

HERITAGE CONNECTIONS

TRAVEL. EDUCATION. NETWORKING.



2016 Peer Group Registration NOW AVAILABLE

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Trusted Travel Partnerships Key Benefit of HCI Brand

During a recent HCI Task Force teleconference, we asked bankers to talk about the value they derive from associating their bank club with the HCI brand. Their first response came swift and sure:

Partnerships with trusted travel professionals!

We share this with you not just because such reminders provide warm fuzzies (though they do!) but because we are working to make the 2016 annual Peer Group Conference your best opportunity to capitalize on the HCI brand. Here are some notable features of the upcoming conference we hope will pique your interest:

- Your sales opportunities are maximized through guaranteed, one-to-one appointments with every banker registered for conference.
- We have a vibrant, motivated host organization working to showcase the south central Iowa region.
- Our educational sessions are designed to provide value for bankers and increased access for you.
- Bankers are motivated to make the 2016 conference the best in years.
- The facility is outstanding. The convenient location is attracting strong registration. Additionally, HCI has exclusive use of the entire resort, which should provide the sense that we are on retreat together.
- There's renewed energy throughout the HCI family. (You feel it, don't you?)

HCI is a strong conduit between those who lead travel and those who offer tours, market destinations, or welcome groups into their hotels or historic sites. We've taken years to develop our brand so we can deliver more value to your brand.

Participate in the only conference in the nation focused exclusively on bank club travel. **Register now** to qualify for early bird discounts and make the most of your participation by **sponsoring a conference event.**

Educational Offerings Customized for You

A few years ago, Don and I organized a seminar for our Millennium Club members with representatives from the Iowa Department of Aging and the Iowa Attorney General's Office as presenters. We were aware that fraud was on the rise, particularly in the areas of investments, mortgages and the Internet, and we wanted our customers, who are often vulnerable and the most frequent targets of financial exploitation, to know how to protect themselves.

The presentation was excellent and provided critical information to club members. The post-session Q&A opened the door to more topics, which led us to organize a second event later that year. We had between 40 and 50 members at each session.

The morning session of the **2015 Fall Forum** addresses these same topics and promises to give HCI bank club directors guidance on how to inform their customers about fraud issues so they may protect themselves from becoming victims. I encourage you to participate in this opportunity if you are able.

The afternoon session of the Fall Forum offers a lively professional development seminar/workshop focused on sharpening our customer service skills - critical considering our business is built on relationships!

Our role as bank club director is unique. We carry great responsibilities with us when we lead customers out of the bank. Outside of the annual HCI Peer Group Conference, the Fall Forum is our best opportunity to get education and training customized to us - bank club directors.

I encourage you to be pro-active about your own professional development. If you want to be valued at the bank and valued as a leader of your club, please value yourself and take time to learn, share, network, and grow in your position. You'll be glad you did.

Sincerely,

Jan Ruhde, CBCD
HCI Advisory Board Chair

P.S. Don't forget to [like HCI on Facebook!](#)



A Tasting Tour of Italy

Italians love to refer to living *la dolce vita*. But "the sweet life" wouldn't exist without the savory, the tangy, or the zesty. Now is the time to trade in the dream of Italy for reality-and Globus wants to ensure you make the most of *la dolce vita*.

"I have loved working with Globus," said Amanda Hall, director of the Passport Club at FNBC Bank, Ash Flat, Ark. Hall's club will be taking in the Tastes of Italy in autumn of 2016. She said Globus representatives have been happy to come to her bank to conduct travel shows, which helps her market the destination.

From north to south and heel to toe, the ancient cities, seaside villages and rolling vineyards of Italy await you, courtesy of Globus Family of Brands. The Tastes of Italy tour provides an indulgence for the senses - rich flavors and textures guaranteed to delight. The Italy tour includes art and architecture along with all the delectable masterpieces Italy has to offer: Parmesan cheese tastings at a local caseificio, fresh ricotta while visiting a Sicilian farm, cold-extracted olive oil sampled inside an authentic oil mill, and perfectly-aged balsamic vinegar sampled in Modena.



Globus travelers get close to the locals, their crafts, and their passions-from the Chianti of Tuscany to the Limoncello of Sorrento. If that wasn't sweet enough, a visit to the Perugina Baci Chocolate Factory or a spoonful (or two, or three, or a hundred) of creamy gelato is designed to delight the palate.

Are you thinking about Italy or Europe for your group? Globus invites you to contact them to learn about all that awaits your customers in dreamy destinations such as Italy. What are you waiting for?

HCI Fall Forum Friday, November 6, 2015 Vermeer Pavilion, Pella, Iowa

Planned in conjunction with the Travel Iowa Marketplace.
[Click for more details and to register!](#)

Member Spotlight: Amanda Hall

Amanda Hall has been director of the Passport Club at FNBC Bank in Ash Flat, AR, for less than one year, but she has been more than eager to make the club her own. Because she came into the role

without club directing experience, Amanda turned to Heritage Clubs International for help. She said attending the Peer Group Conference this past spring was extremely helpful.



"I loved meeting all of the people and making connections," she said.

Meeting travel professionals was key. "They help you design your trips to make them more personable. She said her time at Peer Group helped her discover how her club fits into her bank's strategic plan. "Peer Group helped me come in [to the bank] as a new director."

Already, Hall has led groups to London and Paris and to the northeast. "These all were wonderful," she said. She plans to offer another trip to the east coast next spring and she's organizing a trip to Italy for late 2016.

Hall also credits her time at Peer Group for helping her learn the ins and outs of her new job. "I've learned how to write a newsletter and plan all kinds of trips - day trips, domestic, international," she said. "I really love the support of the HCI program," she said. "I'm planning on going to Peer Group again this year. I had a good time and I can't wait to go back."

Hall lives in Salem, Ark., with her husband and three daughters. She also owns a small gym.



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