

South Dakota Banker

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A Passion for the Legalities of Banking

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First Bank & Trust,
Sioux Falls

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message from the chairman

BY PAUL DOMKE | President/CEO/CCO | Heartland State Bank, Redfield

Putting Forth Our Best Effort



I recently had the pleasure of attending the Central States Conference with SDBA President Curt Everson and the ABA Leadership Conference with Curt and SDBA Chairman-Elect Dave Rozenboom. The topics and issues discussed during these events confirmed to me that the SDBA's

"Vision 2020" strategic plan is definitely needed, and the Association is on the right path.

Curt wrote about the plan in his previous column, but I would like to focus on a particular part of the plan.

All SDBA member banks were invited to participate in a strategic planning survey and asked what aspects of the Association are important to them. Most of the responding banks have an asset size of less than \$250 million, which is consistent with the makeup of the SDBA. When asked what they want to see from their dues check, regardless of size, the responders chose advocacy efforts—both state and federal.

Curt has done an outstanding job in that role for us. I think all bankers need to do more in telling not only our stories, but also those of our customers and communities, about the results of Dodd-Frank and other regulations. I feel that the voices of our customers and communities will have an impact, especially for the smaller banks and communities who probably have been harmed the most by that Act and some of its unintended consequences.

Strategically allocating resources will be key, and the old way of lobbying isn't working well for us. The SDBA's



I urge all of you to take an active participatory role and engage your board, staff, customers and community leaders in ongoing and future advocacy efforts.



strategic plan calls for a change of thought and some common sense in sending messages.

While SDBA staff will continue to do its job, we as bankers, and not just a few bankers, need to be more interested and engaged and make it a part of all of our jobs to focus those resources of time and money on where it makes an impact.

I urge all of you to take an active participatory role and engage your board, staff, customers and community leaders in ongoing and future advocacy efforts. Strength in constant, consistent messages with many voices will at least mean all of us are putting forth our best effort! ■

Paul Domke is president/CEO/CCO of Heartland State Bank in Redfield. Domke can be reached at 605.475.5500 or pdomke@hsbsd.com.

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Rounds Introduces Regulatory Relief Bill for Banks



During any presidential election year, it is easy to understand why much of what happens (or fails to happen) in Congress doesn't get a lot of attention in the press. Reporters understandably would rather write about the candidates' latest outrageous words or deeds, especially this year.

So I decided to focus this column on something perhaps of more interest to bankers than to the members of the mainstream media—Sen. Mike Rounds' introduction of a regulatory relief bill for banks. On July 11, 2016, Sen. Rounds introduced S.3153, commonly referred to as the TAILOR Act. This bill requires federal regulators for banks and credit unions to take risk profiles and business models of institutions into account when taking regulatory actions.

In addition to requiring a tailored approach for future rulemakings, Sen. Rounds' bill would require a review of regulations issued in the past six years and a report on how they might be better tailored. Regulators would be required to state in notices of proposed rulemaking how they applied the TAILOR Act. The ABA, ICBA and state bankers associations have all voiced strong support for a similar bill in the House—Congressman Tipton's H.R. 2896. It passed out of the House Financial Services committee in March 2016 on a 34-22 vote.

Sen. Rounds' July 11 media release included the following comment on behalf of SDBA members:

"South Dakota is home to some of the smallest and the largest banks in the world, with wide variations in their business models," commented Curt Everson, president and CEO of the South Dakota Bankers Association. "Bankers from those institutions agree that today's one-size-fits-all regulatory scheme doesn't make sense. We applaud Sen. Rounds for introducing the TAILOR Act to start the conversation about matching bank regulation to risk."

Some of you may be thinking, "It's great that Senator Rounds stepped up to introduce this regulatory relief bill, but how likely is it that Congress would pass such a bill or that President Obama would sign it into law on his way out of the oval office?" That is a fair question, and the honest answer is not very likely. But let's examine why.

I first approached Sen. Rounds over a year ago with a draft of the TAILOR Act. He enthusiastically embraced the concept, suggested some modifications and subsequently approached several Democrat senators on the Banking Committee about co-sponsoring the bill. We were all aware that in a hyper-partisan Congress, bills with sponsors from both political parties stood a much greater chance of enactment than those without.

Ultimately, finding no willing Democrat co-sponsors, Rounds decided to introduce the bill on his own in order to start the discussion about right-sized regulation in the Senate. Bank regulation that is not one-size-fits-all, but instead is TAILORed to fit the business model and risk profile of individual institutions or like-groups of institutions seems like a good idea, certainly not one that should be cast in a partisan light. So why is it so difficult to get members from both parties to co-sponsor this legislation?

A member of South Dakota's public policy blogosphere has a theory. When Sen. Rounds announced the introduction of the TAILOR Act in the Senate, Pat Powers at Dakota War College offered a post at <http://dakotawarcollege.com/rounds-introduces-bill-to-ease-regulatory-burden-on-local-banks-credit-unions>.

The following excerpt from Powers' post includes quotes taken from the draft platform of the National Democrat Party that was debated at its convention during the last week of July:

"This is pretty important news for our state lending institutions, which have seen themselves under increasing attack from the Democrats who have not only been extremely hostile towards the banking and finance industries, but have adopted a 'one size fits all' solution in law and regulation, whether it's J. P. Morgan Chase, or Bankstar out of Elkton, South Dakota.

"It's even more important in terms of the vocal commitment of Democrats to fight any regulatory relief for community lenders. Take a look at what their draft platform for the Democrat Party states with regards to how they want to paint banks with a one-size-fits-all brush."

From the draft platform section entitled "The Fight for Economic Fairness and Against Inequality:

"We will also vigorously implement, enforce and build on the landmark Dodd-Frank financial reform law, and we will stop dead in its tracks every Republican effort to weaken it. We will continue to protect consumers and defend the CFPB from Republican attacks. Our goal must be to create a financial system and an economy that works for all Americans, not just a handful of billionaires. We support a financial transactions tax on Wall Street to curb excessive speculation and high-frequency trading, which has threatened financial markets. We acknowledge that there is room within our party for a diversity of views on a broader financial transactions tax.

"Democrats will not hesitate to use and expand existing authorities as well as empower regulators to

Continued on page 7

Cash Recyclers: What to Know Before You Go Green

One of the SDBA's highly-respected insurance vendors has published an article that bankers may find of interest. It deals with new technology and machinery to simplify tellers' task of handling money. It also has a number of safety features built into the system to eliminate errors, provide safer storage of cash, and in case of a robbery, limit losses and set off a silent alarm.



By Craig M. Collins, President, OneBeacon Financial Services

Designed to automate the cash-handling process, cash recycling is a banking technology trend on the rise. Cash recycler machines (CRM) are beginning to make their way into commercial banks across the country.

Cash-handling automation increases the speed of transactions and improves teller accuracy. Additionally, managers and tellers spend less time conducting vault transactions due to the CRM's ample cash capacity.

Banks that are considering purchasing CRMs can help protect their valuable machinery, employees and property by enhancing and amending internal controls as well as purchasing the appropriate insurance coverage. This article discusses unique exposures that could arise from CRM usage, as well as risk management considerations.

