

204 E Jefferson St. • Blissfield, MI 49228 • (517) 486-2151 • www.blissfieldstate.com

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“Our Club” is now “Our Club is Your Club”

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New Faces

Winter 2011

All editions are available for pickup at our offices or online at www.blissfieldstate.com

Changes in 2012 for Savings Bonds

We have received the following information from the U.S. Department of the Treasury:

“The U.S. Department of the Treasury will end over-the-counter sales of paper savings bonds on December 31, 2011, including sales through financial institutions and applications mailed directly to the Federal Reserve Bank by customers. This move is expected to save taxpayers an estimated \$70 million over the next five years. Although paper bonds are being discontinued, electronic Series EE and Series I Savings Bonds will remain available for purchase via TreasuryDirect. This secure, web-based system, operated by the Bureau of the Public Debt, has been used by investors since 2002 to purchase savings bonds online.”

While we will be able to continue redeeming paper savings bonds in 2012, we will not be able to

take orders for their purchase. Customers who wish to purchase electronic savings bonds, will need to establish an online account with the Treasury. The website for this is www.treasurydirect.gov. For help with using this website or questions about electronic savings bonds, you can call 1-800-553-2663.



Holiday Hours

Saturday December 24

- DRIVE-UP ONLY open from 8 AM to noon at both offices with the lobbies closed

Monday December 26

- Both Offices CLOSED

Saturday December 31

- DRIVE-UP ONLY open from 8 AM to noon at both offices with the lobbies closed

Monday January 2

- Both Offices CLOSED

“OUR CLUB” program is changing to “OUR CLUB IS YOUR CLUB”!

OUR CLUB checking account type has been a great product for our BSB customers and now it is getting even better!

We have added a new benefit called Rebates on Everyday Purchases. Through this benefit a participant can collect up to a total of \$100 in receipts from groceries, gas, clothing or any everyday purchase and mail them with their Rebate Request form to the plan address to receive 10% back, up to \$10. This is available each calendar quarter.

This great benefit compliments the CLUB privileges of a \$10,000 Accidental Death policy, reduced rate for check purchases, 20% annual safety deposit box fee each year, plus much more!

Come in and see a New Accounts Representative to see how you can become a CLUB member for less than the cost of a gallon of milk each month!

Banking Career Day Tour

We were so pleased to be asked to host our first tour and “Banking Career Day” for a group of home school students on September 27, 2011. We annually welcome the third grade classes from Blissfield Elementary for a tour of the bank, but hadn’t had the opportunity to meet with older students.

The middle and high school age students were primarily interested in learning about careers in banking and what skills and education they might need to prepare for their work life.

Each of our employee “presenters” spoke briefly about the education and experiences they had which led them to a career in banking. Bill spoke about opportunities – and how sometimes chance meetings may lead a person to a particular career path. He encouraged students to be open to new ideas and always take the opportunity to further their education.

Stacy spoke about loans and the need to develop good credit. She, too, emphasized the importance of education and stressed how people can always learn - even as older non-traditional students. Elaine and Gayle talked about checking and savings accounts and the difference between credit and debit cards. Elaine’s power point presentation explained how a debit card actually works and the responsibilities of the card holder. Andrew’s presentation included discussion about the changes in technology and hints concerning safety and security when using the internet.

The students were very attentive and asked insightful questions regarding careers in banking. They learned that a career in banking is not “all about math” and that writing and communication skills are also very important. They wanted to know everything from what we like about our jobs through what the “downside” of a career in banking might be.

The day brought home the point that every time we “teach” we have an opportunity to learn. Thank you home school students!

To Fee or not to Fee



William M. Ellis

The answer at BSB is: not to fee. I’m sure you have heard and will continue to hear that many financial institutions are raising their fees and service charges these days. That is certainly true. However, it is NOT true in ALL cases. The greatest majority of community banks I’m associated with, including BSB, currently do not plan to increase fees.

Are community banks concerned about current and future profitability? Of course we are. However, there are options available other than increasing fees to maintain a reasonable level of profit. The most obvious option is curtailing expense. Improved efficiency and increased use of technology are a means to accomplish this task. I can assure you that all available options will first be implemented before any consideration is given to increasing costs to customers who have been struggling daily to make ends meet.

Does this mean BSB will never increase fees? No. The prolonged current ultra low interest rate environment is continually squeezing the interest margin. The longer this condition persists; the greater will be the negative impact. The hope is that conditions will improve before fees and service charges require adjustment. However, the reality of the situation is that the possibility does exist. The difference is that this would be our last resort – not the first one.

True community bankers live and work side-by-side with our customers. We gather, patronize and worship in the same establishments. We adhere to the same

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Say "Hello" to the new faces of Blissfield State Bank!



Brittni Uloth-Teller

I have lived in Jasper all of my life, and graduated from Sand Creek High School in 2006. My family owns Uloth's Greenhouse which has given me ten years of customer service experience along with seven years at Salsaria's Mexican Restaurant. I enjoy working with plants and doing outdoor activities.



Christine Silvester— New Accounts

I am married to Gary and have two awesome kids, Jack and Angelica and our dog Dory. I love gardening and going up north. I worked at the Blissfield Post Office for seven years. Also I worked for two builders and in retail. I have lived in Blissfield for 17 years and I am proud to call it home.



Danielle Hudson-Teller

I've lived in Blissfield my entire life, and I graduated from Blissfield High School in 2009. I'm bringing four years of prior retail experience to my position here at the bank. I am currently working towards my associate degree in Business Administration from Jackson Community College. I hope to one day further my education at Sienna Heights University.



April Labert— Loan Processor

Although I live in Summerfield Township, I'm very excited to work here because my family roots are in Blissfield. I love the small community atmosphere that Blissfield offers. I have more than sixteen years of banking experience and take great pride in excellent customer service. My personal aphorism is to look at each situation through the eyes of the customer and ask myself, "How would I expect to be treated?" Outside of work, I like spending time with my husband of thirteen years and our two Labradors.

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basic values held dear by small communities all across our great nation. We share each others' joys and support each other in times of crisis. We recognize our place within our community and respect the needs of those we serve. That is what truly separates your Main Street Bank from the Wall Street Banks. That is why we are still your Blissfield State Bank.

Bill

Welcome
Home to your
True community
bank

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