

## 2016 Peer Group Registration NOW AVAILABLE

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### Iowa bankers conducting peer outreach

HCI has assembled an ad hoc committee to conduct outreach in Iowa to promote the 2016 Peer Group Conference. Four members of the committee convened via conference call on August 20 to discuss ideas on how to encourage registrations for the 2016 conference. The Honey Creek Resort location, which is less than one day's drive for a large percentage of HCI's member banks, was viewed as a likely contributor to robust registration.

Among the outreach ideas discussed in the teleconference was making personal contact with all Iowa HCI bank club directors inviting their participation at Peer Group. The committee reached quick consensus that such personal outreach, via telephone, was important and valuable. "Bank directors should make the calls because they can speak to their own experiences at Peer Group," said Lorraine Starcevic, First Iowa State Bank, Albia.



Last week, an organized telephone campaign began with calls being made by Starcevic, Lois Reynolds, Iowa Trust and Savings Bank, Centerville, Melanie Davis, Farmers State Bank & Trust, Vinton, and Cindy Blaine, CBCD, Farmers State Bank & Trust, Traer. (Melanie Lisk, First National Bank in Fairfield, is part of the committee but was unavailable for its first teleconference because of a travel commitment.)

Other outreach ideas discussed and being developed include an outreach at the bank management level, with Ray Davis, president of Starcevic's bank, endorsing participation at the Peer Group Conference to his industry peers. Committee members agreed that testimonials from bank management played an important role in any outreach strategy.

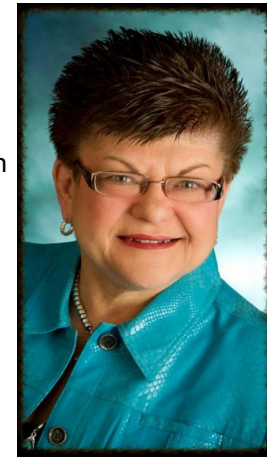
Also, HCI staff was encouraged to work with the Travel Iowa Marketplace organizers to promote Peer Group at the TIM show in Pella in November. HCI has begun conversations with TIM to cross promote its Fall Forum, scheduled for Nov. 6 in Pella, Iowa.

### Networking keeps us spinning toward success

Iowans have been in a State Fair frame of mind of late. This annual event causes me to recall a favorite networking experience - favorite outside of Peer Group that is!

Our club is among several in Iowa that takes groups to the State Fair on "Older Iowan's Day." For many years, while our customers browsed the exhibits or filled up on fair food, my peers from other bank clubs and I would meet in a shade-filled picnic area to visit. Our conversations could be viewed as informal networking at its best; we'd chat about upcoming travel, recent club activities, the myriad joys of managing a club, and yes even the common challenges. Many of you reading this now were at those tables participating in those great conversations.

Now that the Iowa State Fair has run its course, my thoughts naturally turn to organized networking opportunities: The HCI Fall Forum (Nov. 6 in Pella, Iowa) and the annual HCI Peer Group Conference (March 14 -18, 2016 at Honey Creek Resort). These are important events with outstanding networking opportunities. I encourage all HCI members to participate in both.



Yet doing so doesn't mean we can ignore chances to also connect informally. In this age of hyper-connectivity, how connected do we stay with our banking peers? When was the last time you reached out to a fellow bank club director to ask for advice - or to offer help? Do you look for opportunities to share what's happening with your club so others may learn from your experiences? How available are you to encourage your peers? Do you connect with others via email on Facebook? Do you remember that your HCI peers are also good friends?

In a member-driven organization such as HCI, it is incumbent upon each of us to make sure all of us get the support we need to be successful. Networking with peers isn't a once-a-year or twice-a-year proposition. Peer networking can- and should - happen all the time in myriad ways: a chat over lemonade at the fair, a late-night email from home, a text message of encouragement sent from your seat on the motorcoach. My point is, peer networking is the linchpin that keeps all of us spinning toward success. Engage in this worthwhile activity as often as you can.

Sincerely,

Jan Ruhde, CBCD  
HCI Advisory Board Chair

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

## Welcome HCI Partner Daytrippers Theatre

In the shadow of the Mall of America, an upstart theatre is making a name for itself in the Twin Cities' theatre scene: **Daytrippers Dinner Theatre**. In only its second year, the troupe at Daytrippers has learned how to make audiences laugh: "We are set to have a very fun, very enjoyable second season," promised director/producer Bill Kenzie.

On stage this October is Opal's Husband, part of the Opal series of a series of plays featuring a middle-aged busy-body and her misadventures. In Opal's Husband, the protagonist seeks a mate for her best friend. "The guy she comes up with is a 95-year old retired sea captain who turns out to have a treasure squirreled away," Kenzie explained.

Daytrippers' holiday show opens November 18 with a return of its 2014 smash hit The Nutcracker's Nuts, which tells the tale of a group of Michigan senior citizens who stage The Nutcracker for their annual fundraiser. "Think of it as your only chance to see The Nutcracker with walkers," Kenzie explained.



The 160-seat theater offers groups a buffet lunch followed by a musical or comedy performance, a perfect arrangement for groups.

## Save the Date: HCI Fall Forum Friday, November 6, 2015 Vermeer Pavilion, Pella, Iowa

Planned in conjunction with the Travel Iowa Marketplace.  
More details and registration materials to follow soon!

## Member Spotlight: Lorraine Starcevic

Lorraine Starcevic started at the First Iowa State Bank, Albia, as a teller in 1992. Through the years, she helped the bank's former Heritage Club director, Jackie Morehead, with various club events.

When Jackie retired in May 2013, Lorraine took over as director and made the club her own.



Lorraine also is a key mover behind the Southern Iowa Community Partnership, the group responsible for bringing the 2016 HCI Peer Group Conference to Honey Creek Resort in Moravia, Iowa. "It's exciting to come into the area and get the 'rural Iowa' feel," she said. "Albia and the surrounding area has a lot to offer and I think that small, hometown feel is a good thing for people to experience."

As part of the host contingent for Peer Group, Lorraine is looking forward to giving other club directors what she herself has received at past conferences. "I have learned so much from Peer Group," she said. "I used to think I had to do everything by myself but Peer Group showed me that there is a support network available to help me."

Back at the bank, Lorraine has teamed with Collette to plan her first long-distance trip as director. Next April her club departs for northern California, where travelers will enjoy the sights and sounds of San Francisco before heading to Napa Valley for wine tastings. The tour also includes a visit to nearby Monterey.



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