Cash Recycling 101

The simplest definition of a cash recycler is an ATM for tellers. Instead of using a cash drawer, a teller uses the recycler to handle incoming and outgoing cash transactions. The machine's capabilities range from counting and accepting cash to authenticating and dispensing cash. The idea is for banks to deposit, store and distribute the same cash through these machines—thus “recycling” cash versus having to ship or order it through outside sources.

A CRM is typically placed behind the teller line in between two tellers. These machines carry a higher cash limit than a typical teller drawer, which reduces the number of vault transactions needed throughout the day.

Risk Management Considerations

1. **Employee Dishonesty/Teller Errors:** Issues related to employee dishonesty often involve cash transactions by and between tellers. By removing cash from the teller's drawer and placing it in a CRM, banks can minimize the temptation—and ability—for employees to mishandle money.

To further monitor funds, banks should amend the internal audit process to include procedures to verify cash amounts in the CRM on a random basis.

2. **Theft:** Housing cash in the CRM can help to reduce the amount of cash exposed to a robbery. Many CRMs have a built-in “robbery mode” feature. If the teller activates the feature, the CRM will dispense a predetermined amount of cash and automatically shut down for approximately 20 minutes. (The triggering of “robbery mode” can also be configured to activate the bank's silent alarm system.) The cash limit within the CRM should be predetermined in order to control the amount of money susceptible to theft.

To help deter potential robbers, signage indicating CRMs are in use should be placed at the entrance of the bank. When it comes to safe storage, the CRM should be placed in an area that is properly alarmed when the bank is closed. Suitable spaces include a vault or other areas equipped with motion, heat, sound or vibration alarm systems.

3. **Employee Safety:** CRMs can be difficult to transport, weighing in around 1,000 pounds each. While some machines remain stationary behind teller lines, others can be moved to the vault outside of banking hours. To help protect employees from injury during transportation, proper ergonomic training and procedures must be in place. Floor surfaces should be monitored and equipment should be inspected on a scheduled basis.

4. **Equipment and Property:** Investment in CRM equipment is significant. Upon purchasing the equipment, it will need to be protected against hazards such as water, fire and electrical surges. The new equipment should be reported to an insurance agent, who will ask for its value as well as its intended location within the bank. The equipment will then be scheduled as covered equipment on the insurance policy.

Banks/branches should also review their power outage procedures since CRM transactions cannot be conducted without power.

Conclusion

Banks that are considering adding CRMs are likely excited by the efficiency and convenience of cash-handling automation. But new technology—as well as changes in banking operations—can present challenges for banks. CRMs are most effective when banks fully understand the benefits of these machines and are prepared to protect themselves against the risks. When adapting this new technology, banks should secure adequate insurance coverage and adjust internal policies and procedures. ■

Craig M. Collins is president at OneBeacon Financial Services, an SDBA associate member. He has more than 30 years of experience in the financial institution industry. Collins can be reached at ccollins@onebeacon.com. To learn more about OneBeacon Financial Services, visit www.onebeaconfs.com.

Jerry Nachtigal Appointed to SDBA Board of Directors



Jerry Nachtigal, senior vice president of public affairs for Citibank, Sioux Falls, has been appointed to the Credit Card Bank Category seat on the SDBA Board of Directors. Nachtigal began his three-year directorship on June 12, 2016. This is his first, three-year term on the SDBA Board of Directors.

Nachtigal joined Citibank in 2003 after nearly 18 years as an Associated Press reporter in Missouri and Arizona and after working as communications director for three Missouri governors from 1999-2002. At Citi, he handles internal and external communications for the bank's flagship credit card site in Sioux Falls and its nearly 2,100 employees, as well as community relations and government relations. He also administers much of Citi's philanthropy budget in South Dakota. Nachtigal has a journalism degree from South Dakota State University in Brookings.

"I'm looking forward to using my background in public affairs and communications to help the South Dakota banking community to do a better job of explaining to the public, regulators and government officials the many good and positive things banks do to improve and strengthen our communities and society as a whole," Nachtigal said. "While that's often a challenging task in the general anti-bank environment we live in, it's something we all have to work at, and I think we have

seen considerable progress in this area in recent years.

"If banks collectively choose to remain under the radar and not tell our story, someone else will. I think helping individuals and families build wealth and assets, finance a home or vehicle, save for a college education, and improve our communities through financial donations and service on the board of directors of nonprofit organizations is something bankers should be proud of and excited about."

Nachtigal is proud that Citi has contributed more than \$35 million to nonprofit organizations in Sioux Falls and around the state since 1981 and also invested tens of millions of dollars to create several thousand affordable housing units in Sioux Falls and 15 other communities through CitiHousing Inc. and Citi Community Capital. Citi employees are very active in the community, volunteering more than 25,000 hours annually on behalf of dozens of charities.

Nachtigal serves on the board of directors of the Delta Dental of South Dakota Foundation and Sioux Falls Family YMCA, is a member of the SDSU Foundation Council of Trustees, and vice chairman of the Sioux Falls Area Chamber of Commerce Community Appeals Committee.

Nachtigal's wife, Ann, works in corporate communications/investor relations for Great Western Bank in Sioux Falls. The couple has three children: Reid is a senior at SDSU; Jack is a sophomore at the University of Minnesota; and Libby is a sophomore at Washington High School. ■

Regulatory Relief Bill for Banks...*continued from page 5*

downsize or break apart financial institutions when necessary to protect the public and safeguard financial stability, including new authorities to go after risky shadow-banking activities. Banks should not be able to gamble with taxpayers' deposits or pose an undue risk to Main Street. Democrats support a variety of ways to stop this from happening, including an updated and modernized version of Glass-Steagall and breaking up too-big-to-fail financial institutions that pose a systemic risk to the stability of our economy."

I have worked in the public policy arena at the state and national levels for more than three decades and have never felt that either political party or its members had a lock on good or bad ideas. Such is the case in Congress today. But when I read phrases like...

- vigorously...build on the landmark Dodd-Frank financial reform law
- stop dead in its tracks every Republican effort to weaken it
- banks should not be able to gamble with taxpayers' deposits

... I have to wonder how well some in the Democrat Party understand commercial and community banking business models or how much they really care about the future of banks and the customers and communities they serve. ■

Curt Everson is president of the South Dakota Bankers Association. Everson can be reached at 605.224.1653 or ceverson@sdba.com.

ag credit committee



Dave DeBoer, American Bank & Trust, Huron; Scott Thompson, First National Bank, Huron; Shawn Rost, First Interstate Bank, Rapid City; and Jeff Davis, Bryant State Bank.



Jacob Stahl, Liberty National Bank, Sioux Falls; Jacob Stahl, Sr.; and Jennifer and Cameron Becker, Farmers State Bank, Marion



SDBA Ag Credit Committee Chair Keith Knuppe, First State Bank of Warner, Warner; Dr. Joe Santos, SDSU; and Terry Krome, Wells Fargo Bank, Mitchell.



SD Secretary of Agriculture Mike Jaspers; Mark Zweep, Dacotah Bank, Sioux Falls; Ryan Wieman, The First National Bank in Sioux Falls, Sioux Falls; Brandon Herr, Dacotah Bank, Clark; and Dan Menking, Dacotah Bank, Webster.

South Dakota Ag Bankers Meet in Deadwood

Guest presentations were an important part of the agenda when the SDBA Agricultural Credit Committee met July 14, 2016, for its summer meeting at The Lodge in Deadwood.

