

BRUNING STATE BANK

Volume 24 No. 2 Apr./May 2007

www.bruningbank.com

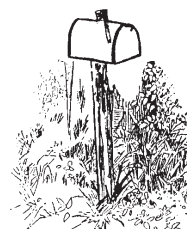
Bruning, NE • 402-353-2555 or 1-800-403-5889

Hebron Branch 402-768-7473 or 1-800-405-6167

Bank of Broken Bow 308-872-2757 or 1-877-872-2757

A Branch of Bruning State Bank • Broken Bow, NE

FDIC



**YOUR
COUNTRY
BANK**



On The Road With Frank...

At this writing, Mary and I have been gone for 30 days. Normally, I would like to have shortened that to 10 days...

First stop: Austin, Texas area - I always like traveling through the Texas hill country, then on to Bryan, Texas, where we visited the Wulfs. We enjoyed a grass tour given by a friend of Wayne's. He also helped us visit the George Bush Museum (at Texas A & M), which was really inspiring.

Our granddaughter Betsy teaches 3rd grade in Douglas, Arizona (right on the U.S.-Mexico border). We were really impressed with the progress of those kids in Reading and Writing; she does an excellent job. The schools are short-funded and I believe the educational system is way below Nebraska's. Many of those children come from across the border, and going back and forth is a big problem.

We spent time with Walt and Carol Reiss in Palm Desert. Can you imagine the stress on an old boy like me, driving through El Paso, Phoenix, Tucson, Palm Desert, and now Las Vegas, where we are attending a bank meeting? ("Whatever happens in Las Vegas, stays in Las Vegas!" My comment - they can keep it!)

We also got to visit with good friends Elbert and Betty Loewenstein. To sum it up, people are great everywhere. Crowds and traffic bother me, but it's a way of life for many. The old adage remains: "Everyone should travel so they can realize how good they have it at home."

Those of us in the rural communities should travel. I think I have learned something new every day. Things are moving very fast in agriculture and commerce, and we need new ideas and inspiration to ensure our business's survival.

*Banker Frank - Frank L. Bruning
Chairman of the Board*

A New Face...

I would like to announce the addition of Chris Tonniges to the staff. Chris is a member of the fifth generation of the Bruning family to be involved in the Bank, and is a grandson of Frank L. Bruning, Chairman of the Board for Bruning State Bank. Chris's parents are Dr. Tom and Jane (Bruning) Tonniges of Omaha, Nebraska. Chris, until recently, has been serving in the Retirement Planning Division at First National Bank of Omaha.

Chris's responsibilities at Bruning State Bank will be similar to his previous work in assisting people to build and maintain wealth through investments and other financial products. Other responsibilities will be training in all other aspects of commercial banking such as lending, deposits, trusts, insurance and operations.

Chris grew up in Hastings where his father, Dr. Tom, was a pediatrician. He received his college degree from Augustana College in Rock Island, Illinois.

Chris follows a lineage of Brunings who have been in the bank since 1891. His great-great-grandfather was Frank D. Bruning, great-grandfather Fred H. Bruning, grandfather is Frank L. Bruning, current Chairman of the Board, and is my nephew.

Chris and his wife, Tracie, have two children, Rachel, age four and Zachary, age two. They will make their home in Geneva. Stop in and meet Chris, the next generation to provide family banking at "Your Country Bank".

*Fred D. Bruning -
President*

*"The best inheritance a parent can give to his children
is a few minutes of their time each day."*

- M. Grundler

Lessons From Mother...

My mother taught me to appreciate a job well done: "If you're going to kill each other, do it outside – I just finished cleaning!"

My mother taught me religion: "You better pray that will come out of the carpet."

My mother taught me about time travel: "If you don't straighten up, I'm going to knock you into the middle of next week!"

My mother taught me foresight: "Make sure you wear clean underwear, in case you're in an accident."

My mother taught me irony: "Keep laughing and I'll give you something to cry about."

My mother taught me about the science of osmosis: "Shut your mouth and eat your supper!"

My mother taught me about contortionism: "Will you look at the dirt on the back of your neck!"

My mother taught me about stamina: "You'll sit there 'til all that spinach is finished."

My mother taught me about weather: "It looks as if a tornado swept through your room."

My mother taught me how to solve physics problems: "If I yelled because I saw a meteor coming toward you, would you listen then?"

