

Print Articles: Internal Newsletter – MidAmerica Bank

MidAmerica Bank

October 2006

stakeholders

QUARTERLY EMPLOYEE NEWSLETTER

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Dear MidAmerica and St. Francis Bank Stakeholder:

As the end of 2006 approaches, the team of Stakeholders priority will go to work to make sure of our team accomplishments and maximize current business programs that will help us finish 2006 with great momentum.

One of these programs is our exciting TRAVEL BUCKS promotion described on page 4. As of the time of printing this issue of Stakeholders, we have been offering this exciting travel incentive program for about four weeks, and so far the results have been positive. This campaign is not only helping us attract new customers and account new deposits and loans, it is also proving to be an excellent way to deepen our relationship with current customers.

Don't forget, by investing in banking the success of TRAVEL BUCKS you'll have a chance to win a FREE vacation for you and your family. Each time you refer a friend, family member, or associate to open a qualifying account between now and 12/31, we'll increase your chance to win a free vacation. So the more people we refer, the better your chance of winning!

The other news is that all of the articles in this issue are success stories of innovation and growth, driven by an ongoing commitment to fulfill our promise to our Bank employees, customers, and stakeholders.

"Turning Dollars into Scholars" covers how the launch of the Forward Education/IBS Bank Scholarship program has our relationship with a national bank to a new level and significantly enhances our ability to serve the communities in which we are located.

"Growing Bigger – Getting Better" examines how the evolution of our Facilities Department assures a better physical environment for our staff and our customers.

"HR Roundup" summarizes the latest news from HR including the opening of a new HR Service Center that will serve as your "first stop" for all benefits and employment-related questions.

"One Company – One Voice" addresses our important and new Corporate Governance Standards and other communications guidelines that now set Bank-wide standards as how we communicate by e-mail, phone, fax, and more.

Let's continue to maintain our efforts to grow our customer base while being sensitive to expense control. This is the secret factor to reach a successful and successful 2006 and establish a positive start to 2007. Thank you for all your hard work, innovative ideas, and personal dedication that have helped us grow so much this year and will undoubtedly continue to be our continued success in the future.

Sincerely,

Mark Knecht
Chairman of the Board and
Chief Executive Officer

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Client: MidAmerica Bank – Human Resources

Publication: Internal newsletter

Readers: Employees and shareholders of MidAmerica Bank

Frequency: Quarterly

Details: I wrote about half of the articles in each issue, covering the news of every department in the bank. This entailed interviewing employees at all levels and sometimes doing outside research.

