

July 2016

Advisory Board Summary



Happy Summer! I hope you are enjoying the warm weather and a summer packed with fun activities and travel, I know that I am! This is a busy time of year for everyone and it also marks the start of planning for several HCI events.

The advisory board met at the beginning of June in beautiful Vermont at the Essex Culinary Resort and Spa the location of our 2017 HCI Peer Group Conference. Our advisory board consists of club directors, PTO's, partners and HCI staff members and we had a very successful meeting full of energy, enthusiasm and fresh ideas that help set the direction for Fall Forum as well as Peer Group including the task force assignments and enhanced educational opportunities. We hope that our partners will be excited to learn that we plan to offer additional Partner Education sessions at our Peer Group conference next year. Watch for the newsletters for more information about the exciting opportunities, education and events coming your way from HCI!

We are eager for the new task force members get started on their topics for this year. We hope those that receive a phone call to become a task force member will do so knowing how much we value your input, expertise and ideas!

The Banking Task Force will be identifying ways that club directors can engage the Boomer market. They will be investigating ways that banks have been successful in marketing to the Baby Boomers and develop a best practices model for clubs to present to management and use within their own banks to increase club membership, grow bank deposits and solidify existing boomer relationships - beyond travel opportunities.

The Travel Task Force is challenged with developing strategies and ideas on "How to salvage a trip with low numbers." Guaranteed departures are always the goal for our clubs and travel partners. The Travel Task Force will find the best way to accomplish this goal by developing and implementing pricing strategies, by networking with other bank clubs and ideas and suggestions from our travel partners.

The Veterans Task Force has a unique goal this year. They will be collecting stories/experiences from club directors that have happened within the bank club that are funny, sad or inspiring. We all have a story so please share when given the opportunity. These stories will be compiled and shared at Peer Group - our own version of HCI for the Soul!

Heritage Clubs works hard to provide us with the tools and opportunities that we need to make our work more successful and fulfilling. Peer Group is one of the greatest

opportunities of all; a chance once a year to visit with friends and colleagues, to renew, refresh and revitalize. I would like that feeling to continue throughout the year so I was so pleased that a few of you took me seriously about reaching out to me with ideas or concerns, or just to visit. I do love hearing from our members!

Valerie Kelsey, CBCD
HCI Advisory Board Chair

Member Spotlight



It isn't often that we get the opportunity to discover the fresh perspective of a brand new club director. Adrienne Williams is one of HCI's newest bank club directors. She started with Farmers Savings Bank & Trust (Vinton, IA) on October 27, 2015, after a chat with Melanie Davis, the former club director, in the Fareway grocery store where Adrienne was working at the time. After finishing college Adrienne was having trouble finding a position she wanted and returned to the grocer where she had worked in high school. During a fortuitous encounter with Melanie, Adrienne learned that the bank was hiring and Melanie encouraged her to apply. Adrienne got the job in the marketing department, but was surprised when, soon after, Melanie announced her resignation as the club director. Beating out several other internal and external candidates, Adrienne soon began training to take over Melanie's position. She only had one month with Melanie to learn the ropes of the bank club director role (while still learning the teller and marketing director tasks) before Melanie's last day, and all too soon, Melanie was gone and Adrienne was on her own. With the support of Cindy Blaine in the Traer branch, Adrienne is successfully leading the trips that Melanie had booked and planning for the future of the FSB Heritage Club. "It was scary and embarrassing the first time I led a trip because I didn't know anyone's names," she says. But she is getting to know her members, having been on two trips with many of them now.

"Once you travel with the customers you really get to know them on a different level. I enjoy learning about their personal lives."

She had only been in the role for a matter of weeks when she attended her first (of many we hope!) Peer Group conference. "I didn't know that these educational opportunities existed where you can share stories, build contacts and gain knowledge for this unique type of work."

Fall Forum is going to be her next best opportunity to learn and engage with other club directors. It is ideal for her and others who want to get an abbreviated version of the full training that has been offered in the past. See the Fall Forum announcement for more details.

