Team with a 63: Darren Winkler and Sigurd Bringe of Bank of Deerfield and John Anderson, Executive Benefits Network.

(right) The winners of the Flag Events hole prizes each received clubhouse gift certificates: From left, David Fritz, Executive Benefits Network; Paul Foy, Cornerstone Community Bank, Grafton; Jim McPhaul, Banks of Wisconsin, Kenosha; Erik Stanton, Cornerstone Community Bank, Grafton; Jamison Kaul, Mayville Savings Bank; Nick Hahn, McGladrey, Inc.; and Toby Steivang, Walworth State Bank, Walworth

Cash prizes were awarded to the first- and second-place teams at each location. 





Golf winners at The Bog, Saukville, on July 19 CBW Member Appreciation Days. See story on previous page.

## CBW Welcomes New Associate Members

Visit [www.communitybankers.org](http://www.communitybankers.org) to learn more or contact Shannon Schlueter at 608-833-2385.

### Hansen & Young Inc., Prairie Farm, WI

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Hansen & Young is an auction company featuring online only and live auctions liquidating assets such as real estate, business liquidations, equipment items, and much more.

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Justin Reddeman  
608-852-8777  
[jreddeman@sarainvest.com](mailto:jreddeman@sarainvest.com)

Sara Investment Real Estate owns and operates 50 commercial retail, office, and industrial properties across Wisconsin. 🇺🇸

## Ruder Ware

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### Attorney Chris Seelen Earns National Certification in Creditors' Rights Law\*

Mr. Seelen is one of six attorneys in Wisconsin to achieve certification in creditors' rights and the only attorney outside the greater Milwaukee area. Mr. Seelen is a member of Ruder Ware's Banking & Financial Institutions Focus Team and represents banks, credit unions, and other creditors in bankruptcy court and state court.



\* Certified by the American Board of Certification

Ruder Ware attorneys have substantial experience representing creditors' committees, financial institutions, and other creditors in bankruptcy and insolvency proceedings, as well as in matters involving complex commercial workouts and foreclosures, replevins, and homestead foreclosures. We also have a wide range of experience advising clients on transactions involving distressed businesses, and we have regularly represented:

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Beth Fedyszyn, FBFC Menomonee Falls Branch

## Bank Employees Share 'Green Thumb' Skills

OCONOMOWOC—First Bank Financial Centre promoted its fifth annual "Growing Our Communities" initiative in June. Employees demonstrated their

green thumbs by planting flowers and donating gardening items throughout the communities they serve.

Employees of the West Bend office planted flowers in downtown West Bend.

The Germantown branch, once again, planted the median on Mequon Road and donated a tree to one of the village parks.

Employees from the Hartford branch continued to provide planting efforts for the Hartford Chamber of Commerce, while planting and weeding the Rotary Gazebo next to the Rubicon River.

FBFC's Menomonee Falls branch donated flowers and planting supplies to Milwaukee Baptist Church in Butler and to All About Learning Childcare in Menomonee Falls.

In Hartland, employees purchased flowers and hanging baskets to decorate the area around the village hall.

Throughout Oconomowoc FBFC delivered flower pots to 25 local businesses, and employees volunteered their time to weed a local garden that grows food for their local food pantry. They also placed plantings at Ocono-

mowoc Memorial Hospital's emergency entrance and on the corner of Forest Street and Lincoln Court.

## Charter Bank Provides \$500,000 to Local Y

EAU CLAIRE—Charter Bank has partnered with the local YMCA in its efforts to construct a new YMCA building. The directors of Charter Bank voted to pledge \$500,000 to this capital campaign.

Dean Olson, Charter Bank CEO, stated, "The officers and directors of Charter Bank feel that building a new YMCA in Eau Claire is the most important community undertaking in years."

Jack Kaiser, YMCA board president, said, "We are grateful for the faith and confidence Charter Bank has shown in the Y. This is the largest gift we have received to date."

The current Y building is located on Graham Avenue and opened in 1961. The oldest nonprofit in Eau Claire, the YMCA was started in a house on Grand Avenue in 1881 and is currently celebrating 130 years of operation.

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Dr. Richard Hansen, Medical Oncology, ProHealth Care, with Susan Behrens, cancer survivor

## First Bank Financial Centre Supports LakeWalk for Cancer

OCONOMOWOC—Earlier this year,



First Bank Financial Centre gave \$2,500 to the ProHealth LakeWalk for Cancer. Net proceeds raised at this annual event remain in the Oconomowoc community and benefit patients at the Regional Cancer Center at Oconomowoc Memorial Hospital. This year there was a special connection between the bank and one LakeWalk recipient.

