

ROSE HILL BANK

the hungry little bank



A neighbor. A banker. A friend.

June-August 2009



A message from Rocky

Rose Hill Bank Customer,

As a responsible banker and businessman, I have a duty to use sound judgment in the decisions I make, and to make sure every decision is in the best interest of both the customer and the bank. When someone comes to us for a loan, we naturally consider their ability to repay it. We look at their liabilities, assets, income and debt. (A rule of thumb is that to qualify, an individual's monthly debt – including the new loan payment – shouldn't exceed 40% of their income.) We follow the same thought process when trying to help a customer with a household budget. If someone has been working full time, maybe even overtime, and suddenly they're cut back to a 3-day work week, obviously their debt ratio is going to increase. If they don't make changes in their spending patterns and style of living, they're in trouble.

Recently, the federal government has come down hard on lending policies, particularly in real estate. They're looking over our shoulder, making sure we hold people accountable. Yet at the same moment, the U.S. House and Senate have each passed a final version of the Fiscal Year 2010 Budget Resolution outlining \$3.56 trillion in spending. (\$3,560,000,000,000!) So I have to ask, "Who's looking over their shoulders? What is their ability to repay? What process do these people -- who are voted on to look after our best interests -- go through to ensure that we don't go further in debt?"

Don't get me wrong, I am not against spending. But where I continue to have a problem is that no one is talking about fiscal responsibility. The same people who are demanding responsibility from you and me are shirking responsibility on an economic scale unheard of in the history of the world! The U.S. economic system used to be the standard by which every other nation's was measured. No more.

Instead of offering real solutions, our elected officials continue playing politics and pointing fingers. Our country has a huge financial problem. Each minute they waste blaming each other is another precious minute gone by WITHOUT A SOLUTION. We can't focus on the past. We must take dead aim and go forward. We're all in this together. We've got to set our sites on how to get out of debt and then have money for what we, the country, truly need.

Rocky Waitt, President



*We'd like to introduce you
to one of your friends*



*Karen D. Jackson,
Senior Vice-President/
Loan Operations Manager*

**Meet Karen Jackson,
orchestrating the
magic behind our
"on-the-spot" loans**

Imagine. A customer comes into the bank requesting a consumer loan. They meet with one of our loan officers who determines that they qualify and – voila! -- within 20 minutes they have the loan documents in hand. Magic? Nope, business as usual at Rose Hill Bank. And Karen Jackson is one of the reasons why.

As head of Rose Hill Bank's Loan Operations Department, Karen is responsible for making sure all loan documentation satisfies our internal loan policy as well as all state and federal regulations. Processing the application, verifying credit history, documenting any collateral – it's all just standard procedure, and all done in an amazing 20 minutes or less, making on-the-spot lending a hallmark of Rose Hill Bank.

In addition to overseeing what happens "on-the-spot," Karen's department is also responsible for tracking all follow-up documentation – titles, financial statements, tax returns and other records that provide the necessary background to substantiate any outstanding loan.

So if getting a loan in 20 minutes seems like magic, remember the real magic is being performed behind the scenes by Karen Jackson and her staff.

**Neighbors, Bankers
& Friends on TV**

You may have noticed Rose Hill Bank showing up recently in your favorite TV shows. Starting mid-May, the three local stations and Cox Cable began airing a series of 15-second TV messages promoting the bank and our take on the state of the economy. So far feedback on our messages has been positive. We'd be interested to know what you think.

*A neighbor.
A banker.
A friend.*

**"Pay to the Order of:"
Business or Personal?**



Federal regulations, bank policies, and sometimes just good judgment put us in a position of occasionally having to refuse a customer's request. One example is a request to deposit a check made payable to a business, or to a trust, into a personal account – even if the depositor "IS that business." By law, the company account and the personal account are two separate entities. From the IRS's viewpoint, the only reason a person would want to deposit funds payable to a company into their personal account would be to keep it from showing up on tax reporting documents. Therefore, the Kansas Uniform Commercial Code requires any check made payable to a business, or to a trust, must be deposited into an account titled in that name. In the event of any resulting tax fraud, the bank could be held liable for accepting checks deposited incorrectly.

**FDIC extends
timeline for increased
coverage**

In our last newsletter, we reported that the amount of your deposits "insured safe by the FDIC" has been raised from \$100,000 to \$250,000. The government has recently reaffirmed this commitment, announcing that the new limits would remain in effect at least through 2013. Because this insurance is per account, a husband and wife could protect up to \$1,500,000 of their deposits here simply by structuring their accounts to take advantage of these limits. For details on how to fully protect your deposits, visit the FDIC website www.fdic.gov/EDIE/index.html, or ask us.

**Everything's
coming up
Rose Hill**



**Coming this Summer
33rd & North Ridge Rd.**