

Hear ye, hear ye

The Town Crier

OFFICIAL NEWSLETTER OF TOWN & COUNTRY BANK



Town & Country
BANK

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BANK FEATURED IN NATIONAL TRADE MAGAZINE

Town & Country Bank is portrayed in the January 2012 issue of *Independent Banker*, the monthly magazine published by the Independent Community Bankers of America (ICBA). The four-page article entitled "Upscale Upstart", represents the publication's monthly "Banks to Watch" entry.



Heavily illustrated, the story revolves around Town & Country's unique differentiators designed to offer premium customer service. The secondary headline of the article reads, "In Southwestern Utah, Town & Country Bank finds its de novo niche with sophisticated services everyday folks enjoy." Several team members and a business customer are quoted, and emphasis is given to the bank's ability to attract and retain customers.

The article can be accessed online after January 2nd by visiting ICBA's website: www.independentbanker.org

Chief Lending Officer Speaks At Dixie State

Executive Vice President & Chief Lending Officer P. West Martin spoke to students, faculty and the general public on October 20th at the Dixie State College Business Ethics Forum. His well-attended presentation, entitled "No Smoke, No Mirrors; Building the Real Deal", focused on assembling and managing a bank lending team that is highly principle driven.



West Martin at the lectern at Dixie State College

West described how bank lenders must guard

against ethical challenges in accepting and documenting loans, and how they must adhere to industry "best practices" to avoid a wide array of potential problems. The presentation also included a lively Q&A session that was meaningful to attendees.

Womens Banking Advisory Board Formed

Four local businesswomen have agreed to join the newly created Town & Country Bank Women's Banking Advisory Board. The Advisory Board will provide input and assist the bank in addressing financial needs of professional women and women business owners, and is chaired by VP Wendy Holt. Members of the Advisory Board are: Splendor Sargent, Director of Cherry Creek Radio Cares; Colleen Stewart, Controller for Sun River St. George Development, Lezah Naase, Owner of All Around Transport, Inc. and Sue Gatchell, owner of 4GK Investment LLC.



Splendor Sargent Colleen Stewart Lezah Naase Sue Gatchell

Bankers Assist Area High Schools

From October 27th through November 4th, VP Wendy Holt, VP John Jones and Assistant VP Shannon Walker volunteered at Desert Hills High School to assist in the teaching curriculum of the statewide Junior Achievement "Be Entrepreneurial" program. The program consisted of a series of classes that covered the thought processes behind developing a business. Key questions that were addressed by the bankers were: What is your business? Who is your target customer? What will be your competitive advantages? What will separate you from your competition? The instruc-

tion was designed to help students develop a mock business plan. Of the experience, Wendy said, "What a great program. Had I been given the opportunity to have this education when I was in school, it would have changed the way I approached the business world, rather than learning from the 'school of hard knocks'."

On December 5th, John and Shannon were back at Desert Hills High School to assist Mrs. Province in evaluating this year's Sterling Scholar Business recipient. Candidates were evaluated on grade point average, business classes taken, aptitude for a potential career in business, and current activities that promote a business career. Three dynamic candidates were interviewed. "All three candidates were very good," said John Jones. "The future looks bright with these three future business leaders." The bankers' input was a major component of the criteria used to make the ultimate selection, which occurred after their visit.

Subsequently on December 19th, John, Wendy and Shannon attended Pine View High School to assist Mrs. Bracken's business class. The students were charged with putting a business together, providing a proposed budget, and presenting



their business plan to a bank officer to secure hypothetical financing for their business. Said Shannon, "This was a meaningful experience to the students, and it was exciting to see their proposed businesses. They are fortunate to have this type of class to help prepare them for future success."

Chief Operations Officer Retires

On December 10th, Senior Vice President & Chief Operating Officer Don Boshard retired from Town & Country Bank. Don was involved as a consultant in organizing the bank and he joined the senior management team at opening.