Newly-appointed South Dakota Secretary of Ag Mike Jaspers, who began his duties July 1, shared his ag and political background before reporting on priorities for the SD Department of Ag. Secretary Jaspers reported on wild land fires as Gov. Daugaard had declared a state emergency the previous day, the drought situation and its impact on crops in South Dakota, successes in the dairy industry, implementation of the “Habitat Pays” program, long-term sustainability of South Dakota farms and ranches, and financial status and building construction at the South Dakota State Fairgrounds in Huron.

Jeff Zimprich, state conservationist for the NRCS in Huron, reported on financial opportunities in the Farm Bill and sustainable agricultural operations. Zimprich’s passion for the topic of soil health generated a lively discussion, and he shared materials on “Unlocking the

Secrets in the Soil.” Zimprich provided statistics from South Dakota producers who have proven, measureable results for their soil management efforts and how those efforts have paid off in optimizing their inputs, protecting against drought situations, increasing production and protecting their land resources.

The final guest presenter was Dr. Joe Santos, Dykhouse Scholar in Money, Banking and Regulation, from SDSU, who shared results of his working paper “Valuing Government Sponsorship of Ag Lending” prepared for the Farm Credit Services and Ag Finance Workshop hosted by the Kansas City Fed in mid-April. The workshop was also followed by a Davenport Evans Law Firm seminar in Sioux Falls later that month.

The committee discussed local area conditions, the U.S. Senate Committee on Agriculture, Nutrition and Forestry hearing on the Farm Credit System and subsequent follow up with Sen. John Thune, the SDBA’s Ag Credit Conference and Ag School, and request for support for the South Dakota Agriculture Foundation. ■

South Dakota Bankers Association 2017 Scenes of South Dakota Calendar



The South Dakota Bankers Association is pleased to offer you the Scenes of South Dakota Calendar. This calendar will feature photos of South Dakota submitted by South Dakota bankers, their family members and customers. Your bank logo and name can be printed on each calendar to display in homes and businesses all year long. **Calendar orders are due by September 1, 2016, to get the low price of \$1.19* per calendar.**

The Scenes of South Dakota calendars are exclusive to SDBA member banks. These calendars are a great opportunity to thank your customers for their business and promote your bank. The SDBA logo is also included to emphasize the strength and security of South Dakota's banking industry. Please see the information below and order today! All orders will be shipped November 1, 2016.



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Timely Curriculum Draws Experienced Ag Lenders from Around the Nation

By Deb Gates, Administrative Vice President, SDBA

Sixty students from South Dakota, North Dakota, Minnesota, Montana, Wyoming, Wisconsin, Iowa, Oklahoma and North Carolina, attended the 2016 National School for Experienced Ag Lenders held June 20-23 at Black Hills State University in Spearfish. The school was filled to capacity with a waiting list—a true testimony to the timely curriculum offering.

Topics included the global economy, policy and economic practices in today's environment, analysis of today's data to help determine if your customers are positioned to navigate volatile times, working with customers in today's challenging times, counseling your borrowers without facing lender liability, credit analysis troubleshooting, and a discussion of futures and options. The school wrapped up with a live case study to provide students an opportunity to implement what they learned during the week.

Written comments included:

- "The biggest strength of the school is definitely the curriculum we are taught, but the strength of the instructor lineup and their ability to teach is second to none."
- "I enjoyed the school and felt I gained a lot of information for future use at my bank."
- "Instructors' knowledge and engagement with the students is what makes this school great."
- "Would like to see this school extended by at least one day."

A special thank you to the Graduate School of Banking in Madison, Wis., for sponsoring the opening night BBQ in the park.

Thanks to our instructors who provided this valuable learning experience:

- Lead instructor Dr. David Kohl, Virginia Tech, Blacksburg, Va.
- Denny Everson, First Dakota National Bank, Yankton, S.D.
- Bob Craven, Dale Nordquist and Ed Usset from the Center for Farm Financial Management at the University of Minnesota, St. Paul, Minn.
- John Blanchfield, Agricultural Banking Advisory Services, Damascus, Md.
- Dana Dykhouse, First PREMIER Bank, Sioux Falls, S.D.
- Sam Miller, BMO Harris Bank, Appleton, Wis.
- Jason Henderson, Purdue University, West Lafayette, Ind.
- Dan Oedekoven and Deb Dodson, Strength Deployment Inventory Session ■



See a list of the 2016 National School for Experienced Ag Lenders graduates on page 16.



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First Bank & Trust's Van Fishback, chairman, and Kristina Schaefer, general counsel and director of risk management, in the bank's board room at its headquarters in Brookings.

A Passion for the Legalities of Banking

Meet Kristina Schaefer

First Bank & Trust, Sioux Falls

By Alisa DeMers, Editor

Kristina Schaefer's favorite subjects in high school were history and government.

"When I was in fourth or fifth grade, I decided to write a bill and walked it over to Scott Heidepriem's house," Schaefer recalled. "At that time, he was our state representative, and I told him I thought he should introduce it into the Legislature.

"It was about some landfill somewhere that I, for some reason or another, felt very passionate about. I also made a booklet, as child, about a future presidential run and what my campaign would look like."

Schaefer may not have become

president, but today she is working to make a difference at First Bank & Trust, where she serves as general counsel and director of risk management, and in her community of Sioux Falls. Last year, she served on the South Dakota Elder Abuse Task Force and in April was elected to the South Dakota Bankers Association's Board of Directors.

Learning Responsibility as a Farm Kid

Schaefer and her younger sister, Kathy, were raised on a farm 20 miles outside of Miller in the central part of South Dakota. Her parents,

Kelvin and Carol Grey, both worked on the farm, and her grandparents also lived on the farm until she was in sixth grade. The family farm will celebrate being a century farm in 2018.

"I raked hay; I plowed. My dad was pretty particular about the fields and the way the rows lined up, so I didn't get to help in any major fields that were by paved roads," Schaefer joked. "But I did rake a lot of hay and stack bales.

"Growing up on a farm instills a lot of responsibility in someone at a very young age. You are responsible for a tractor, or cattle or chores."

When she was 16, Schaefer began working in Miller at a gas station making pizzas and subs. During the summers, she also worked at a local graphic design shop.

Growing up, Schaefer was involved in 4-H showing cattle, cooking, baking and public speaking. In school, she participated in track and field, played drums in band, and was selected to attend American Legion Girls State, a week-long program which teaches how government works while developing leadership skills.

"I have always liked government and policies, so I figured I would do something like that at some point in my career," she reflected.

"My dad loves history, and very early on at the school book fairs I would find books on history, biographies and things like that. My dad was a farmer, and I didn't get a lot of time with him unless I rode around in the tractor with him. That was always something that we could talk about together.

"I convinced my dad one time to take me to town and drop me off at the courthouse to watch trials. The case settled, and I was so disappointed because I then had to spend the day going to NAPA and the elevator."

Schaefer began dating her future husband, Scott, at the end of their junior year in high school. Scott, who is also from Miller, grew up on a farm near the small community of Polo.

They both graduated from Miller High School in 1998 and attended South Dakota State University (SDSU) in Brookings. Schaefer majored in political science with minors in business and economics.

Deciding Between Banking or Law

Schaefer began working in customer service at First Bank & Trust's call center in Brookings the summer between her freshman and sophomore year in college. She also interned one session with the South Dakota State Legislature.

