

## COMING SOON! ELECTRONIC STATEMENTS

### Convenient

- Review statements and canceled checks online anywhere, anytime, 24/7
- View through your online banking account
- Archived for quick history reference

### Secure

- Reduce risk of statements being lost or stolen in the mail
- You receive an email when your statement is ready to view, all you have to do is login to secure online banking to view

### Eco-friendly

- No more wasted paper

### FREE!!!

- There is no cost to receive electronic statements



## REGULATION E

Regulatory changes to the way banks pay overdrafts were quite the talk recently. Regulation E stated that after August 15, 2010 banks would only be able to cover checks, ACH (electronic payments), and recurring debit card transactions. Previously, if your account had Overdraft Privilege, the bank would consider payment on any check, ACH, Visa Debit Card or ATM transactions on your account up to your overdraft limit. If payment was made on an overdraft item, the normal charges would apply.

Now, in order for the bank to pay your ATM and one-time VISA Debit Card transactions that result in your account being overdrawn, you needed to Opt-In to the Overdraft Privilege Program. If you have not opted in and would like to do so, please contact any Geneva State Bank location to speak with a representative.

## SBA LOANS

The Small Business Administration (SBA) was established to assist individuals obtain financing to acquire a business, expand their current operation or start a new business. While the SBA does not have funds for direct lending, small business owners are able to finance their business through local lenders with the SBA. The borrower is asked to develop a business plan that explains their operation, provide details on the entity's financial history, and develop projections of how the loan will impact their business.

On March 16, 2009, the Obama Administration implemented the Recovery Act in an effort to create or save jobs and help businesses obtain financing. Two key components of the Act temporarily eliminated certain loan fees and raised the guarantee percentages on certain loans, making the program more affordable to borrowers. According to the SBA, \$22.2 billion in loans have been approved under the Recovery Act.

On September 27, 2010, President Obama signed the Small Business Jobs Act and extends the Recovery loans program through December 31, 2010. The new law also provides for higher loan limits, more eligible small businesses and tax relief for many small businesses.

Geneva State Bank is proud to have taken part in the program thereby allowing business owners to achieve their goals. Seeing their success is one of the most rewarding aspects of working in the banking industry.

## BUSINESS CHECK FRAUD PREVENTION

At Geneva State Bank we offer the leading edge in check fraud prevention technology. Geneva State Bank offers Positive Pay to offer you peace of mind that you will know when checks are issued to your account that you didn't write.

This is an example of how Positive Pay works: Your business issues checks each day to pay your bills. With Positive Pay, each day that your business issues checks, you simply utilize the Geneva State Bank Business Banker portal and upload a file that tells the bank some specific information about those checks you issued. That issue file is safely housed on a server at the bank and then as the checks you wrote are presented against your account for payment, the file information you sent to the bank in your issue file is checked against the actual checks being presented. How does this prevent check fraud? Check fraud occurs when a criminal creates an imitation check that looks or resembles the checks your business normally uses. It can be as simple as using the same routing number and account number as your business. With Positive Pay the only items that truly are paid are the items you told the bank YOU initiated by sending your issue file to the bank. It is that easy. Want to know more about Positive Pay and Business Banker Online Services? Give your local Geneva State Bank relationship manager a call to learn more.

Fall 2010

# CORNER NEWS

## INTRODUCING FAIRMONT STAFF



On October 2, 2010, Farmers State Bank in Fairmont merged with Geneva State Bank. We are pleased to introduce the Geneva State Bank staff at the Fairmont location.

Cindy Slocum was born and raised in Fairmont, Nebraska. She and her husband, Jack, have three children and two grandchildren. Cindy has worked at Farmers State Bank for the past four years and loves working in her hometown. She also enjoys spending time with her family, shopping, gardening and reading.

Gerry Reed has also been in Fairmont her entire life. She has two daughters, one son, three granddaughters and two grandsons. Gerry has worked at Farmers State Bank for 22 years. She enjoys bowling, shopping and spending time with family.

Both Cindy and Gerry belong to several organizations in Fairmont and are active in their community.