My mother taught me about hypocrisy: "If I've told you once, I've told you a million times – Don't exaggerate!!!"

My mother taught me logic: "Because I said so, that's why."

My mother taught me the circle of life: "I brought you into this world, and I can take you out."

My mother taught me about behavior modification: "Stop acting like your father!"

My mother taught me about envy: "There are millions of less fortunate children in this world who don't have wonderful parents like you do."

– Unknown

To All Ladies...

Please stop in at the
Bruning State Bank in
Bruning or at the Hebron
Branch on Friday, May 11
or Saturday, May 12 or at
the Bank of Broken Bow
on Friday, May 11 to
receive your flower in
honor of Mother's Day!



Happy Mother's Day!

You'll Never Miss It...

"As a nation, we are not doing a very good job of saving these days. Last year, US personal savings amounted to a negative \$92 billion. That is, Americans spent \$92 billion more than they took in as disposable income." This was a statement made by Sheila Bair, Chairman of the Federal Deposit Insurance Corporation during a recent speaking engagement. "The American transition from a savings culture to a consumption culture has been relatively recent."

Sheila also points out two theories of what has happened to America's savings culture. "One theory is that long periods of economic prosperity have reduced families' perceptions about the need for precautionary savings." "Another theory is that wider access to credit products by families of all income levels has dampened the perceived need for precautionary savings."

We, as a culture, need to start "building our nest eggs" again to prepare for future emergencies, unexpected expenses and, of course, retirement. One way that we can set a few dollars away without missing the funds too much is by setting up automatic transfers to take place after payday. For example, if your paycheck is deposited into your checking account on the 1st of the month, your pre-authorized transfer would transfer the amount you designated from your checking account to your savings account on the day you designated. Now that a large number of employers have gone to direct depositing of payroll checks, this makes it even simpler. Some employers have the ability to split your paycheck by depositing part of the funds into a checking account and the rest into a savings account.

There are many ways to initiate the contribution. Please feel free to stop in and talk to one of our customer service representatives to discuss different options and to find one that will work for you. Start today and you will be surprised at how fast your savings account will grow!

Hebron Branch

Term Life Insurance...

It Could Be Right For You...

For some people, term life insurance is an ideal solution regardless of whether you are single or a family. Term life insurance can provide:

*Income protection: helps a family replace income lost with the death of a provider.

*Mortgage protection: allows your family to retain your home should you pre-maturely pass away.

*College tuition: can provide an education fund for children in the event of the death of a parent.

Do you have enough coverage?

If you are the primary breadwinner for your family, the amount of coverage recommended is 10 times your annual income. Some financial experts recommend more than this depending on your situation. It may be a good time to review your coverage as some life insurance companies have reduced rates – you may be able to expand coverage and obtain additional coverage for less than you are paying now!

Stop by and check with us soon!

Fred Kobza, Jeff Hammer, & Stephen Hoff—
Life Insurance Agents*

*Not FDIC Insured *Not a guarantee of the bank *Not a deposit of the bank
*Not insured by any federal government agency *May go down in value

Do You Have A Little "Road Rage"?

Your ability to cope with other motorists and any "road rage" can have a direct bearing on avoiding an accident. Here's a fun quiz to help you evaluate your unofficial "road rage" level.

1. You are going 35 mph on a county road with a 55 mph speed limit. A car behind you begins to tailgate. Do you:
 - A. Speed up to the speed limit, or beyond?
 - B. Pull over and let him/her pass?
 - C. Slow down to 25 mph and stay there?
2. A car with high beams on is approaching. Do you:
 - A. Flash your high beams repeatedly?
 - B. Flash your high beams once and avert your eyes?
 - C. Put on your high beams?
3. A car cuts sharply in front of you with no signal. Do you:
 - A. Use hand gestures or horn?
 - B. Ignore the act completely?
 - C. Do the same thing to him as soon as possible?
4. You come to a 4-way stop intersection. You stop, but the car from your right only slows down. Do you:
 - A. Move forward to challenge him to stop?
 - B. Let him/her go?
 - C. Floor the accelerator and beat the car across?
5. You are at a stop sign waiting for cross traffic. The driver behind you leans on the horn. Do you:
 - A. Move forward to acknowledge his/her presence?
 - B. Ignore the noise until it's clear?
 - C. Make the car wait even after traffic clears?
6. You observe a motorist weaving dangerously in front of you. Do you:
 - A. Blow your horn to get the driver's attention?
 - B. Wait for a chance to pass safely?
 - C. Try to force the other car off the road?
7. You are waiting to merge onto a freeway in traffic. A motorist behind you begins to cut across the solid white line to enter. Do you:
 - A. Accelerate to merge in front?
 - B. Let him/her go and wait for another chance?
 - C. Beat him in by immediately merging?
8. A motorist tries to pass you in a no-passing zone. Do you:
 - A. Yell or gesture at him as the car passes?
 - B. Move right and slow down slightly?
 - C. Speed up to prevent his re-entry to your lane?