After working in customer service, Schaefer was promoted

to handling the bank's mail and writing back to customers. She was next moved to a group that handled special projects at the bank, such as paperwork for national credit card products and website projects. Her final job at the bank during college was in the compliance department.

Schaefer said she had a great mentor while working at the bank during this time. Her supervisor, Julie Bosma, had high expectations but also invested in Schaefer and let her work on tough projects and provided good feedback.

After graduating from SDSU, Schaefer attended law school at Creighton University in Omaha, Neb. Schaefer and her husband were married prior to their senior year at SDSU, and Creighton was one of only a few schools which would allow Scott to get his masters in industrial organizational psychology.

"I really enjoyed my time at the bank a lot, and I was lucky that they let me help with some contract projects and compliance," Schaefer said. "I knew I liked law, but I didn't really know what type I wanted to practice."

The summer between her first

and second year of law school, Schaefer worked at a law firm in Omaha doing primarily commercial litigation. She quickly learned that she had no interest in working in litigation.

Schaefer enjoyed her banking law class at Creighton and the summer between her second and third year of law school worked for Davenport, Evans, Hurwitz & Smith in Sioux Falls. There, she clerked for a business attorney and a litigation attorney doing work for both.

"I was assigned to the financial institutions practice group, so I got to do banking law that summer," she said. "That basically cemented that I wanted to go back into banking."

After receiving her law degree in 2005, Schaefer returned to Davenport Evans, Hurwitz & Smith. She handled corporate law work, and the majority of her practice was for financial institutions. She dealt with compliance and banking law issues.

"I loved it there, but you would give advice and you had no idea what happened. I missed seeing things from beginning to end," Schaefer explained. "I missed being part of a bank."



First Bank & Trust's headquarters and its holding company, Fishback Financial Corporation, are located in Brookings at 520 Sixth St.

Returning to First Bank & Trust

Schaefer returned to First Bank & Trust in Sioux Falls in 2007. At the time, her sister Kathy was also working at First Bank & Trust as a teller in Brookings while attending SDSU. Schaefer worked in the risk management department handling contracts, assisting with third-party vendor relationships and working on compliance issues.

After she worked in risk management for a year, Fishback Financial Corporation (FFC), the bank's holding company, decided to create a legal department. Schaefer was the bank's first lawyer and began developing a legal department.

"I started by expanding the type of work that I did. That is when the economy crashed, and we had some loan workouts and some more complicated issues," Schaefer said. "I started working more closely with our loan officers as we worked on issues. And we just continued to grow what the legal department did."

FFC employs more than 500 people at its 16 locations along the I-29 corridor in South Dakota and Minnesota. Schaefer began working with human resources on employment law issues. The company continued growing its in-house legal work and started looking at its intellectual properties and working on trademarks, corporate governance and contracts.

As the primary legal resource for the organization, Schaefer provides advice and counsel on all legal matters including lending transactions, payment systems issues, contracts and corporate governance.

"My goal in my job is to help the bankers do their jobs well because I don't have a job if they don't make loans or if they aren't opening deposit accounts," she said.

"You give employees the option to call the legal team about whatever aspect of their job that they need help with. I think it's a great resource for employees. They can call a lawyer and ask questions, and it doesn't cost the corporation anything."



From left are Scott and Kristina Schaefer and their children Olivia and Harper (on the tractor); Kristina's parents, Carol and Kelvin Grey; and Kristina's sister, Kathy Tofflemire, her husband Brad, and their son Owen.

In 2014, Fishback Financial added a second lawyer to its legal department and today employs three lawyers. Eighteen months ago, the company combined the legal department and risk management.

In addition to legal functions, Schaefer also oversees compliance, fraud, BSA/AML and third-party oversight functions. The fraud team consists of two fraud analysts and two BSA officers.

Schaefer serves on FFC's governing policy board, the bank's Employee Stock Ownership Plan (ESOP) Committee and ESOP Communications Committee, and enjoys helping match employees with mentors as part of the bank's mentoring program. She has offices at the bank's 57th St. location in Sioux Falls and at the bank's headquarters in downtown Brookings.

"Anytime we launch a new product or like now when we are constructing a new branch in Sioux Falls, I like those types of things," she said. "It is exciting to work on and a good project for me because I get to see it from the very beginning when we are negotiating the contract to the very end when we are putting

up signage. I like projects like those because you get to be involved in so many different aspects."

With its new location in Sioux Falls, First Bank & Trust is teaming up with Coffea Roasterie. The two businesses will share a 4,500-square-foot building with a common lobby near the entrance to the Dawley Farm Village development off Arrowhead Parkway. The bank broke ground in June and plans to open by the end of the year.

Using Her Skills to Serve

Last year, Schaefer was one of two bankers selected to serve on the South Dakota Elder Abuse Task Force which was formed to study the prevalence and impact of elder abuse in the state and to make recommendations to the State Legislature to address the issues.

The task force helped draft legislation which was passed during the 2016 Legislature. SB54 gives bankers the legal authority to share information about suspected cases of financial exploitation or abuse directly with state and local law enforcement. Bankers are permitted, but not required, to report suspected cases of financial exploitation of

an elderly customer or an adult customer with a disability.

Equally as important, SB54 provides a financial institution with immunity from any civil or criminal liability that might otherwise result from filing such reports or for cooperating with law enforcement in a subsequent investigation.

"I was really thankful for that opportunity. In my job, I see a lot of scams, and I talk to a lot of loan officers and customers about financial exploitation and what to watch for," Schaefer explained. "I was familiar with what went on, and if I could do anything to help create meaningful legislation that really combated financial exploitation but did so in a smart way and in a way that made sense for banks, I was really glad that I had a part in that."

Schaefer has served on the SDBA's Legislative Committee, which she chaired in 2014-2015, and in April she began serving her first term on the SDBA Board of Directors representing banks in Group I.

"I grew up in a small town, and service was always very important," she said. "My dad served on the elevator board, the school board, was a deacon in the church and my parents were 4-H leaders. It was important to me, I enjoyed my service on the Legislative Committee and I wanted to give something back."

Schaefer was also inspired by First Bank & Trust President/CEO Kevin Tetzlaff when he served as SDBA chairman in 2013-2014.

"I was also hoping that since I have a compliance and legal background that being able to know what exactly a regulation says and what impact it would have would allow me to be useful in terms of the advocacy that the South Dakota Bankers Association Board does."

In addition, Schaefer serves on the American Bankers Association's Regional Bank General Counsels Group and Cyber and Information Security Working Group.

Setting Good Examples

In her free time, Schaefer enjoys running and puts the pastime to



Kristina Schaefer and her sister, Kathy Tofflemier, both volunteer with Girls on the Run in Sioux Falls. From left are program volunteers Melissa Schwiesow, Ann Hajek, Kristina Schaefer, Kathy Tofflemier and Cheri Kovalenko.

good use as a coach for Girls on the Run in Sioux Falls.

Meeting twice a week in small teams for 10 weeks, Girls on the Run is an international nonprofit organization that teaches life skills through dynamic, interactive lessons and running games. At each season's conclusion, the girls and their running buddies complete a 5k running event which gives them a tangible sense of achievement as well as a framework for setting and achieving life goals.

"It's amazing to watch the girls, many of whom started the season just walking, run across the finish line," Schaefer reflected. "For some of them, this is their biggest life accomplishment yet, but the lessons learned throughout the program show them there is no limit to what they can accomplish in the future."

