



GENERAL BULLETIN

CONNECTICUT
BANKERS
ASSOCIATION
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SENT TO:

2009 - 207

November 23, 2009

TO THE CHIEF EXECUTIVE OFFICER
OR INDIVIDUAL ADDRESSED

CEO, CEO+, Marketing
& HR Specialists

RE: ***“Promotable People - Promotable Projects – Caught On Camera”***

We are requesting your submission of items of interest to be included in the ***“Promotable People - Promotable Projects - Caught On Camera”*** sections of the next edition of the Association’s quarterly magazine, **Connecticut Banking**.

The first section, ***Promotable People***, focuses on staff/officer/board appointments, milestones and/or promotions. The second section, ***Promotable Projects***, features special recognition of bank activities, such as foundation awards, community projects, grants, employee involvement in civic projects and other similar community outreach efforts. The ***Caught On Camera*** section contains photographs of bank events, such as branch openings, bank employee outings and other entertaining events.

While the recognition of bank employees in newspapers and other media is traditional, bank community projects and endeavors need ongoing promotion, both from your institution and your Association. We hope that by providing a vehicle assembling worthy banking activities and events, the industry will be able to further its image in the eyes of the public.

Attached is a form for your use when submitting materials for ***“Promotable People - Promotable Projects - Caught On Camera”***. We also have provided some sample submissions. While you are not required to submit information in this exact format, it is the style currently used by the editorial staff. Photos will be accepted, but are not required. Please e-mail your submission to pinkhaml@ctbank.com.

The next edition of **Connecticut Banking** is currently scheduled for publication on Friday, February 26, 2010. As such, the submission deadline for items of interest to be included in the ***“Promotable People - Promotable Projects - Caught On Camera”*** section is January 8, 2010. If you have any questions, please do not hesitate to give me a call.

Very truly yours,

LINDSEY R. PINKHAM
Senior Vice President & Secretary

Attachment

Connecticut Banking Magazine

“Promotable People - Promotable Projects - Caught On Camera”

First Quarter 2010 Edition

Submission deadline: January 8, 2010

Publication date: February 26, 2010

Bank Name: _____ Date: _____

Respondent's Name: _____ Phone: _____ E-mail: _____

Text may be submitted via e-mail, diskette or hard copy. Photos may be submitted via mail or e-mail. Please e-mail to pinkhaml@ctbank.com. Please be sure to label your e-mail for inclusion in **Connecticut Banking** in the subject line.

Listed below is sample text for each section. While you are not required to submit information in this exact format it is the style currently used by the editorial staff.

Promotable People - **The Hometown Bank & Trust Co.** promotes three and announces three appointments. *Nancy Jones*, the bank's Operations Officer, was promoted to Vice President. Ms. Jones has been with the bank since 2001 and during that time has served in several roles including Assistant Branch Manager and since 2001 as Operations Officer with responsibility for operations and electronic banking.

Promotable Projects – **Your City Savings Bank** President and CEO John C. Smith presents a \$5,000 check to Jenny Jones (left), president and Connie Manager (right), member, The Friends of the Your City's Public Library. The bank's donation will support completion of the library which will provide the town with a venue for community events and educational programs

Caught On Camera - **XYZ Bank** recently opened a new branch at 4 Liberty Square, Anytown, CT. In the historic Ocean Bank building, XYZ's newest location will be a full-service branch, including Trust and Investment Services. "We are excited and pleased to be expanding into Anytown and are looking forward to meeting the community's banking needs," said Bill Smith, XYZ President. The expansion into Anytown will be the bank's 4th branch location.

Please note that the CBA will make every attempt to include all submitted items, but respondents must recognize that each edition of **Connecticut Banking** has space limitations and layout deadlines. As such, articles will be included on a first in basis, always subject to space limitations. We reserve the right to edit submitted copy. Items not included in the First Quarter 2010 edition will be retained for possible inclusion in the next magazine. All materials/photos become the property of the CBA and are not returned.

Return to:

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