9. A driver in front of you stops to chat with someone across the street. Do you:
 - A. Blow your horn long and loud to announce your presence?
 - B. Wait patiently until he/she is through?
 - C. Zip into the oncoming lane and pass immediately?
10. A carload of "spirited" people is yelling at you for attention. Do you:
 - A. Yell back and note the license plate number?
 - B. Ignore them until they quit?
 - C. Exceed the speed limit to get away from them?

Score yourself 10 points for every "B" answer, 5 points for every "A" answer, and 0 points for every "C" answer. 85-100 shows remarkable tolerance for other drivers. 70-80 suggests you are normal, but should be careful. At 65 or less, you are suffering from severe "road rage".

We hope that you always remember to be as safe as possible while driving and try to make the best decisions to help avoid accidents. Your driving record affects your auto insurance rates, so staying accident-free will help keep your premiums down.

We can provide you with a "no obligations" quote for your auto insurance and all your other insurance needs. We hope you have a SAFE year!

*Fred, Kathy, & Kristen
Bruning State Bank Insurance Agency*

*Not FDIC Insured *Not a guarantee of the bank *Not a deposit of the bank
*Not insured by any federal government agency *May go down in value

**FREE INTERNET BANKING on
ALL ACCOUNTS
&
FREE BILL PAYING
on personal accounts**

**With Internet Banking, you have access to your account activity 24 hours a day, 7 days a week!
For bill paying, you simply complete the details of the payment you wish to make and we will do the rest!**

Check us out at: www.bruningbank.com

Spring Things...

Spring is almost upon us, even if the weather has not been so cooperative lately. Spring can be the start of different things for different people. For example, my husband is thinking of getting the planter ready (and golf), watching the farm markets (and golf), deciding on crop insurance (and golf), worrying about what the spring and summer weather will be like (and golf), wondering whether to plant more corn or beans (and golf), and probably lower on his list, getting the lawn mower ready (mostly for me and he'll do that as soon as he gets back from playing golf.)

As you can tell, my husband is a big golf fan and I know lots of others can't wait to get back in the "swing of things". Birds are singing, the geese are flying, the cats and dogs are – well, you get the picture.

When I was young, spring meant cleaning the whole house from top to bottom. I really admire my mother more all the time. She cooked and did laundry for six of us, worked alongside my dad, and kept the house in tip-top shape. Spring meant washing the walls, the curtains, cleaning windows, waxing and buffing floors, etc. You name it, I think it got cleaned. (We had to do this in the fall, too.) I do good now just to dust and vacuum once a month, whether it needs it or not. (Sorry, Mom; it wasn't that you didn't set a good example for me!)

I came across some helpful hints that I'd like to share with you since spring is around the corner. Castor oil once was a cure-all for about any ailment, and Dr. Gott still recommends rubbing it on sore joints, but this tip is for your sick houseplants. Supposedly they will come right out of their slump if you put a tablespoon of castor oil in the soil around the roots with a shot of water to wash it down. (Sounds like even plants can't stand the taste of it!)

Very hot water will miraculously revive wilted flowers. Coffee grounds are good for feeding geraniums (this one makes sense since coffee keeps lots of folks awake,) adding a teaspoon of sugar to a vase of marigolds eliminates the strong smell, and rosebuds will open faster if a lump of sugar is added to the water.

This is supposed to be a quick end to ants – pour a kettle of boiling water down each anthill. (This should either kill them or give them all a sauna bath to refresh them!)

To force twigs or branches of flowering shrubs such as forsythia, put the cut ends in warm water in a bucket. Dip a cottonball in ammonia and drop it in. Enclose the whole pail with a plastic bag and the ammonia fumes will hasten the blooming of these dried sticks.