Schaefer also serves as a mentor to two young girls as part of the LSS School Based Mentoring Program and is active in its Everyday Heroes Recruitment Campaign and Advisory Committee. Volunteers meet once a week with a student who needs a stable adult in her life.

Schaefer and her husband Scott, who works in industrial organizational psychology for Sanford Health, have two daughters: Olivia, nine, and Harper, four. With

young children at home, Schaefer said the two programs she volunteers with fit her schedule well because she can participate in them during her lunch hour or in the afternoon right after school.

Schaefer said First Bank & Trust allows its employees flexible work schedules in order to volunteer time in their communities and to raise their children.

"We still have to show up and do our jobs well, but our corporation realizes that if they support us and what is important to us that they will get the best out of us," Schaefer said. "That really allows me to be the mom that I want to be, the community servant that I want to be, and then I am the lawyer that I want to be because you never feel overly pulled in one direction."

Schaefer said she sometimes needs to come to work on Saturday mornings, and her girls will come along and play "banker" in the corner of her office at the bank. She herself remembers what a big deal it was as a kid to visit the bank on a field trip and dump pennies into the coin machine in exchange for a crisp dollar bill.

"I think that is good too that the girls can see me working in a job that I like and that I am passionate about," Schaefer said. ■

Congrats 2016 Experienced Ag Lenders School Graduates

Jay Anderson, First State Bank, Lisbon, N.D.
 Tanner Baird, American Bank & Trust, Huron, S.D.
 Teresa Barrett, Financial Security Bank, Kerkhoven, Minn.
 Nathan Baune, Integrity Bank Plus, Wabasso, Minn.
 Jesse Block, First Fidelity Bank, Platte, S.D.
 James Bohnsack, First Dakota National Bank, Vermillion, S.D.
 Brady Boyum, Security State Bank of Lewiston, Minn.
 Joe Crews, Uwharrie Bank, Concord, N.C.
 Curt Cutler, First PREMIER Bank, Sioux Falls, S.D.
 Tyson Decker, American Bank & Trust, Huron, S.D.
 Annie DePuydt, First Community Bank, Glasgow, Mont.
 Travis Elg, Pioneer Bank, St. James, Minn.
 Jennifer Ettl, Wells Fargo Bank, Minneapolis, Minn.
 Kari Fagerhaug, BankWest Inc., Mitchell, S.D.
 Jesse Foster, BankWest, Pierre, S.D.
 Gail Grant, Great Western Bank, Fort Collins, Colo.
 Jason Grim, BankWest Inc., Gregory, S.D.
 Tanner Guy, Wells Fargo Bank, NA, Des Moines, Iowa
 Michael Hall, Heartland State Bank, Highmore, S.D.
 Austin Havlik, First Dakota National Bank, Mitchell, S.D.
 Bob Hebl, The Goose River Bank, Hillsboro, N.D.
 Mavrick Hill, Commercial State Bank, Wagner, S.D.
 Andy Jacobs, First Dakota National Bank, Elk Point, S.D.
 Cindy Jager, Plains Commerce Bank, Hoven, S.D.
 Chad Johnson, Welch State Bank, Welch, Okla.
 Jarrod Kannas, U.S. Bank, Aberdeen, S.D.
 Erik Koenigs, CorTrust Bank, Tabor, S.D.
 Jim Kuch, U.S. Bank, Aberdeen, S.D.
 Craig Lindsay, OCC, Minneapolis, Minn.
 Derek Little, First Dakota National Bank, Kimball, S.D.

Michael Miller, Investors Community Bank, Manitowoc, Wis.
 Belinda Mitchell, BankWest, Kadoka, S.D.
 Derek Nelson, Ultima Bank Minnesota, Fosston, Minn.
 Tony Nour, First PREMIER Bank, Sioux Falls, S.D.
 Austin O'Dea, First Community Bank, Glasgow, Mont.
 Ryan Peterson, FNB Osakis, Osakis, Minn.
 Lee Plott, Wells Fargo Bank, Sioux Falls, S.D.
 Laurie Reed, Plains Commerce Bank, Sioux Falls, S.D.
 Mandi Rogers, Uwharrie Bank, Albemarle, N.C.
 Will Rozell, First State Bank of Warner, Warner, S.D.
 Jeana Sayler, Dacotah Bank, Mobridge, S.D.
 Brady Schlechter, Division of Banking, Pierre, S.D.
 Brett Schnabel, First State Bank of Armour, Delmont, S.D.
 Lindsey Schoeberl, MetaBank, Brookings, S.D.
 Darin Schroeder, First Dakota National Bank, Salem, S.D.
 Henry Schutz, State Bank of Faribault, Faribault, Minn.
 Garrett Schweitzer, Dacotah Bank, Lemmon, S.D.
 Brandon Spanier, Dacotah Bank, Faulkton, S.D.
 Mary Squires, Minnwest Bank, Tracy, Minn.
 Elena Staabs, Investors Community Bank, Manitowoc, Wis.
 Jeremy Syrovatka, Security State Bank, Tyndall, S.D.
 Tobi Tynon, Welch State Bank, Welch, Okla.
 Alex Wagner, First Dakota National Bank, Sioux Falls, S.D.
 Jacob Wagner, Division of Banking, Pierre, S.D.
 Sarah Wenisch, AgQuest Financial Services, Morgan, Minn.
 Luke Wilkins, Security State Bank, Gillette, Wyo.
 Robbie Williams, Ipswich State Bank, Ipswich, S.D.
 Colin Wittmer, Wells Federal Bank, Wells, Minn.
 Michael Zellmer, Division of Banking, Pierre, S.D.
 Blaze Zenner, Wells Fargo Bank, Duluth, Minn.

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BY SHERRY BREN | Executive Director | South Dakota Appraiser Certification Program

Appraisal Development—Client Issues



Shelf Life of an Appraisal or Appraisal Report

Question: I've received inquiries from some of my clients asking me how long my appraisal reports are valid. Is this addressed in USPAP?

Response: USPAP does not determine the length of time for which an appraisal or appraisal report is valid. Various users of appraisal services may establish their own requirements or guidelines for the validity period of an appraisal or appraisal report.

It is also important to note that USPAP distinguishes an appraisal from an appraisal report. An appraisal is an opinion of value while an appraisal report is any communication, written or oral, of an appraisal that is transmitted to the client upon completion of an assignment.

Two dates are essential to an appraisal report: the effective date of the appraisal and the date of the report. The effective date of the appraisal establishes the context for the value opinion, while the date of the report indicates whether the perspective of the appraiser on the market and property as of the effective date of the appraisal was prospective, current or retrospective.

As such, the effective date of the appraisal, the date of report, or both may be important reference points when determining when a new appraisal or appraisal report is required.

Use of Distress Sales in Real Property Market Value Appraisals

Question: A client has asked me to disregard any foreclosure, real estate owned (REO) or short sales when performing market value appraisal assignments. Is this an acceptable assignment condition?

Response: No. USPAP does not specifically address which sales should or should not be considered in an appraisal assignment. However, in real property appraisal assignments, Standards Rule 1-4(a) requires:

When a sales comparison approach is necessary for credible results, an appraiser must analyze such comparable sales data as are available to indicate a value conclusion.

So, the appraiser must determine what data is relevant.