## Holiday Open Houses

Grafton, Dec. 14, 9:00 - 3:00  
Shickley, Dec. 15, 9:00 - 3:00  
Hastings, Dec. 16, 9:00 - 3:00  
Kearney, Dec. 16, 9:00 - 3:00  
Fairmont, Dec. 16, 9:00 - 3:00  
Geneva, Dec. 17, 9:00 - 3:00

## Closed Holiday Dates

Nov. 25 - Thanksgiving Day  
Dec. 24 - Closing at Noon  
Dec. 25 - Christmas Day  
Dec. 31 - Closing at Noon  
Jan. 1 - New Year's Day



## TIPS TO AVOID IDENTITY THEFT

1. Do not place bill payment envelopes in your mailbox with your flag up. This alerts identity thieves that there are items in your mailbox they can use to steal your identity, such as credit card numbers, a check they can duplicate, change of address forms, etc.
2. Review your bank and credit card balances and statements. It is also beneficial to check balances between statements. A lot can be done with an account in the 30 days between statements.
3. Follow up if you do not receive a bill on time. Identity thieves may have changed your address without being caught so they can receive your information.
4. Shred all information before throwing in your garbage. This includes receipts, pre-approved credit card offers, and convenience checks. Identity thieves have been known to steal trash and sort through it to find personal information.
5. If you would prefer not to receive offers of pre-approved credit cards, you can "opt out" by calling 1-888-5 OPT OUT (1-888-567-8688). This is sponsored by the credit bureaus.
6. When paying in a checkout line with a debit or credit card, cover your card as best as you can. Identity thieves can act as if they using their phone and actually be taking a picture of your card to use the number.
7. If you see something on an ATM machine that looks like it doesn't belong, or if it appears something is sticking out from the card slot, walk away. This could be a "skimmer" an identity thief has placed on the machine to capture your card information and PIN number.
8. Do not write your PIN number on your cards or keep them in your wallet or purse. It is best to memorize these.
9. If you have unused credit cards, cancel them so their numbers will not show up on your credit report.
10. Never provide personal or financial information to unsolicited phone calls, faxes, or emails, no matter how official it seems. If you have responded to an email or given out any information to an unsolicited phone call, contact your bank immediately.

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GENEVA STATE BANK  
Member FDIC



## RELAY FOR LIFE

This year, the Geneva State Bank Relay for Life Team was cleverly named, "The Cam Shortline" in memory of Cam Wilkins and Cam's love of trains. Cam was the former CEO and Past-President of Geneva State Bank who passed away in December 2009 following a fight with cancer.

"The Cam Shortline" raised over \$6,600 this year and was awarded Gold status. The team also won 2nd place in the campsite contest with their cardboard train display. Along with collecting donations for luminaries, "The Cam Shortline" had special, yellow luminaries honoring Cam. There were about 60 of these luminaries set up around the track. It was very touching to see the yellow luminaries as you walked the track throughout the night. The group also had a bake sale, dress down Fridays and free will offering lunches.

This year's team included Vicki Millsap, Alice Tatro, Sue Loseke, John Wilkins, Linda Swartzendruber, Deloris Lukes, Rosemarie Thurin, Deb Gross, Sheila Smith, Allan Jefferson, Heather Behmerwohld, Renae Marks, Evelyn Volkmer, Judi Domeier, Ashley Kaltenbach, Jan Stoldorf, Phillip Boon, Janet Kempf, Penny Zauha and Pat Mau.

## CHALLENGES TO BOOMERS' DREAM RETIREMENT LURK IN THE DETAILS



As Baby Boomers – people born between 1946 and 1964 – turn 61, they face a retirement picture considerably murkier than that experienced by their parents, many of whom worked a lifetime for one firm or institution, and then retired with a company pension and health insurance. Challenges to the ideal 21st century retirement abound. One would seem to be a positive, but it can easily turn into a negative: longevity.

Studies show that for a couple alive at 65, at least one of them may expect to live to 90 or beyond. Also, consider that more than 43 million households will switch to retirement mode over the next 18 years. This could strain those fixed income portfolios that have been recommended for so long. When Social Security was implemented in the 1930s, it was expected retirees would live for about two years. Increasing longevity is one of the great challenges facing a system whose future remains uncertain.

### Taxes and Health

Retirees may neglect to consider them in retirement figuring, but the effects of taxes – and federal income tax is just one of many levels of taxation that can eat into retirement income – should be assessed. And, finally, health care costs can crush the most carefully arranged retirement plan if post-retirement medical planning is not funded or completed.

These roadblocks to a great retirement are challenging, but they needn't be disheartening. Their effects can be lessened, even overcome, with proper retirement planning. If you want to ensure your retirement plan is well-focused on success, give me a call.