The last tip is for you gardeners. If you are plagued with rabbits, try powdering your plants with the cheapest brand of talcum powder. Dust a little on or around the plants and it works in repelling rabbits on tomatoes, potatoes, peppers, and other plants. When it washes away, simply apply more.

If you're wondering what the above has to do with banking, the answer is "absolutely nothing" except spring is an especially busy time for Ag banks, with farmers getting ready for the new growing season. Any time is a good time to grow with us and try out our Internet banking and free bill-payment. It also may be a good time to review your accounts and determine if you have the most beneficial accounts for your situation. If you have questions about your accounts or statements, please feel free to give us a call at any time. (I might tell you that I haven't tried any of the above tips, so use at your own risk!)

*Janice, Pam and Carm -
Bookkeeping*

HELOC Loans & Home Loans Available

Rates are still low, with competitive terms!!!

Check with us to learn more about building, buying or refinancing your home!

HELOC (Home Equity Line of Credit)
- This loan is a revolving line of credit secured by a principal residence, rental home or second home.
A **HELOC** loan is a convenient tool when it comes to making purchases, whether it be a new vehicle, a flat-screen TV or a vacation.

*For more details, contact
Jeff Hammer at Bruning or Hebron
and Jim Scott in Broken Bow.*

What Is A Mission Statement?

A mission statement defines the core purpose of an organization - why it exists. The mission examines rationale for the organization beyond simply increasing shareholder value, and reflects employees' motivations for engaging in the organization's work. Effective missions are inspiring, long-term in nature, and easily understood and communicated.

Most businesses, schools, hospitals and non-profit groups have them.

Some well known companies:

3M - "To solve unsolved problems innovatively"

Mary Kay Cosmetics - "To give unlimited opportunity to women."

Merck - "To preserve and improve human life."

Wal-Mart - "To give ordinary folk the chance to buy the same thing as rich people."

Walt Disney - "To make people happy."

These are the 'one-liners', but each is supported by a set of values that set the performance standards and direct the implementation of the mission.

For example, Merck, a company that produces pharmaceutical products and provides insurance for pharmacy benefits, publicly states the following values.

- Corporate social responsibility
- Unequivocal excellence in all aspects of the company
- Science-based innovation
- Honesty & integrity
- Profit, but profit from work that benefits humanity

And Walt Disney, an entertainment business states their values as follows.

- No cynicism
- Nurturing and promulgation of "wholesome American values"
- Creativity, dreams and imagination
- Fanatical attention to consistency and detail
- Preservation and control of the Disney "magic"

Bruning State Bank's mission statement "To Assist Our Clients to Build and Maintain Wealth."

Bruning State Bank value statements are:

- Continuing education strengthens our present while building for the future.
- Honesty is essential and integrity is imperative. Both are used in ALL business dealings. Confidentiality creates confidence.
- The care we give our buildings, equipment, and our workspace is the same care we give our customers and their accounts.
- Active involvement in our communities by our staff builds the future.
- We recognize our role as a community leader and our responsibilities for community growth and progress.
- The success of the individual families of our staff and our customers, is the success of our Bank.
- We will continue to be good stewards of the Bank's capital and assets, while using our resources to help our customers and communities achieve success.
- The appearance and conduct of our officers and staff in the work place and in the community are the reflection of the Bank's strengths and weaknesses.
- Together we achieve more by cooperation and communication between management and staff that will result in sharing work load and staff support.

As you can see our mission statement and value statements are inspiring, long-term in nature, and easily understood and communicated. That matches that definition that I pulled off the internet. Words are words and what makes our mission statement and value statements different is our commitment and action. Our dedicated and professional staff are committed to you.

We value and appreciate the trust so many of you have placed in us for so many years. I think the Bruning State Bank's success to date is deeply rooted in our mission statement, since 1891 and through the generations the Bruning family has understood the role the bank plays in the creation of wealth and the support we provide our clients to maintain it. And how we must take a longer view of what our clients need and expect.

A simple quote from the most successful investor of our time, Warren Buffett; "Spend less than you make". That is the first step in "Building and Maintaining Wealth". Over the next few newsletters I'll expand on how you might go about increasing your net worth. And how important those famous words are.

Thanks for your business.

*Jerry Catlett –
Sr. Vice President & Chief Financial Officer*

So What's A Trust and Do I Need One?