There are many appraisal assignments where, in order to achieve credible results, it is necessary to use "distress" (e.g., REO or short sales) properties as comparable sales. However, foreclosure sales, defined by *Black's Law Dictionary* as "the sale of mortgaged property, authorized by a court decree or a power-of-sale clause, to satisfy the debt" are seldom based on market expectations. When there is a glut of distress sales in the marketplace, and those properties are truly comparable to the subject, it would be misleading not to use them as part (or in some cases all) of the basis for a value conclusion.

A client-imposed requirement to disregard data that may be relevant and necessary for credible assignment results would be an unacceptable assignment condition.

Notice: Public information regarding disciplinary action taken against an appraiser is available upon written request to the South Dakota Department of Labor and Regulation's Appraiser Certification Program at the address or email below. Include in the request for information the name of the appraiser and the appraiser's city and state of residence. (Disciplinary action may include denial, suspension, censure, reprimand or revocation of a certificate by the department.) ■

If you have an appraisal related question that you would like to have answered in the "Ask the Appraiser" column, submit it to Sherry Bren, executive director of the Appraiser Certification Program, 308 S. Pierre St., Pierre, SD 57501, fax 605.773.5405 or by email at Sherry.Bren@state.sd.us.

FBI Issues Warning about Email Scams

The FBI issued a notification to warn companies of the ongoing threat of business email compromise (BEC) scams that caused losses of nearly \$76 million between December 2015 and March 2016. The notice outlines common types of BEC scams, steps businesses can take to mitigate their risk and what to do if they fall victims to this type of cybercrime.

The FBI noted that in most BEC scams, fraudsters typically target businesses that work with foreign suppliers or regularly transmit payments through wire

transfers. Once the victim company is selected and compromised — often through social engineering or computer intrusion techniques — the fraudster conducts surveillance to understand the company's processes and protocols and identify those with the authorization to perform or authorize these transactions.

The fraudsters then compromise and assume control of the victim's legitimate email account and, posing as the employee, instruct others to transact on their behalf. ■

Arbitration Consternation:

The CFPB Proposes New Ban on Mandatory Arbitration Clauses



By Victoria E. Stephen, Associate General Counsel, Compliance Alliance

On May 5, 2016, the Consumer Financial Protection Bureau (CFPB) dealt another blow to the financial services industry. The CFPB issued a 377-page proposal that would effectively block the use of mandatory arbitration clauses that have come to be the norm in most financial agreements today.

As the Bureau is quick to point out, the proposal does not ban arbitration clauses entirely, but merely requires that consumers be provided other options for dispute resolution. This is precisely what gives the proposal its real teeth, though. These clauses not only mandate arbitration, but also usually include waivers that require consumers to sign away their rights to bring class action lawsuits. Without arbitration as the exclusive form of dispute resolution, the floodgates to class action lawsuits will be suddenly flung open.

According to the findings from the CFPB's own three-year study, consumers have been "effectively prohibit[ed]" from bringing the vast majority of potential claims by the industry's widespread use of arbitration clauses or "contract gotchas," as it likes to call them.

Because the cost of individually litigating a claim tends to outweigh any benefit that might result, often the only feasible way of bringing a small claim is together with a class of other consumers with the same one. When the Bureau's proposal goes into effect, consumers will be able to aggregate tens, hundreds or even thousands of small claims into large class action suits.

Although arbitration clauses would be banned, generally, the proposal would continue to allow some arbitration at the individual level. In those few cases in which it would be allowed, the Bureau has made clear that it will be extensively monitored for abuse.

Besides the added scrutiny, many in the industry have commented that bifurcating their dispute resolution process just isn't a viable option. With the added costs of litigation and the enhanced scrutiny of what limited arbitration would be permitted, it's safe to say that most financial companies would simply not be able to afford the two avenues.

There can end up being drawbacks on the other side of the fence, too. There's a question of whether the Bureau has even considered many of the potentially unintended consequences to the consumer. The primary and obvious

one being that someone has to absorb the increased costs of class action litigation and, hint hint, it won't be just the institutions. If institutions have to bear more legal costs, you can be sure that consumers will see correlative price increases.

This is without considering that class actions in general provide little restitution to plaintiffs, but excellent payoffs for plaintiffs' lawyers. The CFPB's own study showed that an astronomical 87 percent of class action lawsuits provide absolutely no financial compensation to consumers. The lawyers, on the other hand, can make more than a million dollars per case on average.

Finally, there's also the lingering question of whether the CFPB even has the authority to impose this unconditional ban on mandatory arbitration. Opposers assert that the Dodd Frank Act asked for no more than a study on arbitration clauses, while the CFPB claims that Congress also allowed it to reform the practice if "certain conditions are met." With such wide disparity in the interpretation of the Bureau's authority, legal challenges to the new rule are inevitable.

Although the final rule will go into effect 30 days after being published in the Federal Register, there will be an added 180-day delay period from that date. Based on the current projected timeline, the ban would begin to be imposed on agreements entered into sometime in the middle of 2017, although there is still debate over whether some current agreements would be grandfathered.

Read the full proposal here: http://files.consumerfinance.gov/f/documents/CFPB_Arbitration_Agreements_Notice_of_Proposed_Rulemaking.pdf. ■

Victoria E. Stephen serves as associate general counsel for Compliance Alliance. While receiving her bachelor of business administration in banking finance from the McCombs School of Business, Stephen worked in both deposit and lending services. She continued her interest in financial services at the University of Texas School of Law by focusing on secured transactions, taxation, contracts and corporate governance. Stephen has since worked in corporate tax law, mergers and acquisitions, and performed legal research on a range of regulatory issues.

As one of Compliance Alliance's hotline advisors, she helps members with a variety of compliance and regulatory questions. Compliance Alliance, an SDBA endorsed vendor and associate member, offers a wide variety of compliance support solutions. To learn how to put them to work for your bank, call 888.353.3933, visit compliancealliance.com or email info@compliancealliance.com.

Increasing Your Bank's Visibility in Search Engines



By Brian Reilly, Consultant, BankBound

Numerous studies all confirm that most people conduct research online prior to making a purchase or visiting a brick-and-mortar store. People of all ages are increasingly going online to find answers to their financial questions and needs, so

why aren't banks paying more attention to their digital presence?

Our team looks at a whole lot of regional and community bank websites, the majority of which are far behind the latest best practices for user experience and design. Interestingly, even the banks we've observed that boast newly-redesigned websites typically fall flat with best practices for search engine optimization. From what we've seen, there's a big disconnect between bank website design and the guidelines published by Google and other search engines about how to optimize your website to receive favorable rankings (visibility) in search engine results.

If you're wondering how well your bank's website is optimized for search engines, here's an easy way to get a baseline. Log out of your Google account and add one of the cities your bank serves into the following phrase before searching Google: "banks in _____." Does your bank make the first page? Try a few other cities to get a general sense of what your prospects are finding when they go to Google in search of a bank with which to do business.

A useful free tool you can use to get a more accurate picture of your bank's presence in Google search results is the Google AdWords Keyword Planner. Select your geographic service area and drop a few Google search phrases you'd like your website to show up for into the tool.

To the right is an example of a few keywords along with how many people are searching Google for those keywords each month within Philadelphia alone.