Over seven years, Susan Behrens lost her father, brother, and sister to three different types of cancer. Sue and her sister were diagnosed around the same time, but Sue credits the Regional Cancer Center facility with the extra support that enabled her to survive.

As a self-employed real estate agent prior to her diagnosis, Behrens was

self-insured until the market crashed in 2008. She found herself with little work, and eventually, no health insurance.

Today, cancer free, Behrens is rebuilding her life. She now works for First Bank Financial Centre, where her health insurance provides coverage for her necessary medications. She is extremely grateful to the doctors and medical staff at the Regional Cancer Center for all their support and hard work—and to the LakeWalk for Cancer and its many supporters.

## Community Banks Support Loan Program

GREEN BAY—Several local community banks have joined the Brown County

MicroLoan Program.

The program, created to fund entrepreneurs, emerging businesses, and small businesses looking to establish or grow, was created by Advance, the economic development entity of the Green Bay Chamber of Commerce. Loans range between \$5,000 and \$100,000 and may be used to purchase machinery and equipment; inventory and working capital (including payroll); supplies; insurance premiums; down payments for leased space; and legal and accounting fees.

Community banks involved in the program are Union State Bank, Bank-First National, Baylake Bank, Denmark State Bank, Heartland Business Bank, and Nicolet National Bank. 🍷

### CHANGING SCENE

## Growth, Reduction Plans

Citizens State Bank will expand its existing footprint in Eau Claire. The La Crosse-based bank, which opened a loan production office in Eau Claire last fall, will open a full-service office there this fall.

The bank has also filed an application to officially move its main office from Clayton to La Crosse, where operations have been over the past five years.

Madison's First Business Capital Corp. has opened an office in Greenwood, Colo.

Meanwhile, West Bend's Westbury Bank closed one of its Milwaukee-based branches. The branch, located at 1930 E. North Ave., at the intersection of North Avenue, North Farwell Avenue, and North Murray Street, closed in August. This is the seventh branch closure for the bank in the past 18 months.

Westbury was formed from a merger

between Continental Savings Bank and West Bend Savings. The closed office was a former Continental branch.

## SBA Acknowledges Community Bank and Trust

SHEBOYGAN—The Small Business Administration named Community Bank and Trust the state's number one SBA volume lender, making 69 loans worth \$22.4 million in the \$351 million to \$500 million asset size group.

## Peoples Makes Top Bank List

WAUSAU—Kudos to Peoples State Bank, named by U.S. Banker magazine in the Top 200 Community Banks. Peoples, one of five Wisconsin banks to make the list, moved to 123<sup>rd</sup> in 2010, up from 150<sup>th</sup> in 2009.

## CBW Committee Opportunities

Community Bankers of Wisconsin invites interested members to volunteer to serve on the CBW Education Committee, Financial Services Board, Legislative Committee, or Public Relations Committee. These volunteer positions provide opportunities to work on behalf of community banking, network with colleagues in your industry, and learn about new trends and hot topics. If interested, please contact Jami Erickson, [jami@communitybankers.org](mailto:jami@communitybankers.org).

## Free Online Loan Submission Portal for Mortgage Lenders

MILWAUKEE—The Wisconsin Housing and Economic Development Authority (WHEDA) has launched a



## Craig Culver Upbeat on Community Banks 'They're ... moving America forward'

Craig Culver, CEO, Culver's restaurants, spoke highly of community banks in an article, "Navigating the Credit Crunch," which appeared in the August issue of Corporate Report Wisconsin magazine. The company steers new franchisees to community banks, because "The major banks just clammed up, and they're still not really anxious to finance a lot of projects," he told the Corporate Report reporter. "We're working mostly with small banks. They're the eager ones and, in my opinion, are the ones that are moving America forward."

Culver serves on the board of directors of the Bank of Prairie du Sac.

Web-based loan portal, WHEDA Connect, which provides mortgage lenders with free access to submit loan application and closing packages online. Designed by eMagic, a subsidiary of Mortgage Guaranty Insurance Corporation (MGIC), WHEDA Connect will help reduce costs and increase efficiencies for lenders who use the WHEDA Advantage program, which offers low-cost, fixed rate loans along with down payment assistance for first-time home

buyers.

WHEDA is the only HFA in the country currently offering Web portal service.

The WHEDA Connect portal allows lenders to securely deliver single family mortgage loan application and closing packages electronically at anytime 24/7, effectively lowering processing costs, such as shipping charges, and speeding up underwriting and closing package review turnaround times. The Web site

also serves as the access point for forms and other related information on the WHEDA Advantage program.