*Tyler Daly, Investment Representative*

## REFINANCE YOUR HOME LOAN AND SAVE THOUSANDS!

Home loan interest rates are lower today than you might expect. By refinancing your home loan at today's lower rates, you could save thousands of dollars over the length of your loan.

Refinancing can help you save money two different ways. If you would like to reduce your monthly payment amount, simply refinance your loan with a lower rate 30-year mortgage. If your financial goal is to pay off your home loan quickly, you can refinance a 30-year mortgage with a 15-year mortgage and not see a significant increase in your monthly payment. Paying your mortgage off faster results in substantial interest savings.

If you would like to receive a money saving loan comparison for your current home loan, simply call Jan in Geneva: (402) 759-3114, Kari in Kearney: (308) 236-6930, or Daunia in Hastings: (402) 463-0101.



## FDIC COVERAGE PERMANENTLY INCREASED

As of July 21, 2010, the Federal Deposit Insurance Corporation's deposit insurance was permanently increased to \$250,000 per depositor. This is part of the Dodd-Frank Wall Street Reform and Consumer Protection Act, which had originally raised the insurance from \$100,000 to \$250,000 on October 3, 2008. This was originally a temporary increase set to expire December 31, 2010 and then extended until December 31, 2013. Talk to one of our personal bankers about the increased coverage and what it means to you.

## UPDATED LOOK FOR PERSONAL ONLINE BANKING!

Personal Online Banking was recently updated with a new look and feel.

The addition of a drop-down menu on the login page allows you to skip directly to the precise location you want to display. This will save time requiring fewer clicks to carry out online tasks such as viewing your Relationship Summary or creating Express Transfers.

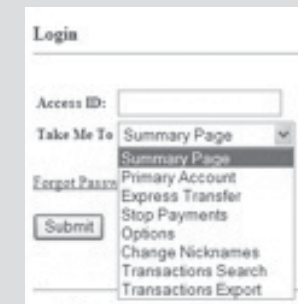
The new 'Summary Page' provides you with a general view of your financial information. This page is used to view real-time balances, account history and transfer funds.

The new 'Primary Account' page is a convenient way of viewing individual account information for the account that you have chosen to view most often. You can view account balances and transaction history, review existing scheduled transfers or access secure e-mail all from one location. A new drop-down menu allows you to select the type of history shown for Recent Transactions or a Current Statement.

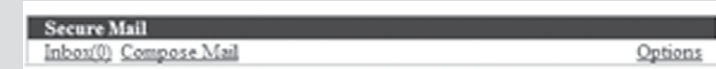
The "Express Transfer" page allows you to complete a transfer with just a couple clicks of the mouse.

The new 'Options' page allows you to manage your personal and security information all on one page. On this page you will be able to modify your password, security data, email address, account nicknames and security questions and answers.

Be sure to contact any Geneva State Bank location with any Online Banking questions.



## SECURE E-MAIL – NOW AVAILABLE



We now offer two ways for you to communicate with us via secure e-mail. If you are an online banking user, just click on "compose mail" within your online banking account.

- Messages default to [securemail@genevastatebank.com](mailto:securemail@genevastatebank.com), but you can replace that with the e-mail address of any employee.
- You may also attach documents and send them securely through this message.

If you're not an online banking user, just go to the "Contact Us" section of our website to create a secure message. Messages are automatically sent to [securemail@genevastatebank.com](mailto:securemail@genevastatebank.com). Just enter your e-mail address and your message. When we send a secure message to you, you will receive an e-mail either directing you to your online banking account for retrieval or the message will contain a link to the secure e-mail site. For more information about secure e-mail contact any of our locations.

## CHRISTMAS SYMPHONY



Everyone is welcome! Join Geneva State Bank for "Christmas with the Symphony" held at the Holland Center for the Performing Arts in Omaha on Saturday, December 18 at 2:00 p.m. If you want to get in the Christmas spirit, this fabulous show of Dancing Santas and Broadway Performers will certainly put you in the mood for the holiday season. We will depart from Geneva at 10:00 a.m. Lunch will be at Zinc Restaurant at the Holland Center. Bring your whole family to enjoy Omaha's Favorite Holiday Show. The cost of the trip is \$95. Price includes: transportation, lunch, show, taxes and tips. Call any of our convenient locations to make your reservation.

Need information?

Give us a call at

**402-759-3114**