These monthly average search volumes can be higher or lower depending on the geographic area you'd like to reach, but keep in mind this is only a small sample of possible keywords your bank might want for which to rate. There are thousands of highly-searched keyword variations out there that your bank could be receiving website traffic from, but without making the first page of Google results you're not in the game.

Search Engine Optimization Best Practices

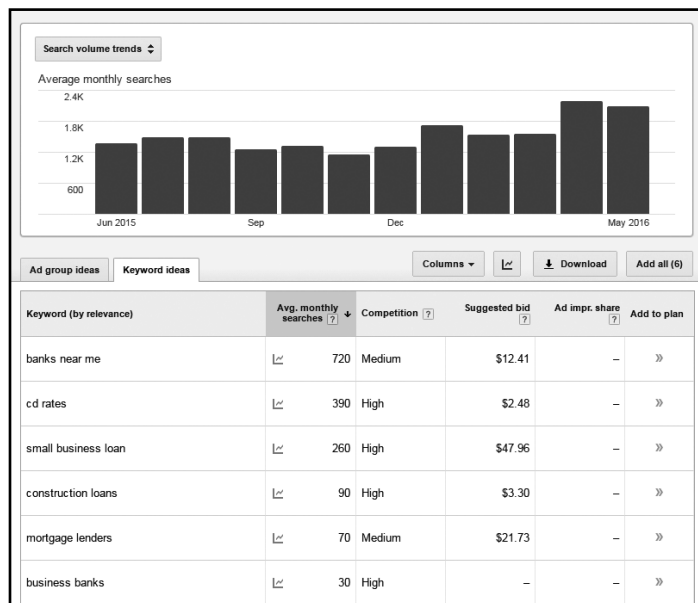
In order to rank well in Google for different keyword variations you'll need to work on your bank's search engine optimization (SEO). There are two main components of effective search engine optimization: on-page and off-page.

On-Page Optimization: Digital experts spar on the most important on-page optimization factors, but at the end of the day it comes down to one thing—relevance. Google and other search engines want to provide their users with the most relevant results possible, so always keep in mind how relevant and useful your website is on a macro level for effective SEO.

In order to deliver a highly-relevant website to prospects, customers and search engines, we always suggest starting with content. A well-planned content marketing strategy is truly key to providing your website users with the solutions and information for which they are looking. Beyond content, a few other important on-page SEO factors include the following:

- The age of your domain—older is better.
- Page title tags—use keyword-rich titles that are descriptive and include your geographic service area.

Continued on page 21



classifieds

Compliance Officer II, Fishback Financial Corporation, Brookings, S.D.

Fishback Financial Corporation is looking for an individual to fill a compliance officer II position. This person should have a bachelor's degree and five years of experience as a compliance professional or experience in dealing with risk in other areas of banking or the equivalent. An above average knowledge in traditional and non-traditional bank products is required. This position's responsibility includes: performing periodic reviews of each business unit's activities related to compliance with all applicable laws and regulations based on an established compliance program, facilitating risk assessments and pending regulatory guidance, reviewing marketing materials to ensure compliance with all applicable laws and regulations, provides compliance support throughout the organization, and conducts compliance training sessions for small and large groups. To apply, visit www.bankeasy.com/careers. ■

Core System Administrator, Fishback Financial Corporation, Brookings, S.D.

Fishback Financial Corporation is looking for an individual to fill a core system administrator. This person should have a bachelor's degree plus three years of related experience or the equivalent. This position's responsibility includes: assisting the core support manager with the overall integrity of the Jack Henry core processing system and ancillary systems, acting as a support resource for various system users in order to maintain data integrity and improve efficiencies and quality, and working closely with various other FFC and business unit departments as well as third-party vendors. To apply, visit www.bankeasy.com/careers. ■

Credit Analyst/Loan Administration, BankStar Financial, Brookings, S.D.

BankStar Financial in Brookings, S.D., is seeking a highly motivated individual to join our experienced team of lending professionals for a full-time credit analyst/loan administration

position. This position is responsible for conducting analysis of financial information provided by loan clients in support of a pending loan decision or in support of an existing loan facility. This position will also provide loan administration support for the lending staff. Backup and other miscellaneous duties as assigned. Education & Experience: Post-secondary degree/diploma in accounting, finance, business or economics; three-plus years of banking experience, commercial real estate experience preferred, but not required; or any equivalent combination of education and experience is acceptable to the hiring authority. For more information contact: BankStar Financial, Attn: Amanda Lauer, PO Box 146, Brookings, SD 57006. Amanda.Lauer@ebankstar.com. Phone: 605.692.3636. Must pass pre-employment screening. Equal Opportunity Employer. Member FDIC. Compensation DOE and full benefit package available. ■

Mortgage Loan Personnel, State Bank of Alcester, Alcester, S.D.

State Bank of Alcester, a locally-owned bank, has an opening in its mortgage loan department. Responsibilities will include assisting in the origination, processing and servicing of residential mortgage loans. A qualified applicant would have excellent communication skills, be detail-oriented, have reading comprehension ability, be highly organized and enjoy the challenge of regulations compliance and customer interaction. This great office environment includes benefits of 401(k) and paid health insurance. Please send resume to Jaimey Schempp, State Bank of Alcester, PO Box 168, Alcester, SD, 57001 or email to jaimey.schempp@statebankofalcester.com. ■

President, BTC Trust Company of South Dakota, Sioux Falls, S.D.

BTC Trust Company of South Dakota is a wholly owned subsidiary of Bankers Trust Des Moines, Iowa, and is regulated by the South Dakota Division of Banking. We are seeking an energetic, self-motivated individual with a minimum of five years of experience in trust administration and/

or operations to be responsible for leading all aspects of the BTC Trust Company of South Dakota including: strategic planning and execution, sales and business development, account administration, compliance and risk management, budgeting and financial goal achievement. The successful candidate will possess an undergraduate degree with emphasis in accounting or business; an advanced degree or certification (JD, CPA, CTFA) desirable. The successful candidate will also possess technical knowledge of both trust administration and the unique attributes of South Dakota trust statutes and strong communication skills, both oral and written, and excellent organizational skills. If interested in this exciting and rewarding opportunity, please visit our website at www.bankerstrust.com/careers to complete an online application. Bankers Trust is an Affirmative Action/Equal Opportunity Employer' "Protected Veterans and Individuals with Disabilities." ■

Trust Officer, BankWest, Rapid City, S.D.

BankWest, a family-owned business with a 127-year history, is seeking new people to join its financial services team. While each position requires a unique skill set, every member of our team shares a passion for customer service and a sincere interest in seeing our customers succeed. If this sounds like you, read on ... Trust Officer: Our trust officers assist customers with wealth management, estate planning, business transition and a variety of other financial solutions related to trust services. This position requires a bachelor's degree in finance, accounting, law, business or a related field of study. All new employees must pass pre-employment screening. BankWest is recognized as a market leader in customer care, community reinvestment and depth of services. If you're looking for a fulfilling career with a winning team, see a full job description and apply at www.bankwest-sd.com, contact your local Career Center, or BankWest at 800-253-0362. All qualified applicants will receive consideration for employment without regard to race, color, religion, sex, sexual orientation, gender identity or national origin. ■

If you have a job opening at your bank or something to sell, send your classified listing via email to ademers@sdba.com and we will post it on the SDBA website, print it in one issue of the South Dakota Banker Magazine and include it in the SDBA eNews. This service is free to member banks and associate members (200 word limit). The fee is \$50 for nonmembers. Questions, contact Alisa DeMers at 800.726.7322.

