

Hear ye, hear ye

# The Town Crier

OFFICIAL NEWSLETTER OF TOWN & COUNTRY BANK



Town & Country  
BANK

January 2009

## TOWN & COUNTRY FEATURED IN INDUSTRY MAGAZINE

A two-page article about Town & Country Bank entitled "Concierge-Style Banking" appears in the current edition of *Bankers' Edge*, a nationally-distributed publication of Pacific Coast Bankers Bank. Written especially for bankers, the magazine highlights top performing and innovative community banks and their methods of doing business.

The story was the result of a 40-minute interview with bank CEO Bruce Jensen, independent research conducted by the publisher and an onsite photo session. Various attributes of Town & Country's unique banking approach were discussed – from its teller-less, high touch customer service to its proprietary, discount laden ATM/debit card ("Town Card"). Customer testimonials were also included. And importantly, the article noted the bank's healthy progress in attracting new depository and loan customers.



The article can be accessed online at the bank's website: [tcbankutah.com](http://tcbankutah.com). Click on the Media tab and scroll down to the "Print" section, where you'll find a link to the *Bankers' Edge* story.

Additionally, local magazine *elán Woman* spotlights

Bruce Jensen in its current edition in its "Tribute to Men." That article can be found in the same section on the bank's website.

## Two Team Members Promoted

Town & Country Bank has promoted Wendy Holt and Lisa Johnson to the positions of Assistant Vice President. Wendy joined the bank in June 2008 and manages business development activities. Lisa joined Town & Country in August of 2007 when the bank was in organization. She is the manager of operations.



Wendy Holt



Lisa Johnson

Says Don Boshard, Senior Vice President who oversees Human Resources, "Both Wendy and Lisa have demonstrated extraordinary proficiency in their respective assignments. It would be hard to find two people better at what they do."

## New Concierge Banker Joins Bank

Increased customer floor traffic has prompted the hiring of a new Concierge Banker. Kate Christianson was welcomed to the Town & Country team on January 2nd. She brings several years of local banking and finance experience, having previously worked at Far West Bank, US Bank and Continental Mortgage.

Kate is practically a native of St. George, having moved here when she was three years old. She is a graduate of Dixie High School and has studied accounting and business at Dixie State College.



*Kate Christianson*

## **Town & Country Hosts Chamber Luncheon**

On January 7th, the bank sponsored the first St. George Area Chamber of Commerce luncheon of 2009. CEO Bruce Jensen and Business Development Officers Wendy Holt and Shannon Walker represented Town & Country, and Bruce delivered an imaginative PowerPoint presentation laying out the bank's innovative modes of customer service.



According to the Chamber, more than 125 members attended the luncheon. Several referrals resulted from the bank's presentation.

## **Bank Website Enhancements**

Two enhancements were recently made to the bank's website, tcbankutah.com. First, the Town Card section of the site has been improved to accommodate the large and still-growing number of discounts. Town Card holders can click on "All Discounts" to find a complete list of the nearly 240 stores, restaurants and businesses that participate in the program. Alternatively, users can now click

on specific business categories to find participating merchants. Categories include: Automotive, Entertainment & Sports, Golf, Health & Beauty, Home & Maintenance, Professional Services, Restaurants, and Shopping. "By our adding categories," says Assistant Vice President Wendy Holt, "customers can quickly find what they want. For example, if they'd like to go out for dinner, they can click on 'Restaurants' and choose a place to dine based on the type of discount offered." Discounts are available by simply presenting the exclusive Town Card at time of purchase. The other website change includes a new section called "Town & Country Store." The store displays bank-branded merchandise such as hats, designer T-shirts, umbrellas, signature mints, and the wildly popular Town & Country Vanilla Crème Soda – to name a few items. All these and more can be purchased at the bank so you can "live the brand"!

## **Message From The President**

*(Text from an article by our President/CEO appearing in Senior Sampler, January 23, 2009)*

### **Banking: The Sky is Not Falling**

Remember "WMD"? Until the United States invaded Iraq following the terrorist events of September 11, 2001, it was widely believed that Saddam Hussein maintained an arsenal of "weapons of mass destruction." Devout believers included the likes of George Bush, Bill Clinton, Hillary Clinton, Al Gore, John Kerry, Nancy Pelosi and Tony Blair. Of course, no such weapons were ultimately found. Thanks to past history linking Iraq to chemical weapons, as well as faulty intelligence, false impressions prevailed. There was smoke, but no fire.