It won't be long now before you will see another new name on the FSB Heritage Club director's door. Adrienne Williams will become Adrienne Hook on July 23 when she marries her childhood sweetheart at a lovely outdoor ceremony in Marion, Iowa.

This will certainly have been an exciting year of transitions for Adrienne. Congratulations on every one of the new titles that you've taken on this year! HCI celebrates and supports you in the journey.

Tour the Mississippi River

on the La Crosse Queen



The La Crosse Queen has become a popular group attraction and is a modern-day replica of the Grand River Boats that plied the Mississippi River in the late 19th Century. Offering a variety of cruise choices out of La Crosse, Wisconsin, she is one of the few authentic Mississippi River paddlewheel riverboats in operation in the United States today.

To honor early traditions, she is constructed with stern wheels that are the only means of propulsion. The La Crosse Queen features a split stern wheel, each driven by a twin diesel engine that powers the hydraulic motors, which turn the paddles of the stern wheels. What makes the La Crosse Queen special is that other Mississippi River paddlewheel boats have a "freewheeling" paddlewheel for a visual effect, but are propelled by traditional "screw" type engines.

History can be retold as passengers witness the paddlewheel hard at work through a large window on the first floor of the cabin and can also experience the power and sound from the second floor observation deck. The captain expertly navigates the 149 passenger riverboat on the mighty river, while the passengers relax and enjoy the narrative of the tour guide and the majestic beauty that surrounds them.

A special treat during a cruise is witnessing the operation of the "Swing Rail Bridge" that spans the Mississippi River between La Crescent, Minnesota and La Crosse, Wisconsin. The original bridge was one of the first 15 bridges across the Mississippi River. Designed and built in 1876 by the Chicago, Milwaukee, St. Paul and Pacific Railroad, the Swing Bridge operates daily to keep the river traffic flowing.

The cruise itself offers astonishing views of the Mississippi River Bluffs and the wildlife that calls the river their home. You will see turtles sunning themselves on the logs, long legged Blue Herons fishing along the riverbanks, and Eagles riding the wind and watching for prey in the water or on the sand bars.

Their Riverlorian will share the history of La Crosse from its beginnings as a fur-trading post to its present day reputation as a thriving River Town that serves as a hub for shopping, healthcare, technology, business services and education.

The La Crosse Queen is group-friendly and works with tour planners to find the cruise to fit your schedule and budget by offering different options. Gaining in popularity is the Three Hour cruise with lunch, but you can choose from a Sightseeing Cruise, Pizza Cruise, Lunch or Dinner Cruise. In either case, your group will enjoy the sights and sounds of the river from the first floor cabin or the covered upper deck.

When you board the La Crosse Queen, their photographer takes photos of your group members that are available for purchase when you return. They have a nice collection of clothing, trinkets, and memorabilia for purchase.

Here is what some of their passengers have shared about the cruises:

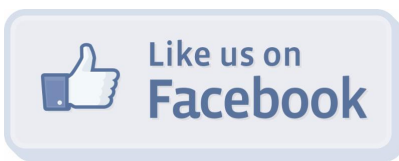
"Relaxing tour on the Mississippi enjoying the fall colors. Interesting to see the swing bridge and the homes."

"The "Queen" left right on schedule and all seats presented a good view of the river and riverbank. I was most impressed by the young woman who narrated the tour. She was interesting, informed and at times humorous. She took two breaks during the 1.5-hour

cruise which kept you from feeling "talked at" the entire time. We were fortunate to have lovely weather, but the lower (enclosed) deck appeared to have excellent views as well due to expansive windows. The tour was just the right amount of time to prevent one, such as I, from feeling restless. Can't credit the company for providing the awesome views, but it was surely a great trip and worth the money."

The La Crosse Queen offers cruises from late April to late October and it is easy to make a group reservation. Call Kathy @ 608.784.8523. Do not hesitate because the Queen is a popular choice, fall cruises book up fast. Call today for better selection and choice.

www.lacrossqueen.com



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