WHEDA lenders can sign up for eMagic on the WHEDA Connect Web page, [www.wheda-connect.com](http://www.wheda-connect.com). Lenders who are already eMagic users can simply sign up on the WHEDA Connect page, and add WHEDA as one of their investor choices. To learn more about eMagic, visit [www.emagic.com](http://www.emagic.com). ■

## Step-Ups: Blessing or Curse?

*Jim Reber, President/CEO of ICBA Securities*

One of the benefits of being able to travel to a lot of banking events, and being able to speak to community bankers directly, is that I get a sense of what's bothering them. There are some timeless irritants, to be sure (e.g., examiners, weather, bond salesman), but there are also some secular concerns of their portfolio that cause me to take notice.



I have heard from more than a few portfolio managers in the past year that step-up securities are a source of, shall we say, attention. Step-ups are very popular with bankers, and in many cases for good reason. They are issued by one of the agencies, so their credit quality is good. They have pledgability and are quite liquid. They are also available in a variety of maturities and step features.

It would appear that they should be relatively immune to criticism from examiners, but that apparently is not the case. To be fair, there are some struc-

tures of step-ups that are built to perform poorly in most reasonable future rate scenarios. Regulators rightly can have concerns about concentration risk. Also, step-ups are considered structured notes, and as a result should have 1) an OK in your investment policy, and 2) good documentation for all your purchases.

### How They Work

If your portfolio doesn't contain any step-ups, then you probably are in the minority among community banks. They have been around for about 15 years, and they tend to come and go based on absolute interest rates. Step-ups are clearly more popular in low interest rate environments. A barometer of their acceptance: for the month of June 2011, 43 percent of all agency debt issues were of the step-up variety.

That is totally logical. Step-ups by definition are debt instruments which will have an increasing stated interest rate at some specific point in the future, if the bond is not first called by the issuer. Since bonds are called when the issuer can refinance them at lower rates, it stands to reason that the bond not being called indicates general market interest rates have risen. So step-ups should be an insurance policy against higher rates, right?

In theory, yes. Some step-ups in fact provide little protection, because they have a multitude of tiny baby steps in the early going, and huge leaps toward the end. In such cases, the bond may survive a few call dates, but when the time comes for the fat and juicy coupons to kick in, the issuer will take them away. The resulting yield for the investment

period is far less than if a fixed-rate callable had been held.

### What to Employ

Let's now take a look at a live example, and one that I like. Recently, FNMA issued a bond that has a 1.00 percent coupon for a year, guaranteed. In a year, it will either be called, or will step up to a 3.15 percent coupon for five more years. This also is a one-time callable, so it would be a bullet for the remainder of the life. (ICBA Securities is usually a strong proponent of the one-time callable feature.) The bond's yield to maturity would be 2.79 percent.

Two points of reference: at the same time, a six-year bullet agency was offered at a YTM of about 2.30 percent, and a five-year callable agency was offered with a fixed rate of 2.31 percent. Both of these have the certainty of the yield, and in the case of the bullet, there is no call risk. They have less yield to maturity than the step-up, and that again is rational. The step-up's trade-off is the lower yield for a year, in exchange for more upside later, if rates rise.

So, to recap, I believe step-ups, properly employed, can provide a hedge against higher rates. Be cautious about the coupon structure and the call features. Very few have the one-time callable label. And, remember that as of the date of issue, all step-ups are in-the-money to be called at some point, so the attractive back-end yields will only occur if rates rise. Still, most community bank portfolio managers have concluded that step-ups can be a blessing in a cursed interest rate environment. ■

*Jim Reber can be reached at 800-422-6442 or [jreber@icbasecurities.com](mailto:jreber@icbasecurities.com).*

ICBA Securities publishes a weekly Investments Alternatives Matrix. This document calculates the performance of a number of available bonds, including step-ups, to a one-year horizon. Contact your ICBA Securities sales rep or visit [www.icbasecurities.com](http://www.icbasecurities.com) to access this report.



## Fox Valley Bank Promotes Three

MENASHA—Three assistant vice presidents at First National Bank-Fox Valley were promoted to vice president. Timothy Vogelsang is the new vice president of commercial banking. Melissa Watzlawick is now vice president of retail banking. Karri Bedor was promoted to vice president of mortgage banking.

## Tubbs to Head Cross Plains

CROSS PLAINS—State Bank of Cross Plains has named James Tubbs, CBW chairman elect, as its eighth president. Tubbs most recently served as executive vice president and head of the business banking division.

