

## Cost-Saving Ideas in 20 Minutes Flat

A new feature of America's Community Bankers' 2004 Annual Convention was the Exhibit Theatre in the Market Expo. During 20-minute presentations, eight exhibitors shared information about their products and services, and how they can help improve a bank's bottom line.

For those who couldn't make it, *Community Banker* now brings the show straight to you. For more information about any of these program or products, contact ACB Business Partners at (888) 872-0275 or [partners@acbankers.org](mailto:partners@acbankers.org).

### St. Paul Travelers

*An ACB Business Partner*

"Community banks should look to insurance programs, keeping in mind the first line of defense is sound standard security practices," said Jeff Anderson, a managing director of St. Paul Travelers financial and professional services.

Anderson gave Exhibit Theatre-goers an overview of Internet liability. He cautioned that banks should guard against the following e-commerce risks:

- Theft of money via the Internet or computer access.
- Privacy-based claims by customers, such as loss of confidential information.
- Operation disruption by hackers.
- Extortion demands by hackers.
- Customer's expense to remedy identify theft.



CitiMortgage signed an agreement with ACB Business Partners during ACB's Annual Convention to offer mortgage products and enhanced servicing to ACB member banks. (Left to right) CitiMortgage's Joyce Harvey, Sarah Hernandez, and Phil Kuhn and ACB Business Partners' Landon Banfield, Debbie Whiteside, and Bill Kroll smile after signing on the dotted line. The agreement is designed to help member banks meet more of their communities' housing needs. It complements the suite of five other mortgage programs offered by ACB and ACB Business Partners.

### Money Concepts International

*An ACB Business Partner*

Barry Dayley, senior vice president of Money Concepts International, outlined how financial planning services can help bankers assist their customers.

"Money Concepts International provides financial planning for bank customers on a completely independent basis," Dayley said. "The independent structure offered through Money Concepts allows the flexi-

bility to pick the best products to assist customers." Through financial planning centers, banks can enhance customer relationships, increase market share, expand product offerings, and diversify revenue streams, Dayley said.

### SecurePipe Inc.

*An ACB Business Partner*

"Don't wait until it's too late to address your institution's network security" was the

theme of SecurePipe's presentation. Lawrence Levine, managing director, said that viruses and malicious e-mail, coupled with phishing attacks and the 1,740 known security flaws in the Windows operating system, are reasons for financial institutions to be concerned about network security, and he warned of "reputational risk."

Levine emphasized that institutions should consider outsourcing the job of dealing with these issues to professionals who know how to combat the attacks, and who are set up to monitor the security of the bank's network around the clock.

### Perimeter Internetworking

*An ACB Associate Member*

Brad Miller, Perimeter's president and chief executive officer, dissected the increasing regulatory compliance burden on small financial institutions from a technology perspective, and predicted the workload will only grow in coming years. He outlined comprehensive security solutions coupled with an array of services that can help banks meet the compliance challenge.

Banks can defend themselves from an onslaught of Internet and network-based attacks by using centralized architecture to significantly reduce exposure, Miller said.

### SN Servicing Corp.

*An ACB Business Partner*

SN Servicing Corp. outlined ways it can help banks navigate the sub- and non-performing secondary mortgage market. Through a new partnership with ACB, SN Servicing offers ACB members detailed portfolio analysis and sales strategies to help them manage problem real estate assets, said Kelly Garland, SN Servicing's senior trader.

SN Servicing can perform mark-to-market valuations, interest rate shock analysis, and loan file due diligence at no cost to member banks, Garland said.

### Financial Freedom

*An ACB Business Partner*

Financial Freedom Senior Funding Corp., a

subsidiary of IndyMac Bank FSB, is the nation's largest underwriter and servicer of reverse mortgages. During Financial Freedom's presentation, the company told bankers about the benefits of reverse mortgages and how they can get involved in one of the fastest-growing sectors of the mortgage industry.

Financial Freedom offers a variety of participation levels, options, and compensation structures, designed to fit any community bank's level of interest in lending to the senior market.

### Genworth Financial

*An ACB Business Partner*

Tu Casa Ahora, a new online Spanish-language program from Genworth Financial Inc. that translates to "Your Home Now," will help members of ACB reach out to more potential Hispanic homeowners. Genworth announced the program during its Exhibit Theatre session.

"This turnkey program offers great support for ACB members who are working to fulfill the affordable housing needs of Hispanic residents of their communities," said Curtis L. Hage, chairman of ACB Business Partners, as well as chairman and chief executive officer of Home Federal Bank in Sioux Falls, S.D.

### Allpoint Network

*An ACB Business Partner*

Surcharge-free ATM transactions can provide many benefits to community banks, said Ben Psillas, president of Allpoint Network.

Allpoint is America's largest surcharge-free ATM network, with more than 32,000 ATMs in major national and regional retail chains across the country. "For most institutions, joining Allpoint costs less than buying and maintaining one new ATM," Psillas said.

Participating in Allpoint provides greater access and convenience to cardholders and a competitive advantage for the bank, helping banks build customer loyalty with no additional investment in technology or physical infrastructure, he said. **16**



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