



Still More Highly Involved Community Banks

by [Steve Brown](#) Topics: [strategic planning](#)

Summary: We highlight the work community bankers are doing to fight hunger and restore communities after devastating fires. We applaud these banks along with all community bankers who continue to go the extra mile day after day.

A survey of Americans by NBC and the Wall Street Journal looked at social media. It found people are generally negative on social media, with 61% saying it does more to spread unfair attacks and rumors against public figures and corporations. Perhaps even more shocking - 82% said it wastes people's time.

We know one thing though, community bankers definitely do not waste a customer's time, and they do plenty to support the cities and towns where they operate. So, as we continue to travel through Community Banking Month, we highlight some more outstanding examples of local outreach by community banks.

Today, we highlight the work community bankers are doing to fight hunger and restore communities after devastating fires. We applaud these banks along with all community bankers who continue to go the extra mile day after day. Thank you for your ongoing support to your communities!

[Bell Bank](#) ND volunteers filled, weighed, sealed and boxed over 310k meals - enough to feed over 850 children for a year! These meals were distributed through Feed My Starving Children (FMSC) to orphanages, schools, clinics and other programs to feed malnourished children.

[First Eagle Bank](#) IL also supported FMSC. In one two-hour charity event in November, employees from both branches helped pack 7k meals where everyone participated in a specialized task to support hungry children.

[First Southwest Bank](#) CO donated funds to their region's SNAP Double-up Program, which gives low-income neighbors the chance to use food stamps at their local farmers' markets.

[Marine Bank](#) IL participated for the first time in the 13th Annual Corporate Food Fight Challenge organized by the local foodbank. Bank employees spent over 125 volunteer hours collecting over 3k lbs. of food and raising over \$1,425 and received the "Chip In" Award for the most volunteer hours by a single business.

[The Equitable Bank](#) WI hosts an annual "Starch Madness" food drive benefiting the Hunger Task Force of Milwaukee. This event includes Starch Madness brackets with eight foods going head-to-head with voting via social media.

[Exchange Bank](#) CA employees raised over \$125k through a variety of fundraising events in 2018. The bank donated \$150k specifically for fire relief and recovery and provided financial support to employees who lost their homes in the 2017 fires.

[Five Star Bank](#) CA responded with boots on the ground to the 2018 Camp Fire in Paradise - the deadliest in CA to date. Employees served and comforted their community through Salvation Army

and Samaritan's Purse. The bank also donated to Boys & Girls Club in support of the victims and created a matching employee donation program.

[Golden Valley Bank](#) CA raised money in response to Camp Fire, capturing \$8.5mm over 100 days through its Foundation's pairing with 40 of its business customers.

[Northern California National Bank](#) CA has been involved with the Camp Fire recovery as well. It sponsored two dinners with over 200 people at each for the first responders, fire personnel, law enforcement and their families to thank them. Also, the bank president organized a bus trip for the Paradise basketball team to spend the day in Sacramento and watch the Kings play.

BANK NEWS

Good News

[The CEO of JPMorgan Chase said](#) in his quarterly earnings call that the economic expansion "could go on for years" and that "If you look at the American economy, the consumer is in good shape, balance sheets are in good shape, people are going back to the workforce, companies have plenty of capital." As pundits discuss the timing of the next possible recession periodically, it is nice to hear such positive comments from the largest bank in the US.

Guidance Shift

The acting director of the Office of Management and Budget (OMB) has clarified that regulatory guidance should be reviewed for economic impact, and anything with a projected impact of \$100mm or more would be identified for Congress. It could then get reviewed and overturned, if it was deemed to be unduly burdensome.

Lifetime Loyalty

[BofA just revealed](#) that it is planning on launching a program called Life Plan, which it expects will give them lifetime loyalty from customers. It starts with a selection of priorities online and on the mobile app. Then, it provides customers with "the advice you need when you need it" to help with goals. It also pulls data from outside money managers to give a more complete picture. Later this year, BofA will integrate Erica with this program as well.

WHITE PAPER: TRANSITIONING TO SOFR

Bankers have heard that SOFR will replace LIBOR as a benchmark in 2021. But, what is involved in this transition? To learn more about the impact and how your bank can plan for it, download our white paper, "[Moving from LIBOR to SOFR: Smoothing the Transition for your Financial Institution](#)" now.

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