Trust - A legal device used to manage real or personal property, established by one person (grantor or settlor) for the benefit of another (beneficiary). (See trustee.)

Trustee - A person responsible for managing a trust and administering assets as dictated by the trust documents.

Living Trusts:

The biggest benefit of a living trust is to avoid probate court, the costly process required when property is inherited from a will which can last as long as three years and take up to 10% of the estate's value. For this reason, it's common -- and smart -- to transfer into a living trust those assets that are expensive to probate, such as real estate and securities.

Say, for example, probate fees on a \$200,000 estate cost \$22,000. If the successor cannot afford the fees then the entire estate, or portions of, might need to be liquidated. Probate fees are mandatory and are taken from the estate before any assets are distributed; however a living trust is not subject to probate, while a will is. A Last Will & Testament, a Revocable Living Trust Agreement, and a Living Will are three of the most important documents most adult Americans should have and understand.

You can place your assets into the Living Trust Agreement while you're still alive. When you pass away, your assets will automatically transfer to your heirs without going through what can be a time-consuming and expensive probate court system. You can add to the living trust or revoke it entirely, any time you wish.

What Are Some Advantages Of Using A Living Trust Instead Of A Will?

- Avoidance of probate
- Avoidance of some administrative expenses
- Avoidance of unnecessary delays
- Avoiding restrictions on bequests of property
- Avoiding publicity of probate matters
- Uninterrupted Management by incapacity
- Avoiding will contests
- Tax savings, in some situations
- Property management
- Assurance of uninterrupted income and more.

Living Will & Durable Power Of Attorney For Health Care:

Decisions can be made now regarding your medical and financial situation should you become incapacitated later. Your financial care plan should include Living Will and Durable Power of Attorney forms for both financial and health care.

A living will or (advanced medical directive) is a legal document that is prepared while a person is mentally competent. This document dictates a person's wishes to be kept alive, or not kept alive on life support equipment after a serious illness or accident.

A durable power of attorney for health care and finances is a legal document which authorizes one person to act on behalf of the individual granting the power of attorney to make financial, and/or medical decisions on the individual's behalf should the individual become incapacitated.

("Durable" means the power of attorney survives if the individual preparing it becomes incapacitated. If no durable power of attorney is prepared, and the individual becomes incapacitated, the court will appoint a guardian or conservator to make the decisions.)

Should You Have And Use All of These Documents?

The answer to that question is likely YES. All three work together to satisfy your various estate-planning needs. The Living Trust Agreement allows your assets to transfer directly to your heirs without the time and expense of probate court. The Last Will & Testament covers property not in the Living Trust - without a will the court decides the outcome of those assets. You can also designate who will be the guardian of any minor children with your will. The Living Will or advanced medical directive allows you to dictate and express your wishes should you become seriously ill.

Please contact the Bruning State Bank Trust Department for more information. Our Trust Committee consists of Darlene Reinsch, Frank Bruning, Fred Bruning, Renee Dowdy, and Janet Germer in Bruning. In Broken Bow you can contact Dan Jelinek or Kim Schipporeit.

Trust Department

Trip Destinations for 2007...

Niagara Falls & Toronto – Motorcoach

June 24 through July 1

Some Highlights: *Guided Tours of Toronto and Niagara Falls • Cruise on the Maid of the Mist • A Visit to Casa Loma – Canada's Most Magnificent Castle • Visit Niagara-on-the-Lake and Queen Victoria Park & Much More*

55 + Discount Rate: \$865 Per Person, Double Occupancy (\$1065 Per Person, Single Occupancy)

Las Vegas & Canyon Country – Air Tour

Sept. 12 through Sept. 17

Some Highlights: *Two-Night Stay in Las Vegas at the Golden Nugget • Las Vegas Sightseeing • North Rim of Grand Canyon • Zion National Park • Coral Pink Dunes State Park • Bryce Canyon National Park & Much More*

65 + Discount Rate: \$1230(*Including Airfare) Per Person, Double Occupancy (\$1435 Per Person, Single Occupancy)

Under Age 65 Rate: \$1365 double, \$1570 single

*Airfare subject to change until confirmed by Southwest Airlines

Ladies China Luncheon Info...

It has been widely known that the Bruning Ladies China Luncheon was THE luncheon to attend and tickets were hard to get because of the demand. This luncheon was truly a community effort and many community members tirelessly every year would haul tables and chairs from the Opera House, and then many of the same ones would help serve the food. The camaraderie and fun that was had by those who helped with this yearly endeavor was unmatched by anything that this community has done in the past.

