

# BANK NOTES\$

Bringing the Power of Personal Service to Florida Gulf Bank clients

July 2011



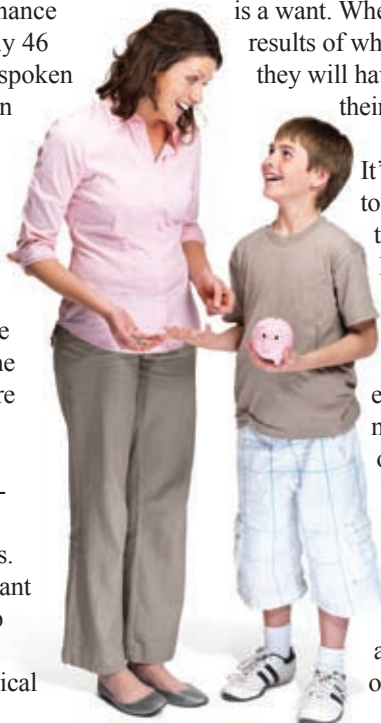
## Insights and Ideas Teach Children About Finances

By Bill Turner, Vice President/Commercial Lender

As we watch our nation, community and families that we know deal with the hardships of a difficult economy, there has never been a better time to teach children and teens about handling finances and the value of saving for the things that are truly important.

For a generation that has grown up with debit cards instead of piggy banks, teaching the value of earning, saving and spending practically has never been more important. A survey by Capital One showed that only 14 percent of students have taken a personal finance course in school and only 46 percent of parents have spoken at length to their children about needs versus wants when it comes to spending and saving.

As bankers, as parents and as volunteers in the community, we can make a difference in helping the next generation to prepare for their financial future. The first step is helping children and teens understand the difference between wants and needs. The distinction is important because it is the first step in setting up a budget. There are plenty of practical



ways and teachable moments in which to impart these financial lessons. A trip to get groceries is a good time to do this. Kids can easily understand which items are needs (milk, eggs) and which are wants (soda, candy). Back-to-school shopping is just around the corner and provides another great opportunity to demonstrate things that are a need (shoes) and those that are simply a “want” (jewelry).

Needs and wants can also be demonstrated by talking about a household budget. Electricity is a need, but cable television is a want. When children see the tangible results of what we spend our money on, they will have a greater desire to spend their own money wisely.

It’s never too early or too late to impress sound principles on the children you influence. Help them develop a budget with allowances, birthday money and earnings from extra chores. Come up with extra jobs they can do to put more in savings. And speaking of savings, encourage them to open a savings account designed just for children. Florida Gulf Bank offers the Dolphin Savings Account with no maintenance fees and no minimum balance to open the account.



**Bill Turner**  
Vice President/Commercial Lender

Take your children to the bank to participate in the deposits made into their accounts. Nothing is more rewarding than looking at the deposit slip and seeing their account balance grow. If you want more ideas on teaching children to spend and save wisely, any of Florida Gulf Bank’s personal bankers can provide you with information. Don’t forget to ask about the Dolphin Savings Account.

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## What's New in the Neighborhood

**Daniels** – An Arts for ACT reception is planned for July. The event will showcase works appearing in the ACT gallery which benefits Abuse, Counseling and Treatment.



*Lyne Graczyk and Heather Daugherty of Ted Todd Insurance at the Bonita Chamber's "Business Before Business" event.*

July at Rum Runners. The Cape office will also host another Dog Days of Summer event on July 15 inviting clients to bring their pets to the bank.



*Lourdes Pietri and Joe Mitchell*

**Coconut** – The banking office hosted a Business Before Business breakfast event in late April for the Bonita Area Chamber of Commerce.

**Cape Coral** – A president's lunch is scheduled in

**Downtown** – The annual Fourth of July barbeque was a huge success once again. About 400 clients and staff attended the event.

**College Pointe** – On Aug. 31, the College Pointe office will host the leadership kick-off for the Greater Fort Myers Chamber of Commerce.

Staff hosted a "Doggone Good Time" lunch for more than 60 clients who brought their pets to the bank. Donations benefited Animal Refuge Center. The banking office also recently hosted a well attended Arts for ACT preview and reception.

All eight banking offices of Florida Gulf Bank participated in a drive to collect peanut butter and jelly and other food items to feed children in need over the summer when there is no summer lunch program. The response from bank employees was overwhelming and donations were delivered to CCMI on June 29.



*Steve Stewart, John Reingardt, Dennis Kucera and James Decker at the Fourth of July barbeque.*



*Bill Valenti, John Noland, Pamela Noland and Sheriff Mike Scott at the Fourth of July barbeque.*

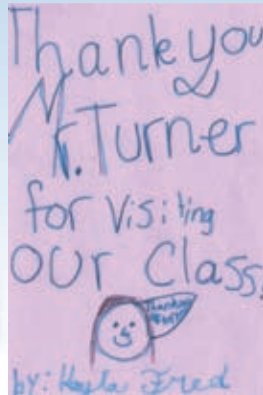


*Patti-Anne Nicholson and Cathy Rubinski presented Lisa Cronin (left) of CCMI with donations collected by bank employees to feed children in need over the summer months.*

## Florida Gulf Bank volunteers are head of the class on "Teach Children to Save Day"



*Cathy Rubinski prepares for budget exercises with students at Allen Park Elementary.*



*Steve Stewart listens to a student's question.*



*Bill Turner talks to kids at Allen Park Elementary School.*

**"One thing I learned was what the bank does for us and that it keeps our money safe. I also learned that saving money leads to bigger amounts."  
— Tori**

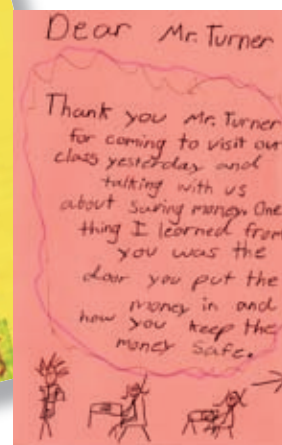
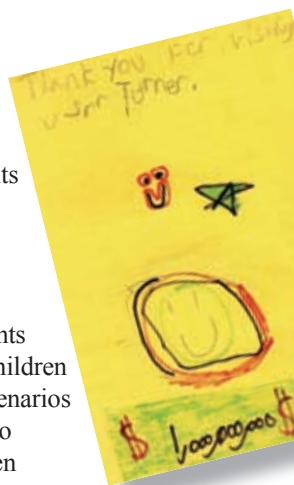


*Cece Jones helps students with budget questions at Orangewood Elementary School.*

Florida Gulf Bank staff participated in the 15th Annual Teach Children to Save Day on May 3 with more than a dozen bank employees visiting four Lee County elementary schools. Hundreds of students learned about the importance of developing good money management skills and balancing spending and saving.

Florida Gulf Bank staff members made presentations to 23 classes at Allen Park, Orangewood, Tanglewood and Heights Elementary Schools where they educated and motivated children to become lifelong savers. Students were given real life scenarios and guidance regarding the best way to save money, how to develop a budget, and understanding the difference between needs and wants.

This is the second year that Florida Gulf Bank has volunteered in this national program by the American Bankers Association to raise awareness of financial management skills and encourage young people to develop sound life-long savings habits. Since the program started in 1997, it has reached more than four million students with the help of more than 100,000 bank volunteers.



**"Thank you for teaching us about saving money. I can't wait to tell my brother. I learned that instead of spending it, I should save it to buy something important." - Helen**