

Fall 2011

A photograph showing three business professionals in a meeting. Two men and one woman are gathered around a table, looking at documents and discussing them. They are dressed in professional attire (suits and a blazer).

# Dollars & Sense

**21<sup>ST</sup> CENTURY BANK**

## LETTER FROM THE CEO

Dear Customer,

I would like to discuss a question I'm usually asked when I tell people that I'm a banker. The question is generally whether I see things improving in the economy.

My answer is yes, things are certainly better than they were a few years ago, as people adjust to the new norm, but we certainly have a ways to go as the economy struggles to get moving. The "new norm" is that credit is not as readily available as it has been and we have seen a decrease in demand for credit. The decrease in demand is partly because most people and businesses are making a conscious effort to de-leverage as cautiousness and the lack of consumer confidence remains high.

Those in the banking industry can surely see that we are in for a long period of low interest rates and very slow growth. Most banks are still working through many of the credit problems that surfaced in the last four years, most of which will take considerable time to remedy. And yes, there will be some additional bank closures and consolidations during this process for those banks that are inadequately capitalized. Just as many banks find themselves dealing with credit problems, many consumers who took on too much debt find themselves underwater on the value of their main asset - the family home. It's difficult to see how the economy starts to move forward without the housing and construction sectors coming back in a meaningful way. Many of the better-paying jobs were lost in those sectors and they don't look like they're returning anytime soon.

While local, Federal and foreign governments need to get spending under control and make crucial decisions regarding fiscal policy, this may prove difficult as 2012 is an election year. As we all watch the news of the day unfold, I think we'll find this to be a somewhat painful process as politicians tend to be more geared towards getting re-elected as opposed to making the tough choices that will help to put the economy back on course.

Most of us in the banking industry anticipate more of the same for an extended period of time. While consumer confidence usually experiences a surge during the late stages of the election process and as the government settles into business shortly after the election, if foreign governments have yet to settle their debt situations, we might not see that much needed surge. Unfortunately much of what has to happen for our economy and the world economy to move forward is dependent on the fiscal policies of the governments involved. For expansion of the economy to occur, there have to be clear signs that the sun is coming out and those signs just aren't there yet. While I wish that my address was a little more positive, it seems clear to this banker that we are in for slow economic growth for some time.

*Sincerely,*  
Tom Dolphin SR. CEO

# COMMUNITY INVOLVEMENT – DRESS DOWN FOR A CAUSE DAY

21st Century Bank raises money each month for a community organization through its Dress Down for a Cause Day. Bank employees donate money to a charitable cause and are able to dress casually on the last Friday of the month. From January 2011 to July 2011, the Bank raised money for the Minnesota Military Family Foundation (“MMFF”) in support of deployed Minnesota military personnel, their spouses and children. From August 2011 to December 2011, the Bank is raising money for the Alexandra House, located in the cities of Blaine and Anoka. The mission of Alexandra House is to empower victims of domestic and sexual violence and inspire social change through education, support and advocacy.

Starting January 1, 2012 and running through July 2012, the Bank will raise money for the Huntington’s Disease Society of America (HDSA). HDSA is a national non-profit voluntary health agency dedicated to finding a cure for Huntington’s Disease (HD). HDSA provides vital support, information and educational services to improve the lives of those affected by HD, offers resources and guidance for HD families through its national network of volunteer-based chapters and through its HDSA Centers of Excellence for Family Services, and promotes and supports research to find a cure for HD. HD is an inherited disorder resulting in slow and irreversible loss of both mental and physical capacity. There are 30,000 persons in the U.S. currently diagnosed with HD and each of their siblings and children has a 50% chance of developing it. HD is a “family disease,” not just because it is inherited from a parent, but also because it profoundly affects the entire family unit emotionally, socially and financially. HD, like Alzheimer’s and Parkinson’s, takes a person away from their loved ones and the rest of the world long before they die. Every person who inherits the HD gene will eventually develop the disease.

To find out more about HDSA, check out [www.hdsa.org](http://www.hdsa.org).



## IT Tips Section

### What’s the Password?

Here are two easy ways you can formulate passwords that are unlikely to get hacked by a fraudster.

1. Single Word Passwords. Single word passwords are easy to break. Instead, use letters from a phrase you can easily remember. “Passphrases” can be formed using two or more words from a memorable purchase, picture or person. Let’s say that you bought your first car in 1976 and it was a Monte Carlo; well, a good passphrase from that memory could be Monte1976. Rather than spelling your child’s name, which can be easily hacked, use a combination of the month, first letters of the name and the year of birth. An example might look like this: 06ka1988.

2. Use Special Characters. Special characters really allow you to make your passwords complex.

Choose two words and separate them with a special character. Examples: Dog\$house, Traffic\*jam and Grocery%store.

Another great option with special characters is to use them to replace letters and/or numbers in your password. Examples: The number “0” can replace the letter “O”; the number “1” replaces the letter “i”; the number “3” can replace the letter “E”; and try using the special character “@” for the letter “a.”

# CUSTOMER APPRECIATION DAY – POP IN ON FRIDAY, NOVEMBER 18, 2011

We will be hosting our Annual Customer Appreciation Day on Friday, November 18th at these 21st Century Bank office locations:

Blaine – 9380 Central Avenue NE 55434

Blaine – Our new location, 4125 Ball Road NE, #300, 55449

Ham Lake – 17635 Central Avenue NE 55304

Loretto – 699 North Medina Street 55357

Rogers – 21660 South Diamond Lake Road 55374

Cookies, cider and coffee will be served at each location. In addition to the food and drinks available, come for these offerings:

- 2012 Wall Calendars
- Holiday Money Envelopes
- Visa Gift Cards – No charge to purchase these gift cards (limit of 10)
- Play the “Everyone’s a Winner” Game - It’s a sure thing! Everyone wins!
- \$50.00 Visa Gift Card Drawings - Register at one of these locations to win a \$50.00 Visa Gift Card: Blaine (9380 Central Ave), Blaine (4125 Ball Road), Ham Lake, Loretto, or Rogers
- Free Popcorn Bags!
- FREE Shred-It Paper Shredding Services - Available from 2:30 PM to 4:30 PM at our offices in Blaine (9380 Central Ave), Loretto and Rogers. No more than two boxes per person, please. Canned goods and monetary donations are welcomed in conjunction with this paper shredding service for our local food shelf.