We thought it would be fun to remember some of the highlights:

- 18 years of service to the community
- 734 beautifully decorated tables
- Approximately 5,900 guests welcomed into the Village of Bruning
- Record sales recorded – 352 tickets sold out in 14 minutes one year
- \$38,000.00 was raised and returned back into the community
- Approximately 1,202 hours a year were spent putting this lovely affair together

There were many projects that were funded in part by the funds that were raised. Where did the money go? Medical Clinic, Ball Park, Opera House renovation, Highway 81 monument, Bruning Café, Bruning Village Park equipment, Village Library, Bruning School, Bruning Fire and Rescue Department and the new Village Park area and Gazebo

What really was accomplished was not only measurable in monetary amounts. The community members worked together in fellowship to help each other and the community.

BANKING HOURS

BRUNING

402-353-2555 or 800-403-5889

Lobby 8:30 a.m.-3:30 p.m. Monday-Friday;

Wednesday 8:30 a.m.-5:00 p.m.;

Saturday 8:30 a.m.-12:00 noon

Drive-up 8:00 a.m.-4:30 p.m., Monday-Friday;

Saturday 8:00 a.m.-12:00 noon

HEBRON

402-768-7473 or 800-405-6167

Lobby 8:30 a.m.-3:30 p.m. Monday-Friday;

Saturday 8:30 a.m.-12:00 noon

Drive-up 7:30 a.m.-4:30 p.m., Monday-Friday;

Saturday 7:30 a.m.-12:00 noon

BROKEN BOW

308-872-2757 or 877-872-2757

Lobby 8:00 a.m.-4:30 p.m., Monday-Friday;

Drive-up 8:00 a.m.-5:00 p.m., Monday-Friday

It's IRA Time!!!

April 15th is just around the corner! For those of you who already have Individual Retirement Accounts, you know this is a very important date. It's not only the deadline for your 2006 tax filing, but it is also the last date that you can make a "previous year" contribution to your IRA. Contribution limits for people 49 years old and younger for tax years 2006 – 2007 are \$4000.00; if you are 50 years old and over, the limit is \$5,000.00. You can talk with your tax consultant and find out whether an Individual Retirement Account or Roth Retirement Account will fit your financial needs. Let us know if you have any questions regarding an existing account, or if you would be interested in setting up a new account. Remember, Bruning State Bank has no annual fees on IRAs and interest is credited to your account monthly.

It's also time to think about spring. That means Spring showers and hopefully May flowers. Along with those Spring showers can come some severe weather. Do you have a Safe Deposit Box? Have you ever thought that you might need one? Most of us have special documents at home in unsafe places. Birth Certificates and Car titles really need to be kept somewhere safe. A Safe Deposit Box is the perfect answer. We have many different sizes of boxes available for rent. There are many different ranges of prices to fit your needs. Call or come in to find out if we have something that meets your needs!

*Jan Bentley, Deb Schultz,
Nancy Lahners & Cheryl Houser
Customer Service*

Changes From The Deluxe Check Company

A New Package For Your Checks & Quantities

Our Deluxe Check ordering service has advised us of the following changes to take place during April and May of 2007. To meet changing U.S. Postal Service (USPS) requirements for automated mail processing, the traditional check box is being replaced with a more efficient and streamlined mailing package. In collaboration with the USPS, Deluxe has been working to develop a new check package that will comply with changing postal requirements – while never losing sight of the quality, security and convenience you expect from Deluxe. Features of the new package:

- Rigid enough to provide the necessary protection in shipping
- Thin and flexible enough to withstand automated processing
- Able to fit securely in a variety of mail receptacles
- Tamper-resistant to maximize the security of its contents

Other changes effective February 25, 2007, are that all personal check packages with the current quantities of 150 or greater, with the exception of Specialty Checks (Country Gold Checks), will be reduced to 120 checks with 20 deposit tickets and 4 fillers.

Opportunity To Succeed...

Not since the mid to late 1970s has there been as good an opportunity to make as much money in grain farming as there is today. How you manage this opportunity will dictate how much benefit you get out of it.

With corn well over \$3.50 per bushel and beans at \$7.00 per bushel, cash grain farmers have an opportunity to make great financial strides the next several years. To get in on these higher prices, one only has to begin marketing their grain at these levels.

