



How many of you have ever seen a magician perform and wondered, "How did he do that?" When I was in college, I went to the Village of East Davenport for their Charles Dickens Christmas celebration. On one of the street corners they had a magician performing some card tricks as people walked by. I

stopped and watched among the small crowd of people that gathered around the magician. There was a young boy that noticed a card sticking out of the magician's jacket sleeve and asked the magician why he had a card attached to his sleeve. I will never forget the magician's response, "Hey kid, look over here not over there".

Sometimes in life our focus can get distracted by an illusion and we don't see what is actually taking place right in front of us. These types of illusions have been going on for centuries and even happen in the sales and business world. At United Bank of Iowa, we pride ourselves on giving you a straight and honest product without distractions or gimmicks that can elude you from the truth.

If some things seem too good to be true, then they probably are! What's the catch? We have all seen advertisements when people or businesses are offering something free to purchase their product. Is the item really free, or is it already built into the purchase at a higher profit margin? Sometimes things are free on the front end. However, if you don't fulfill all the requirements, you could have back fees or interest that needs to be paid later on. Some companies also focus on statistics. They have calculated some (not all) individuals will not fulfill

the obligations and they inadvertently make the company more money and/or enough funds to cover the cost of the free product or incentive of the individuals who met the obligation. This method is like baiting your hook and waiting for a fish to bite.

We can go on and on with techniques that have been used over the years. You can have the peace of mind of not having to worry about getting caught up in the fluff or illusions with your banking relationship. True relationships are built on honesty and trust, not shiny distractions. At United Bank of Iowa we pride ourselves in your individual relationship that we have not only created but have earned. Thank you for allowing us to be your bank of choice and allowing the opportunity to continue to grow with you in the years to come.

It was a pleasure seeing our customers who attended the Dr. Ron Hanson Succession Planning Seminars in February. As in any good relationship, we take the time to listen to customers who ask for additional guidance and information they need to help their operation. Dr. Hanson's background in farm succession was one of the areas that we heard time and time again. If we can provide any more assistance in this area, please feel free to contact your lender for further details.

Thank you again for being part of the United Bank of Iowa family. I wish all of you a safe and timely planting season.

Jim Friel
V.P. Regional Branch Manager
Carroll Office

Ensuring Your Legacy

Over 350 people attended our Succession Planning Seminars in February held in Ida Grove, Denison, and Rockwell City. Dr. Ron Hanson gave a powerful presentation on the importance of communication within families and stressed that it's never too early to start making plans to pass your farm on to the next generation.

"If something unexpectedly happened today (such as a death, illness, farming accident, etc.) does everyone in the family clearly understand what would happen tomorrow? The solution is to start planning now!"

-Dr. Ron Hanson



Cherokee Ag Show

Cherokee held their annual ag show on February 12. Ag lenders from our Galva, Holstein, Aurelia, Cleghorn, and Marcus offices talked with those in attendance about what UBI has to offer ag producers. Shown to the left is lender Steven Radke from our Galva office.