## **FOOD, TOY AND MONEY DONATIONS BEGIN FOR THE HOLIDAY SEASON ON CUSTOMER APPRECIATION DAY!**

CUSTOMER APPRECIATION DAY also marks the beginning of our holiday season where we kick off our Annual Food, Toy and Money Donations Collection for our local food shelves. Donation tubs will be placed in our Bank lobbies until Wednesday, December 14, 2011. While any donation is appreciated and acceptable, cash donations are preferred as food shelves can use cash donations to purchase twice as much food to give to those in need. Just as we have done in years past, the Bank will again match any monetary donations it receives up to a combined branch total of \$2,500.00.

## **THE NEW BLAINE OFFICE IS OPEN!**

21st Century Bank has opened a new office located at 4125 Ball Road NE in Blaine, MN near Lexington Avenue and 35W. The Bank’s neighbors include Burger King, Holiday, Mill’s Fleet Farm and Walmart, among others. This office is 21st Century Bank’s seventh location in the Metro area and features a full-service offering of all traditional financial services, including a convenient drive-through. Be sure to stop by this location on Friday November 18, 2011 to celebrate this office’s Grand Opening in conjunction with the Bank’s annual Customer Appreciation Day - there will be free food, drinks, contests and giveaways!



Check out our website at  
www.21stcenturybank.com

**21<sup>ST</sup> CENTURY BANK**

9380 Central Ave NE  
Blaine, MN 55434

PRESORT STD  
U.S. POSTAGE  
**PAID**  
Twin Cities, MN  
Permit# 4190

## BLAINE

4125 Ball Road NE Ste. 300  
Blaine, MN 55014  
Tel: 763.717.21ST  
Fax: 763.786.5014

## BLAINE

9380 Central Ave NE  
Blaine, MN 55434  
Tel: 763.767.21ST  
Fax: 763.783.7140

## BLAINE

*DRIVE THROUGH ONLY*  
12301 Central Ave NE  
Blaine, MN 55434  
Tel: 763.754.21ST  
Fax: 763.767.3430

## HAM LAKE

17635 Central Ave NE  
Ham Lake, MN 55304  
Tel: 763.434.21ST  
Fax: 763.434.9598

## LORETTO

699 North Medina St  
Loretto, MN 55357  
Tel: 763.479.21ST  
Fax: 763.479.6118

## MINNEAPOLIS

17 Washington Ave N  
Minneapolis, MN 55401  
Tel: 612.378.21ST  
Fax: 612.372.4399

## ROGERS

21660 South Diamond Lake Road  
Rogers, MN 55374  
Tel: 763.493.21ST  
Fax: 763.428.2125

# DID YOU KNOW THAT ACCORDING TO **BUSINESS JOURNAL** 21st CENTURY BANK is Rated One of Minnesota's **Top 25 SBA Lenders**

The Small Business Administration (SBA) created a program of government-guaranteed loans designed to help give small businesses that may not otherwise qualify for credit get the funds they need. SBA loans make it possible to qualify businesses more easily and provide them with more flexible terms than conventional loan options, letting you preserve working capital for other expenses.

Qualifying for an SBA loan is easier than qualifying for other conventional loans. First, the SBA allows higher loan-to-value ratios. Depending on your loan request, you may be able to borrow up to 100% of your financing

needs. Secondly, we can potentially offer longer finance terms with different payment options. This may be especially advantageous if your business is growing rapidly.

SBA loans can help growing businesses purchase or renovate real estate, acquire fixed assets such as heavy machinery or specialized equipment, or supply working capital for ongoing financing needs. Businesses fit for SBA loans include those that are owner-operated, for-profit, organized as a sole proprietorship, corporation or professional partnership, and within the size guidelines designated by the SBA.

Call one of our offices or visit our website for more details.

## UPCOMING BANK HOLIDAY HOURS

**Thanksgiving:** Thursday, Nov. 24 – All Offices & Drive-throughs Closed.

**Christmas Eve:** Saturday, Dec. 24 – All Offices & Drive-throughs Closed.

**Christmas Day (observed):** Monday, Dec. 26 – All Offices & Drive-throughs Closed.

**New Year's Eve:** Saturday, December 31 –

	Drive-throughs	Lobby
Blaine 1 (12301 Central Ave)	OPEN	Closed
Blaine 2 (9380 Central Ave)	Closed	Closed
Blaine 3 (4125 Ball Road)	Closed	Closed
Ham Lake	Closed	Closed
Loretto	OPEN	Closed
Minneapolis	Closed	Closed
Rogers	OPEN	Closed

**New Year's Day (observed):** Monday, Jan. 2 – All Offices & Drive-throughs Closed.

**Martin Luther King Day:** Monday, Jan. 16 –  
Drive-throughs at Blaine 1, Loretto and Rogers are OPEN. All Offices CLOSED.

**President's Day:** Tuesday, Feb. 21 –  
Drive-throughs at Blaine 1, Loretto and Rogers are OPEN. All Offices CLOSED.

**Easter:** Sunday, April 8 – All Offices & Drive-throughs Closed.