If you want to look forward, an argument can be made for selling a significant portion of not only your 2007 crops but also your 2008 and 2009 crops. After all, in the last 10 years, most farmer have sold very little of their corn crop for over \$2.50 per bushel. Marketing may be the single most important management decision you can make to take advantage of your opportunity.

Beyond marketing your grain, what you do with your profits is very important to your success. If you use your profit to pay down debt, build working capital, or even purchase income-producing assets, you are positioning yourself to allow these profits help you make even more money down the road.

Spending the profits on capital items you don't have to have, that do nothing to improve the profitability of your farm, or raising your personal standard of living, may make you happy for the short term, but will not do anything to give you future profits.

Remember the old saying, "it takes money to make money"? Well, spending your profits wisely gives you more money to make money with. If it sounds like I'm preaching to you, I am.

As your banker, it is my job to help you build and maintain your wealth. If it's not your goal to build and maintain wealth, then you probably need to get out of business and go to work for someone.

*Darrell Raum- Senior Vice President
Credit Supervisor*

**Bruning Village Members:
Remember you can pay your
Norris and Village of Bruning
bills at the Bruning State Bank
in Bruning**

Planting Time Is Here Again...

It is time to start putting the seed into the ground and with the planting season, another crop insurance cycle also begins. The bushel prices on Multi-Peril crop insurance are much higher for 2007 so your crop insurance will be providing a lot more coverage this year. Here are a few things you need to remember...

*The planting period for most counties in Nebraska is:
Corn - from April 1 to May 31...Grain sorghum - from April 16 to June 15...Soybeans - from April 26 to June 15.

*You need to make a discernible break in the planting pattern if you intend to keep your Irrigated and Non-Irrigated crops separate. The separated Irrigated and Non-Irrigated acres need to be certified at the FSA office and reported to your agent.

*The acreage-reporting deadline for Oats, Corn, Milo, and Soybeans is June 30. If possible, you should try to certify your acres at the FSA office prior to reporting your acres for crop insurance. The acres on your crop insurance policy need to match the acres certified at the FSA office so please bring your 578 forms and maps when reporting your acres to your agent. Please be sure to report ALL of the acres in the county that you have a share in and be sure that the correct share amount is also reported. Severe penalties will be assessed at loss time for both over and under-reported acres and incorrect shares insured, so this information MUST be accurate.

*Losses need to be reported immediately, so be sure to contact your agent if you think you might have a loss.

*Spring also brings the chance of HAIL and storms, so don't forget to get your hail insurance coverage taken care of when reporting the acres to your agent.

Give us a call or drop by our office if you have ANY questions or need additional information on Multi-Peril Crop Insurance, Crop Hail Insurance, or Livestock Insurance.

*Jeff, Kathy, Craig & Shari - Crop Insurance
Agents*

*Not FDIC Insured *Not a guarantee of the bank *Not a deposit of the bank *Not insured by any federal government agency *May go down in value

Broken Bow, Nebraska and Custer County...

As a member of the Custer County Economic Development Corporation, I felt it might be nice for some of the newsletter readers out of our area to hear about our community.

What does Broken Bow have to offer today?

- 25 bed Hospital with 80 visiting medical specialists
- 12 bed and a 43 bed Assisted Living Centers
- 2 Nursing Homes
- K-12 School System (current enrollment of 805 students)
- 5 motels/hotels
- Fast Food Chains (Subway, Pizza Hut, McDonald's)
- 4 locally-owned restaurants
- Retail shopping
- Case IH Dealer
- John Deere Dealer
- 4 auto dealers

Largest Employers:

- Adams Land and Cattle Inc., a 90,000 head feedlot (150 Employees)
- Jennie M. Melham Memorial Medical Center (200 Employees)
- Becton-Dickinson Vacutainer Systems (350 Employees)
- Sargent Irrigation and Sargent Pipe (188 Employees)

County Attractions and Facts:

