

# Newton performs at bank opening



Jud Burkett / The Spectrum & Daily News

Singer Juice Newton performs at the grand opening of Town & Country Bank on Tuesday in St. George.

## ■ Town & Country brings one-on-one customer care to St. George banking

By **BOB HUDSON**

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ST. GEORGE — When he first heard that Town & Country Bank would open

its doors, Karl Jenkins asked himself, "why do we need another bank?"

After she visited the bank at 1464 South 1490 East Circle, next to The Summit Athletic Club, his wife Marge had an answer.

"No teller windows," she said. "It's all personal, one-on-one. That impressed me."

During the grand opening on Tuesday, bank president Bruce Jensen said the

(St. George) growth actually warrants another bank.

"We wanted to bring some novel ideas," Jensen continued. He said an informal survey of customers indicated they don't like standing in line; they don't like talking into automated phones and they especially don't like turnover.

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**Christy Martin, left, helps Dorothy Parker set up an account at Town & Country bank while visitors on hand for**

**the grand opening and ribbon cutting tour the new business Tuesday in St. George.**

## BANK

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Jensen said Town & Country offers "concierge banking" with the person sitting at each desk in its building having a cash drawer. He pointed out that bank personnel are more mature and more established, thus less likely to leave. He added that

customers will be given their bankers' cell phone numbers, continuing that emphasis on personal service.

In addition, Jensen said, Town & Country is the first in the area to offer bank-operated courier service.

Those services caught the attention of Keith Knowles, general manager of the Wal-Mart distribu-

tion center.

"I like the unique ideas of concierge service and courier service," Knowles said. "Those are interesting to me in a busy life."

Tuesday's grand opening featured singer Juice Newton. The Bar 10 Beef Wranglers color guard brought the American flag to the crowd to the strains of a Johnny Cash song.

And Greater St. George Area Chamber president Russ Behrmann noted that this is the first St. George bank to open in six years.

Mayor Dan McArthur encouraged customers to try the bank out, "because you're dealing with people you know."

Jensen said development of the bank took two years.