Fast forward to 2009. With the flurry of negative media reports about the financial industry, some irresponsible journalists have



suggested that banks are on life support. It is true that we've seen some big bank failures, some small bank failures, nose-diving stock prices and "bail out" money offered to every bank in America. And there's no question that the faltering economy – led by the subprime lending meltdown – has caused some banks to rein in on loans and lick their wounds.

Lots of smoke here. But as to fire, a little perspective is warranted. In 2008, a total of 25 banks failed. In 1989, there were 534 failures. The following year in 1990, nearly 1,500 banks were on the "watch list." At last report in 2008, there were less than 200 on the list.

Most banks aren't that bad off today. In the fourth quarter of 2008, the American Bankers Association reported that banking capital – which serves as a "rainy day fund" in case of losses – is near historic highs. And the Utah Bankers Association said last week that state banks are very strong and, contrary to public statements, have lent more money than in the previous year.

Southern Utah banks are, for the most part, in pretty good shape. And rest assured that your money is safe, as FDIC deposit coverage has been raised to \$250,000 through year end. Oh, and when you hear journalists report that the entire banking industry is in a world of hurt, just remember "WMD".



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

## Customer Spotlight

### **Wild West Property Management**

705 South 5300 West, Suite 305

Hurricane, UT 84737

Tel. (435) 688-1573

[www.wildwestpm.com](http://www.wildwestpm.com)



Erik Harper had been in the real estate field for almost a decade when he decided to fulfill a lifelong dream. Working with partners Cliff Redekop and Sam Hansen, he established Wild West Property Management in 2007. Starting with just a few real properties under management, the firm now manages 200,000 square feet of industrial space, 60,000 square feet of retail space and 90,000 square feet of office space. Managed properties are located all across the state of Utah, stretching from Taylorsville to St. George.



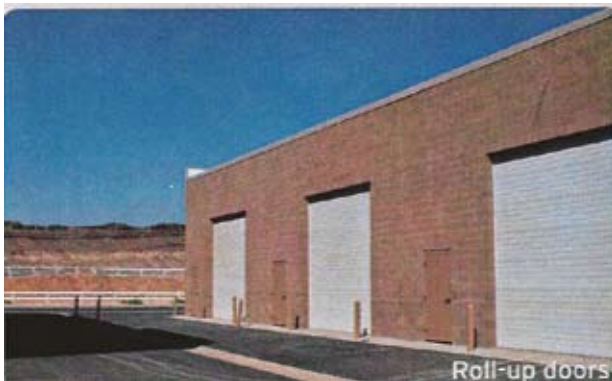
All facets of property management are available to clients, including accounts payable, accounts receivable, collections, service contracts, management of tenant improvements, tenant relations, budgets, CAM reconciliations and capital improvements. Wild West also provides leasing and sales of raw and developed land. The firm is extremely client-oriented and goes to great lengths to deliver first rate and fully tailored property management solutions.

*Continued >>>*

Locally, the firm currently offers some 80,000 square feet of premier office and warehousing buildings, located in the Quail Creek Industrial Park next to the racetrack, just minutes from the 1-15 freeway.



Managing so many properties can be a bit of a challenge. Felissa Ferrill, Lease Administrator at Wild West, says, "Town & Country Bank has been so helpful in assisting us with all of our banking transactions. Because we have



over 50 tenants and 9 properties, going to the bank became a daily chore. Now with the new Panini (remote deposit capture) machine, I never have to leave my desk." And Felissa really appreciates the personalized attention Wild West gets from Town & Country. "Shannon Walker and Wendy Holt came to our location and set up the Panini deposit machine which was so easy to do and has been a snap to use."

Town & Country Bank is proud of its association with Wild West and salutes this growing and well-run firm.



**Town & Country**

B A N K

*Where banking is a simple pleasure*

**(435) 673-1150 | [www.tcbankutah.com](http://www.tcbankutah.com)**