Don Boshard

A banking industry veteran of 46 years, Don began his career with the old Walker Bank in Salt Lake City. He also helped form and manage three start-up banks, including Town & Country. A favorite of customers and team members alike, Don will be missed. In his e-mail message to staff

announcing Don's retirement, CEO Bruce Jensen said as much, but added, "But look at the bright side: no more April Fool's Day pranks—your nameplates, business cards, wall hangings and anything else of a portable nature will now be secure on April 1st. Yes, it's the end of an era here at Town & Country Bank."

Concierge Witchery

Halloween Day at Town & Country Bank was just a bit different than most days. Concierge Bankers, Loan Officers and almost every employee were in a trick-or-treating mood. Could this be just one more reason why "banking is a simple pleasure" at Town & Country Bank?



Bank Closed On The Mondays After Christmas And New Years

In observance of Christmas and New Year's Day, Town & Country Bank will be closed on the day after each holiday. On Monday, December 26th, the bank will close, and will reopen on Tuesday the 27th at 8 AM at the drive-thru window and 9 AM at the main office.

On Monday, January 2nd, the bank will also close, and will reopen on Tuesday, January 3rd at 8 AM at the drive-thru window and 9 AM at the main office.



Message From The President

In Charles Dickens' immortal classic, *A Christmas Carol*, the miserly Ebenezer Scrooge is visited by three apparitions during a sleepless Christmas Eve: The Ghost of Christmas Past, the Ghost of Christmas Present, and the Ghost of Christmas Yet to Come. The ghosts appear to Scrooge in an effort to have him change his ways. Of all the ghosts, it is the final visit of the faceless, black shrouded Ghost of Christmas Yet to Come, who scares the bajeebies

out of him. Though the character never speaks in the story, Scrooge understands him, usually through assumptions from his previous experiences and his own rhetorical questions. When the Ghost makes his appearance, the first thing he shows Scrooge is three wealthy gentlemen making light of a recent death. Later he is taken to an unkempt graveyard, where he is shown his own grave, and realizes that the dead man of whom the others spoke ill was himself. Toward the end of this Ghost's visitation, Scrooge asks pleadingly, "Answer me one question. Are these the shadows of the things that *will* be, or are they shadows of things that *may* be, only?" Scrooge answers his own question when he says, "Men's courses will foreshadow certain ends, to which, if persevered in, they must lead. But if the courses be departed from, the ends will change."

Like poor old Scrooge, a bank president in today's financial environment spends plenty of sleepless nights, in which metaphorical apparitions come and go at will. And like Scrooge, the most terrifying scenarios lie in what may be and what is yet to come. Here is a sampling of



potential concerns: What if the economy remains anemic through 2012? How would that affect our borrowers' ability to repay their loans to us? What if interest rates take an unexpected turn? How will that affect our earnings? What if any of our talented bankers decide to leave us for greener pastures? What if regulators and bank examiners don't like what they see at Town & Country Bank? There is no end to the "what ifs". And in order to make sure nothing slips through the cracks, any self-respecting bank president has certainly learned to keep a pencil and pad on the nightstand.

While the challenges of modern banking are not few, the good news is that Town & Country Bank is on course to end the year on a positive note. Despite a difficult economy, our startup bank has reached sustained profitability and problem loans are manageable. Executive management has been busy implementing plans to increase income, ratchet down expenses, prepare for eventual changes in interest rates, create a positive work environment and mitigate regulatory risk. Above all, we seek to provide an unparalleled customer experience to drive

growth and shareholder return. We're far from where we want to be in many areas, but most metrics are trending positive.

I've already said that trying to get a restful sleep as a bank president in 2011 is a chore. I would also challenge the Maytag repairman's claim of being the loneliest guy in the world. All those ghastly worries so graphically displayed during the middle of the night, however, go with the territory and are not without accompanying purpose. As Ebenezer Scrooge ultimately realized, "Why show me this, if I am past all hope... I will not shut out the lessons that they teach." And so, as we greet 2012, we'll do so at Town & Country Bank with the bold determination gleaned, in part, from nocturnal lessons learned.