- Custer County Fairgrounds with indoor Horse Arena
- Comstock Country, Rock, and Christian Festivals
- Towns located in Custer County (Ansley, Broken Bow, Merna, Anselmo, Berwyn, Mason City, Sargent, Comstock, Callaway, Oconto, Arnold, Westerville)
- Blues Festival in Arnold
- License plate number for Custer County is 4
- Callaway Kite Flite
- Route to the Sandhills and the Halsey Forest.
- 2005 Census Bureau showed population of 11,410 for Custer County
- 2005 Census Bureau showed population of 3,311 for Broken Bow
- 2005 Census Bureau showed Median Age for Custer County is 43 yrs old.
- 2005 Census Bureau showed Median Age for the State to be 36 years old.
- 2003 Census Bureau showed Median Income of \$33,414 for Custer County

Coming Soon to our Area:

- 100 million gallon ethanol plant near Ansley
- Sandhills Journey Scenic By Way Interpretive Center in Broken Bow
- Viaero Wireless Retail Building in Broken Bow

If you are ever in the area, we hope you take in some of what our area has to offer. While you're here, please stop by and see us at the Bank of Broken Bow. We are beginning our third year of operation and would enjoy giving you a tour of our bank. Hope to see you soon!

*Jim Scott - Vice President
Broken Bow*

Goodbye, Friends!

Yes, it's true; I am leaving the Bank of Broken Bow. After a wonderful six years of working with this great group of employees, I am leaving Broken Bow and moving to Omaha (with my husband, of course)! I started working for United Nebraska Bank in March of 2001 and moved here to the new Bank of Broken Bow on the day of opening, April 1, 2005. I was so excited to be coming over here with my colleagues. I was always a "part-timer" so had the best of both worlds. I will truly miss this bank and Broken Bow after having lived here for 30 years. My husband retired from Becton-Dickinson the end of November 2006, and so we are off!

Why Omaha? First off, two of our three sons are living in Omaha. Kevin, our oldest, is married, and is an emergency room doctor at Methodist Hospital. Our second son, Bradley, is an engineer and is working for Husker Glass. Our youngest son, Todd, is living in Scottsdale, Arizona, and is a pharmacist at CVS Pharmacy. We will be only 25 minutes from the airport, by the way. My brother retired from Washington DC and they will be living one mile from our home in Omaha. I also have a brother living in Lincoln. We purchased a home in Omaha almost two years ago and our son Bradley had residence there until he bought his own home. Now we have a house up for sale in Broken Bow and are ready to customize our new home in the eastern part of the state.

I would like to thank Bruning State Bank and the Bank of Broken Bow for the opportunity to work for this institution. I have truly enjoyed my years of employment, and I will miss all of the employees as well as the customers that I have come to know over the years.

FAREWELL!

*Gladys Ahlers
Bank of Broken Bow*

A Rule To Live By?

“Never put off until tomorrow what you can put off indefinitely.” That used to be what I felt inclined to do about getting my newsletter articles put together, (and, unfortunately, it might be fairly obvious from the finished product!) Banker Frank often refers to a friend of his who had “polished the art of skillful neglect”, which I take to mean that he managed to avoid repairing, replacing, or fixing something that wouldn’t actually have to be done, and got by with it, thus saving money and time. Well, I probably can’t sneak by without contributing an article this month, but it doesn’t mean I didn’t try!

There are other times, however, that the thought of putting something off as long as you can might seem like a good idea. Some of our farm customers priced their grain early, while others put off marketing their grain for a while, and were rewarded with better prices during harvest (and after) than those who were more careful and marketed timely. The temptation now, however, is to wait until the grain prices get even higher, rather than taking advantage of near-record high prices, and the opportunity to sell part of the ‘07, ‘08 and even ‘09 crop. So what is it I am trying to say? Don’t live by the credo in the first paragraph. Be proactive with your pricing opportunities!

Janet Germer – Vice President

It’s income tax time for most of us; have you noticed that if you put the words “THE” and “IRS” together, it’s “THEIRS”?



Open a **FREE** Health Savings Account

Benefits of a BSB Health Savings Account

- *NO ANNUAL FEE
- *Free Unlimited Transactions
 - *Tax Benefits
- *Allows you to save money for medical expenses & emergencies
- *Money in account can accumulate year to year
 - *Interest Bearing Account

We will Deposit the **First \$1 for You!**

FDIC 

Stop by any of our locations to ask about a free Health Savings Account.

**BRUNING
STATE
BANK**

P.O. Box 100
Bruning, Nebraska 68322

Std
U.S. Postage
PAID
Permit No. 4
Bruning,
Nebraska

*Address Service
Requested*



YOUR COUNTRY BANK

