



A quarterly e-newsletter highlighting the Arizona Bankers Association Endorsed Partner program.
[Printer Friendly Version](#)

AzBA's Member Solutions

AzBA makes selective endorsements for products and services that banks utilize as a part of their core business function. Utilization of AzBA's Endorsed Partners provides additional non-dues revenue to the Association, along with exclusive member benefits to your bank.

In this edition:

- Printing Services for Business Identity Products
- Social Networking Insurance Coverage
- Unique CRA Opportunity from EverFi and Senior Housing Crime Prevention Program
- Adding Voluntary Benefits to Employee Benefit Packages
- Gear up for Back to School Season with College Savings Bank
- Better Your Card with Harland Clarke

Don't Let Printing Break Your Bottom Line

AzBA Endorsed Partner Office Depot

Banks in Arizona are hiring, acquiring new branches and re-branding as this economy slowly improves. With that, comes printing needs. Custom Stationery Online through Office Depot Business Services Division is a one-stop-shop for all your Business Identity Products like business cards, business stationery, labels, stamps, badges and more, all produced by a partner you already know and trust. Office Depot will help coordinate a "free" website that will be tailored to your brand and your specifications. These products can be easily personalized with online instant pricing, ordering and proofing.

Let Office Depot help you save hundreds or thousands of dollars by investing a few minutes to evaluate your printing needs. Please contact Pat Nichols, pat.nichols@officedepot.com.

Consider Social Networking Coverage

ABA Insurance Services, providing liability insurance for community banks, has added social networking coverage to its Internet banking liability policy. Online forums such as Facebook, Twitter and LinkedIn have become key advertising and communication components for many banks. But not all Internet policies cover the exposures related to social media and other forms of social networking.

ABA Insurance Services is closing this coverage gap by adding a social networking endorsement

to its current Internet banking liability policies at no additional charge. The new coverage addresses claims made by or on behalf of customers, or regulatory agencies. It also includes coverage for regulatory correction expenses. To find out more about this program, contact Pat Corey, pcorey@ibisinsurance.com.

AzBA Now Partnering with Two CRA Programs for Arizona Banks

AzBA Endorsed initiative EverFi and partner Senior Housing Crime Prevention Foundation (SHCPF)

As we mentioned in the last edition of AzBA Solution, a recent American Banker article indicates that CRA examinations are becoming harder and banks are being expected to do more in order to achieve a Satisfactory rating, and even more to earn an Outstanding rating.

AzBA currently is endorsing two CRA initiatives that we strongly encourage all Arizona banks to consider taking advantage of. Both programs are new to our state, but have had proven successful results with banks from other regions.

The **Senior Housing Crime Prevention Foundation** offers a safe, easy and proven solution for CRA programs. Find out more or read excerpts from CRA Performance Evaluations at <http://www.shcpfoundation.org/>.

AzBA recently unveiled our recent partnership with **EverFi, Inc.**, to bring financial literacy using new media technology to all students in Arizona. EverFi is the leading education technology platform to teach, assess, and certify K-12 students in Financial Literacy and brings banks the unique opportunity to private-label the program and, through their sponsorship, offer it to schools throughout their footprint. Contact Tim Convey, tim@everfi.com, for a complimentary web demonstration.

Increase Employee Satisfaction with Voluntary Benefits

AzBA Endorsed Partner Holmes Murphy.

Savvy employers know the importance of offering comprehensive Employee Benefits. Yet rising costs and media commotion have directed most attention to healthcare insurance and wellness programs. Meanwhile, on the sidelines sits an often-overlooked employee recruitment and retention solution: voluntary benefits.

By definition, the general Employee Benefits program offered by an employer addresses the general needs of most of the eligible employees. Whether because of family or financial obligations, some employees seek coverage customized to their specific risks. Although voluntary benefits are paid for by the individual, are portable, and are not a function of employment, having them available and administered through the employer contributes to employee satisfaction.

Of course, the level of satisfaction depends on how well the voluntary benefits program is run. This is where employers seeking the best results turn to trusted independent insurance brokers who specialize in “worksite marketing.” To find out more information contact Kyle Aldrich, kaldrich@holmesmurphy.com.

Gear Up for Back to School by Partnering with College Savings Bank

AzBA Endorsed Partner College Savings Bank

August and September are optimum months to introduce a new College Savings product to your current customers or to attract new customers to your bank. If you work now to get set up, you can have your marketing materials ready for back to school.



College Savings Bank is one of three program partners for the Arizona Family College Savings Program which is Arizona's version of the savings plans permitted through IRS code section 529. College Savings Bank offers three CD products, which can be offered to your customers through your bank, allowing you to truly be a 'one stop shop' for their banking needs.

To learn more about how your bank can participate in this AzBA Endorsed Partner opportunity, please contact Jason Thielman at Jason.thielman@collegesavings.com.

Better Your Card, Better Your Price

AzBA Endorsed Partner Harland Clarke

Harland Clarke is confident that it can save you money on custom card manufacturing and wants to prove it to you!*

- Provide Harland Clarke with proof of the price you're currently paying per card.[†]
- Harland Clarke will send you a quote for card manufacturing based on the same specifications.
- If their price doesn't beat your current price, you'll receive a \$25 gift card.

For maximum impact at minimum cost, no one can match Harland Clarke.

Let Harland Clarke design a card that helps enhance your brand, grow your business, generate revenue, and increase customer loyalty. In addition to card manufacturing, Harland Clarke offers card personalization and several prepaid programs. To get started, contact the Arizona Bankers Association or call Nancy Gray, Harland Clarke account executive today at 602-690-7662, nancy.gray@harlandclarke.com.

**Does not include delivery.*

†To take advantage of the offer, Harland Clarke must receive proof of your current price by June 30, 2011. Your first card order must be placed by September 30, 2011.

More Info?

Contact AzBA's Stacey Langford for more information about AzBA's Endorsed Partner program.
602-258-1200 phone; slangford@azbankers.org; www.azbankers.org.

To add or remove individuals from the AzBA Solutions quarterly eNewsletter distribution, please email slangford@azbankers.org.