

# HERITAGE CONNECTIONS

TRAVEL. EDUCATION. NETWORKING.



## Peer Group Registrations Surpass 2015

Hooray! We have already exceeded the number of banker registrations from last year and expect to meet our goal of 60 club directors. As of today, there are eleven Club Directors who will be attending the Honey Creek conference who did not attend last year, and three of these will be attending for the very first time.

New club directors means new ideas and better networking for bankers and greater opportunities for sales for our Partners and PTOs.

We would love to see all of you there! Register today and plan on meeting many new members.

## SAVE THE DATE : March 13-17, 2017 - Peer Group 2017 is Set!

Mark your calendars and plan to attend HCI's 2017 Annual Peer Group Conference.

Have you ever wanted to stay in a New England Country inn and experience the unique Winter Wonderland for which it is so famous? At Peer Group 2017, enjoy a winter warm-up and wonderland on picturesque Lake Champlain-the jewel of Northern Vermont. Imagine a big open fireplace with warm cider, hot maple syrup being made in the sugar shacks, a sleigh ride through the woods, a culinary retreat and incredible spa, and all set in the quintessential New England setting of Northern Vermont. Relax and enjoy all that this popular New England winter destination has to offer.



***You won't want to miss it!***

The Essex Culinary Resort and Spa  
Essex Junction, Vermont  
March 13 - 17, 2017

Representatives from Vermont will be previewing our host facility, the Essex Culinary Resort and Spa, at the 2016 Peer Group Conference. If you haven't yet registered for the 2016 conference in Iowa, do so right away.



## Giving Thanks for Our Club Members

Don and I just hosted a bank sponsored Thanksgiving dinner exclusively for club members. Like other club directors, we realize how important it is to have an event now and then to recognize their membership and patronage of the bank. In addition to celebrating the Thanksgiving holiday, we had a program during which we honored the veterans in our community. Bank board members and the bank management staff were there as well as other bank employees. We made it special with table gifts

and door prizes.

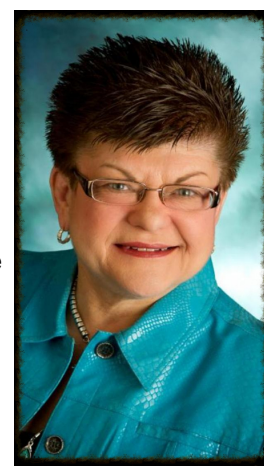
While we typically include guests on travel activities and other events because they are potential members, this was an exclusive event just for club members. We wanted to recognize and celebrate *membership*. Our members now have their own personalized membership card which entitles them to special offers and downtown business promotions. We all want to build customer loyalty. Making customers feel a sense of pride in their club membership is an important part of that work. Having events that are exclusive to them is essential.

I want to wish all members of the HCI family a very blessed holiday season.

Sincerely,

Jan Ruhde, CBCD  
HCI Advisory Board Chair

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



## ChinaPlus Helps American Travelers Experience the Best of Southeast Asia

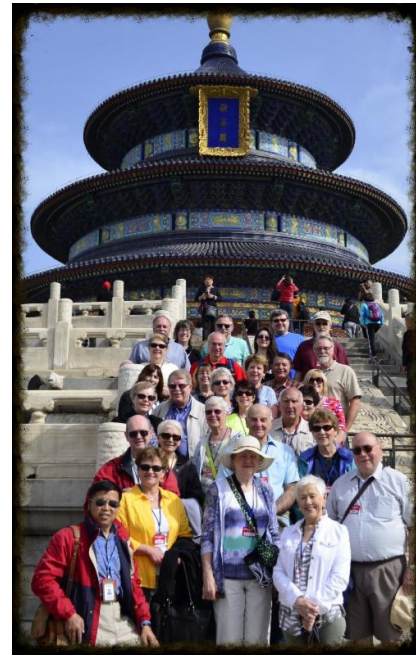
In April, Chris Lee escorted a 15-day tour covering many of the most famous attractions in China: Beijing, Xi'an, Chongqing, a cruise on the Yangtze River, Suzhou and Shanghai. Three HCI bank clubs - American Trust & Savings Bank's *AmeriClub*, First National Bank's *Heritage Club*, and Prairie State Bank & Trust's *Voyagers Club* - joined as one for daily activities with two local guides and two coaches. The AmeriClub Director Julia Terwilleger and Heritage Club Director Melanie Lisk headed each group respectively. Chris, Julia and Melanie made a great team leading this successful tour through China.

ChinaPlus owners Chris and Ping Lee were born and raised in China so the culture and its history are as much their own as the magnificent continent itself. They have also lived in the United States which makes it possible for them to understand both cultures and serve American travelers in China in the "American way."

"They share their Chinese culture in such a beautiful way and yet have the advantage of knowing how to accommodate Americans," Melanie said.

"Ping and I personally escort every single bank group to China and Southeast Asia. It is always our great pleasure to share the topics of Chinese culture and history with our tour members," Chris said.

[Click here to continue story](#)



**Don't Wait; Register Today for 2016 Peer Group**  
[See the Agenda and Register Online](#)

## Member Spotlight: Chasity Norville

Chasity Norville is going to Peer Group for the first time. "We have a lot of support," said Chasity. The bank president David Hayes encouraged her to attend the Iowa conference, so she and her assistant Marilyn have registered. She hopes to get new ideas that she can incorporate into her club as she is always looking for ways to make it better for her 100 plus members. Chasity has been at the bank for 18 years. She currently serves as a Loan Officer/Branch Manager at Security Bank in Newbern, TN. She is the third director of Venture Club.

As director of the club she has enjoyed planning Christmas dinners, educational sessions, annual

fashion shows and fun day trips. Recently they took an arts and crafts trip to Paint It Purple where the members were able to paint pottery.

Word spreads fast in this small Tennessee town. During a club bus tour to Colorado they announced that they were planning a trip to New York in the coming year. The NY tour was booked and had a significant waiting list before she even unpacked from the Colorado trip.



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