He succeeds Jan Patrick Hogan who has retired after serving the bank for 32 years. Under Hogan's leadership, the State Bank partnered with the Black Earth State Bank in 2010 and grew to become an organization of nearly \$800 million in assets.



*James Tubbs*

Tubbs has been with the State Bank since 1995 and previously worked at M & I in Milwaukee and First Wisconsin-Madison (now U.S. Bank). He comes from a long line of bankers. His grandfather, Monroe Tubbs, worked at State Bank of Cross Plains for 62 years until his death in 1988. His father, Tom Tubbs, chairs the board of directors at Bank of Sun Prairie.

The State Bank of Cross Plains has 198 employees and locations in Black Earth, Cross Plains Main, Cross Plains Motor, Madison, Middleton East, Middleton West, Mount Horeb, Oregon, Verona, and Waunakee.

## Community First Promotes Zietlow

ROSHOLT—Community First Bank has promoted Randy W. Zietlow to president/CFO. Zietlow has more than 14 years of banking experience. Zietlow's new duties include managing the bank's daily operations while previous president, J.G. Rosholt, will become CEO and chairman of the board and focus on strategic direction and leadership.



*Randy W. Zietlow*

Zietlow received his BBA in finance at the University of Wisconsin-Whitewater and his MBA from the University of Wisconsin-Oshkosh.

Community First Bank has three locations: Rosholt, Elderon, and Stevens Point.

## Gray Retires from Waukesha State Bank

WAUKESHA—John Gray, vice president and commercial banking officer, retired from Waukesha State Bank in June, after a 39-year career in banking. Gray, who joined Waukesha State Bank in June 2000, began his commercial banking career in 1972 with Harris Bank in Chicago. A native of Racine, Gray returned to Wisconsin in 1978 to manage Heritage Bank's branch office in Waukesha. Following stints



*John Gray*



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at M&I Northern Bank and Park Bank, Gray joined Waukesha State Bank as a vice president and commercial banking officer.

“John has brought invaluable expertise and experience to our commercial lending area, contributing significantly to its growth and success over the past decade,” said Ty R. Taylor, Waukesha State Bank president. “His expertise, keen sense of humor, and jovial manner has earned him many longtime, loyal customers and colleagues who will miss him greatly.”

## New VP at Mid America

JANESVILLE—Ron Steinhofer is the new vice president/residential lending at Mid America Bank.

## New Management Team at Greenwoods

LAKE MILLS—The new management team heading up Greenwoods State Bank has a familiar face. Former partner at McGladrey LLP, Bill McDonald is the bank’s CEO. Michael Daniel is the bank’s executive vice president and senior lender. Becky Anhalt is vice president of treasury management services and Warren Laube will succeed current president Randy Vail.

## Wipfli LLP Elects Partners

Two new financial institutions-focused associates have been elected to the partnership of Wipfli LLP, a national CPA and consulting firm with a strong focus on serving financial institutions. Maureen Fassbinder and Terry Saber were among a group of seven associates who were elected to partner this year in the firm.

With more than 25 years of banking experience, Fassbinder provides internal audit, compliance, and risk management outsourcing services to clients throughout the financial sector. Prior to joining Wipfli LLP, she was vice president in charge of internal audit and compliance for a Wisconsin-based community bank and spent six years in the audit and exam division of a large national institution.

### Position Announcement

First National Bank of Fairfax, Minnesota, seeks experienced agricultural lender.  
Reply to ron@fnbfx.com

Saber has more than 30 years of experience in the areas of strategic planning, human capital, executive compensation, and executive coaching with privately held and publicly traded financial institutions, state banking associations, and nonprofit organizations. Prior to Wipfli LLP’s acquisition, Saber was the president and CEO of her own consulting practice, Saber & Associates, Inc. Her past experience also includes senior management positions with two community banks in St. Paul, Minn.

## Engen Promoted in New Glarus

NEW GLARUS—Greg Engen, senior vice president for The Bank of New Glarus, was recently elected to the board of directors for both the bank and its holding company Bancorp of New Glarus, Inc. Born and raised in the New Glarus area, he is a 25-year employee of the bank.

The Bank of New Glarus has two locations in New Glarus and four Sugar River Banks located in Belleville, Brodhead, Juda, and Monroe.



Greg Engen

## Dennie Emmans Leaves a Legacy

MINNEAPOLIS, Minn.—A Minnesota banking colleague known to many Wisconsin bankers, W. Dennie Emmans, Bank Holding Company executive director from 1994 through 2010, passed away in July. His obituary can be found in the *Minneapolis Star Tribune*. 🕯

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