Bruce T. Jensen
President &
Chief Executive Officer
bjensen@tcbankutah.com

Customer Spotlight

Southland Electric, Inc.

1495 South Blackridge Drive, Bldg. "B"
St. George, UT 84770
Tel. (435) 674-5456
Fax (435) 674-6576
E-mail southland@infowest.com



When Dan Derrick formed South and Electric twenty years ago, St. George and Southeastern Nevada were poised to move from their rural past into the more urban setting of the 21st century. Being blessed with an entrepreneurial spirit, Dan combined his desire to build



a strong business in his home town with a solid academic education from Dixie College and Utah State University. He received a BS in Business from USU and then went on immediately to earn an MBA. With these academic credentials, Dan added a Master's Electrician license from the

cont.>>

State of Utah. Preparation then met opportunity, and a fully capable electrical company emerged, which accomplishes industrial, commercial, residential, and high voltage electrical work.

Southland Electric, Inc. is licensed in Arizona, Nevada and Utah and has performed work in all three states. Examples of well known projects include: an addition to Beaver Dam High School, Beaver Dam



Biggest Loser Resort Fitness Ridge

Arizona; residential projects in Mesquite, Nevada including: Vista Del Monte, Falcon Crest, Falcon Glen, Trailside, Santa Barbara, and Shadow Hawk plus the commercial projects of Mesquite Ford and Oasis Professional Park; commercial projects in Southern Utah including: Summit Athletic Club, Bed Bath and Beyond, Biggest Loser Resort, Rio Plaza Center, St. George Airport Rescue and Fire-Fighting Building, LaQuinta Hotel and Suites, Slater Transfer, Tuf Transport, Comfort Inn and Suites, Best Buy, Red Cliffs Professional Plaza, Ence Towers, Southland Commercial Center, Piute High School Remodel,

Enterprise High School Vocational Building, Grand County Recreation Center, Grand County High School Vocational Building, Sullivan



Primrose Point Residential

Family Community Park, McDonalds, Findlay Subaru/Volkswagen, numerous Church buildings, plus the ongoing projects of the Anderson Detox Building, Codale Electrical Supply Warehouse, and remodel and enlargement of Hurricane High School; residential projects in Washington County include Desert Sands, Fox Borough, Primrose Pointe, Sun Crest, Painted Desert, Olive Grove, Lakota Ridge, Sienna Heights, Tuscany Ridge plus many custom homes. Southland's ventures have ranged geographically north to Logan, Utah, south to Kingman, Arizona and Las Vegas, Nevada, west to Caliente, Nevada, and east to Moab, Utah.

Southland completed projects have a one-year warranty for parts and labor. The attention to customer service has earned Southland Electric, Inc. numerous awards for "Being #1 in Customer Service".

Electricians employed by Southland Electric are

fully state-licensed and they receive continuing education through regular courses conducted by industry professionals. All electricians meet the new E-Verify standard.

As Southland Electric, Inc. continued to grow, a banking partner with equal vision was needed. Southland found that partner in Town & Country Bank. Dan says, "Town & Country CEO, Bruce



Anderson Detox

Jensen, took a personal interest in Southland as did bank Vice President, Wendy Holt, who continues to provide on-site technical support as needed, including the installation of a Panini machine that allows deposits to be made from a desktop at Southland. The bank's Chief Lending Officer, West Martin, arranged for a line-of-credit for Southland. As indicated, Town and Country welcomed Southland at all levels and continues to provide friendly, courteous service to Southland employees. All of the Town & Country team are anxious to help solve any banking need."

Southland and Town and Country believe one will help the other achieve their goals as they serve the citizens of their respective service areas. We're proud to be associated with such a reputable and solid business partner!

 *It's the simple pleasures that count in life.*



Happy Holidays!



Town & Country
BANK

Where banking is a simple pleasure

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405 E. St. George Boulevard / St. George, UT 84770 / (435) 673-1150 / tobankutah.com