

204 E Jefferson St. • Blissfield, MI 49228 • (517) 486-2151 • www.blissfieldstate.com

Fall 2008

Spring | Summer | Fall | Winter

Spring and Fall editions are mailed to all current account holders and stockholders.

All editions are available for pickup at either office or online at www.blissfieldstate.com.

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3 Is your home safe "safe"? Why Safe Deposit Boxes are better.

FDIC Insurance Coverage Enhanced Through 2009

Under the Emergency Economic Stabilization Act, FDIC insurance limits will increase from \$100,000 to \$250,000 for insured deposit accounts through Dec. 31, 2009.

Single accounts will now be insured at \$250,000 per owner; joint accounts will be insured at \$250,000 per owner; and revocable trust accounts will each be insured up to \$250,000 for the interests of each beneficiary, subject to certain limitations. IRAs and certain other retirement accounts will stay at \$250,000 per owner.

Using a simple example, a husband and a wife could each have a single account for \$250,000 plus a joint account and have total coverage of \$750,000. More information is available on the FDIC Web site: <http://www.fdic.gov/>.

Blissfield State Bank is a member of FDIC and expanded coverage is automatic for all depositors. However, FDIC insurance does not cover other financial products and services that insured banks may offer, such as stocks, bonds, mutual fund shares, life insurance policies, annuities or municipal securities available through our financial planning experts, John & Aaron Ricketts.

We want you to feel confident that your money is safe and understand exactly

how it is protected. If you have any questions regarding FDIC Insurance coverage or would like to know what you can do to ensure all your money is covered, please call or stop in to speak with one of our account representatives. They can assist you with any needs you might have. We're here to serve you.



We are 5 STARS!

Blissfield State Bank is proud to announce that we have been given a rating of 5 stars by Bauer Financial, a very highly regarded bank and credit union evaluation company. Bauer Financial has been analyzing and reporting on the financial condition of the nation's banking industry since 1983.

For more information regarding Bauer Financial and this esteemed rating, please visit <http://www.bauerfinancial.com>.

Main Street vs. Wall Street



William M. Ellis

There is a lot of fear in the American public these days and rightfully so. These are very trying times financially and nerves are getting frayed. As we read and hear about the nation's economic problems, it is very important to bear in mind that there is a world of difference between Wall Street and Main Street. Your community bankers on Main Street are engaged in an entirely different form of banking. We deal with names and faces – not just numbers. We work and live with those whom we serve. There is no “ivory tower” on Main Street.

Blissfield State Bank has weathered far worse times than this. It was called the Great Depression. Many lessons have been learned over the one hundred thirty-five years of our existence. Those lessons have been passed on to each of the successive presidents of this bank. That's why we still do business one customer at a time. We're still a farm bank. We don't have illusions of grandeur. We care about the Blissfield area and take our obligation as guardians of our depositors' money seriously. We don't take big risks such as subprime mortgages and the like. Our assets and investments are conservative. We do know our customers and they know us. That's why it is still business as usual at Blissfield State Bank.

Will the consequences of these huge bailouts cost the bank? It absolutely will. Just like it is going to cost every taxpayer for many years to come. The results of problems such as this are fairly predictable. Even though community banks had nothing

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Fighting Identity Theft

What is REAL and what is NOT.

phone numbers from the back of each card and keep it in a safe place. Then, if you should lose your wallet or purse, you would be able report the loss or theft.)

It is possible the credit card company or bank is calling to verify that a **purchase** charged to your credit card account was actually yours.

Blissfield State Bank Visa cards and those issued by many other institutions, subscribe to Falcon which is a fraud detection product. If a caller indicates that he is a representative from your credit card company calling with a Falcon alert, he will ask if a particular **purchase** for a specific **amount** was made by you. (Falcon alerts are issued when there is an unusual amount charged or when made at a location

It's time for dinner and the phone rings, again. The caller states that there might be a problem with your credit card account, and he asks you to give him, or “verify,” your account number. Please be aware that this is most likely an attempt to steal your credit card information. Remember, no one from the Blissfield State Bank (or any bank) will ever call you to ask for your card number.

This is called “pretexting” and is one of the methods identity thieves use to steal your infor-

mation. The call may seem legitimate, and the caller could have a convincing explanation, but it is simply an attempt to gain your account number. If you receive a phone call like this, it is a good idea to call the phone number on the back of your card to verify if the call was from the card service or simply an attempt to gain information. The customer service number for our Blissfield State Bank Visa card is 1-800-883-0131.

(It might be helpful to record all your credit card account numbers as well as the customer service

which varies from normal). But, once again, if you are not comfortable, do not respond to the caller and do not share your account number, instead make a phone call to the customer service number on the back of your card to verify the purchase.

Perhaps you have noticed the "one call cancels them all" flyers in our lobbies. This is Payment Card Protection that is available to our customers who have either Our Club or Fifty Plus accounts. Customers are given a packet at account opening which includes a Payment Card Registration Form. The customer completes the form with credit card account information and mails it in to register his cards. Should cards be lost or stolen, one call to

the toll free number will cancel all the cards, stop unauthorized purchases and replace the canceled cards. This service is available 24/7. (It also includes an option to obtain emergency cash or a plane ticket -- to get home -- if theft or loss leaves the customer without cash or credit cards.)

If you would like more information about Payment Card Protection (or other benefits of Our Club or Fifty Plus accounts) please speak to a new accounts representative. We are all concerned about the safety of our credit cards and following these simple steps can help.



Is Your Home Safe "Safe"?

With the current financial climate and recent wave of home break-ins, it becomes increasingly imperative to consider the security and safety of the valuables in our homes. Home safes provide some protection, but in some instances, the thieves are actually removing the entire safe from the home.

Here at Blissfield State Bank, we take great pride in protecting the things you entrust to us whether it be your hard-earned money or irreplaceable valuables. We offer Safe Deposit Boxes in several sizes to suit a variety of needs.

LOANS YES

Need a loan?

We can help!

Stop in or call to speak with a loan officer today.

Blissfield State Bank is an Equal Housing Lender

Safe Deposit Boxes offer protection from fire and theft beyond that of most home safes.

If you are uncertain about the safety of your valuables or want a little extra peace of mind, please con-

tact us about opening a Safe Deposit Box. Access to your box is available at our main office six days a week during regular business hours.



Main Street vs. Wall Street continued...

to do with this mess, we will end up paying higher FDIC insurance premiums, more regulations will be formulated requiring further reporting which will in turn drive up banks costs for administration, i.e. even more paperwork. However, highly liquid, well capitalized banks such as Blissfield State Bank will prevail.

These are the difficult times that prove how very valuable community banks are to the villages, towns and cities we serve. True, small banks can't provide all of the frills of our large competitors, but we do provide a

safe haven for our customers and continue to provide credit when the "bigs" have long cut off funding. When times are tough like this, we continue to work hard with and for our customers. You won't see us looking for any quick bailouts. Of course, we won't need one either.

Remember: "and this too shall come to pass".

Keep the faith and God bless.

*Serving the
Blissfield
Area Since
1873*





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Not sure where to put your money?



Let us help!

Blissfield State Bank is a 5-star, FDIC insured community bank intent on protecting your money and providing you with great service. We offer a variety of deposit accounts to suit your needs. Please stop in or call and ask one of our New Account representatives how we can serve you.

The 5-star rating is established and issued by Bauer Financial. For more information, please visit <http://www.bauerfinancial.com>.