Increasing Your Bank's Viability...continued from page 19

- Page content header tags—each page should use a single H1 tag that includes similar information as the page title tag.
- Page content length—when it comes to search engine rankings, longer content typically ranks better.
- Page speed—faster is always better.
- Mobile-friendliness—your website should absolutely be mobile-friendly (for many reasons).
- User engagement—include useful visuals and media within your pages to increase the time spent on site by visitors.

Off-Page Optimization: At a macro level, you can think of off-page SEO as your bank's presence across the Internet outside of your own website. As you earn links, mentions and social media shares on other sites, these actions communicate trust in your brand which is a big ranking factor with Google and other search engines.

Here are a few ways to build trust online outside of your website:

- Write content for other relevant websites—"guest blogging" is a great way to build up your brand with new audiences and earn links back to your website.
- Claim and optimize citations—take the time to claim up your business listings on powerful directories like Yelp and Google My Business to make sure the information they have about your bank is accurate and consistent.
- Acquire links from relevant industry directories—consumers often browse sites like findabetterbank.com, nerdwallet.com and credio.com to compare financial products; make sure your bank is represented there too!
- Use social media—claim your bank on as many social media sites as you can, then focus your efforts on growing an engaged following on the most popular platforms.

- Solicit reviews—online reviews carry tremendous weight with prospective customers and also with search engines.

Final Thoughts on Bank SEO

Bank marketers we work with are often surprised to find that their top physical competitors are not always the same as their top online competitors. While you may not feel threatened by the branch networks of your local competitors, they could very well be the first banks your prospects see in Google search results.

As more and more people go first to the Internet before choosing a financial institution, banks that want to continue growing will need to pay more attention to their digital presence. ■

Brian Reilly is a consultant for BankBound, the digital marketing division of PrintMail Solutions, an SDBA associate member. Reilly can be reached directly at brian@bankbound.com with questions. Find more bank marketing insights at bankbound.com/blog.

Classifieds *Continued*

WMS Chief Investment Officer, Fishback Financial Corporation, Brookings, S.D.

Fishback Financial Corporation is looking for an individual to fill a chief investment officer position. This person should have a bachelor's degree in a related business field plus 10 years of experience in trust and investments or the equivalent. This position has overall responsibility for the management, supervision and direction of all WMS investment activities within established risk/reward parameters, will articulate perspective on current investment outlook while ensuring communication to clients and staff, and will establish and implement investment policies and strategies and provides guidance to trust administrators and trust officers with respect to investment policies and procedures. To apply, visit www.bankeasy.com. ■

UBB and GLBB Complete Merger

Minnesota-based United Bankers' Bank (UBB), an SDBA associate member, and Ohio-based Great Lakes Bankers Bank (GLBB) officially completed merging on July 22, 2016.

The merger of the two holding companies—United Bankers' Bancorporation, Inc. (UBBI), Bloomington, Minn., and Bankers Bancshares, Inc. (BBI), Worthington, Ohio—along with their banks and respective subsidiaries, will now be able to provide enhanced correspondent products and services to community banks throughout Ohio and Michigan.

"Simply put, the merger of

these two institutions means community banks are now able to compete with anyone," said Dick Behl, chairman of UBBI and president of Farmers & Merchants State Bank, Scotland, S.D. "That's good for the banking industry. It's good for our shareholders and customers. And it's good for the communities they serve."

United Bankers' Bank will remain headquartered in Minnesota with a branch office, operational personnel and calling officers located in Worthington, Ohio. UBB will now serve more than 1,000 community banks in 14 states. ■

Seminars and Conferences

Executive Leadership of Cybersecurity Seminar

Aug. 16, 2016: Dakota State University, Madison

2016 SDBA IRA School

Sept. 7-9, 2016: Clubhouse Hotel & Suites, Sioux Falls

2016 SDBA Bank Technology Conference

Sept. 20-21, 2016: Sioux Falls

Bank Security Management Training

Oct. 20, 2016: Clubhouse Hotel & Suites, Sioux Falls

2017 SDBA State Legislative Day

Feb. 8, 2017: Ramkota Conference Center, Pierre

2017 SDBA Agricultural Credit Conference

April 12-14, 2017: Ramkota Conference Center, Pierre

2017 FDIC Directors' College

May 2, 2017: Sioux Falls Convention Center, Sioux Falls

2017 Quad States Convention

June 4-6, 2017: Rushmore Plaza Civic Center, Rapid City

Webinars

The following are available as live webinars and/or recorded seminars. For more information and additional webinars, visit www.sdba.com/webinars.

- Aug. 8, 2016: Bank Call Reports for Beginners: 5 Parts
- Aug. 9, 2016: Personal Accounts—25 Questions and Answers on Vital Issues
- Aug. 15, 2016: Bank Call Reports for Beginners: 5 Parts
- Aug. 16, 2016: Basic Cash Flow Analysis
- Aug. 17, 2016: TRID—The When and Why of Revised Disclosures
- Aug. 18, 2016: Closing Deposit Accounts: 10 Critical Issues
- Aug. 22, 2016: Bank Call Reports for Beginners: 5 Parts
- Aug. 23, 2016: Servicemember Issues: The Military Lending Act, SCRA and UDAAP Issues
- Aug. 24, 2016: Health Savings Accounts
- Aug. 24, 2016: Pain Relief for Managers
- Aug. 25, 2016: Compliance Perspectives
- Aug. 25, 2016: Regulation DD—10 Examination Hot Spots
- Aug. 29, 2016: Bank Call Reports for Beginners: 5 Parts

- Aug. 30, 2016: Call Report for Banks—Recent Changes, Highlights and Pitfalls
- Aug. 30, 2016: Applicants and Applications
- Sept. 7, 2016: Reg E
- Sept. 8, 2016: Past Due SD Box and Unclaimed Property—2016 Update
- Sept. 8, 2016: Opening Deposit Accounts for LLCs: Documentation and Procedures
- Sept. 13, 2016: Protecting Your Exempt Status Under the New FLSA Rule
- Sept. 13, 2016: Analyzing Appraisals for Mortgage Decisions
- Sept. 14, 2016: BSA Red Flags for Money Laundering: Frontline Annual Training
- Sept. 14, 2016: Best-Ever Compliance Checklists for Commercial Loans
- Sept. 15, 2016: POA
- Sept. 15, 2016: Developing a Star New Accounts Representative—Personal and Technical Skills

Banking Schools

2016 SDBA IRA School

Sept. 7-9, 2016: Clubhouse Hotel & Suites, Sioux Falls

GSB Financial Managers School

Sept. 18-23, 2016: University of Wisconsin-Madison

GSB Bank Technology Security School

Oct. 23-28, 2016: University of Wisconsin-Madison

GSB Advanced IT Forum

Oct. 24-26, 2016: University of Wisconsin-Madison

2017 National School for Beginning Ag Lenders

June 19-22, 2017, Black Hills State University, Spearfish, S.D.

Graduate School of Banking at Colorado

July 16-28, 2017: University of Colorado-Boulder

Graduate School of Banking at Wisconsin

July 30-Aug. 10, 2017: University of Wisconsin-Madison

Program and registration information is available six to eight weeks before each conference. For complete registration information, visit www.sdba.com.

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