

elly Robare

Union Bank & Trust
incoln, N E

elly Robare is our newest HCI bank club director and is really looking forward to attending her first Peer Group conference this month. She first learned of HCI's conference when some other club directors at another travel show talked excitedly about HCI, and she became quite interested in experiencing Peer Group for herself. In addition to having a chance to interact with other club directors, but she hopes to be able to "widen her scope" by meeting new vendors and forming new relationships in order to be able to offer fresh ideas and destinations to her members. "There is always so much to learn," she says and is excited to be a part of the conference.

Before she took over the club four years ago, the FAIR Program was operated by retired bankers who shared the responsibilities. During that time, Kelly had the opportunity to go on a few of the clubs' trips and was looking forward to assisting with the club when she retired from the bank. As it turns out, she would get her wish sooner than she thought as she had the privilege of over-seeing the program as part of a promotion to manager of a larger branch in 2014. Then, just a few months later, the bank restructured the growing program, moving it from Customer Service to the Marketing Department and Kelly was asked to move with it, as FAIR Program Manager.

Her club is called the "FAIR Program" which is an acronym for Financial Assistance in Retirement and serves the bank's customers who are of (and nearing) retirement age. The program offers many specialized banking services in addition to a full calendar of educational seminars, special events and travel tours. Currently, the club offers 10-11 day trips and one multi-day trip each year. The FAIR Travelers really enjoy taking part in festivals and have recently participated in the Tulip Festival in Pella, Iowa and the Balloon Festival in Albuquerque, New Mexico. As part of their "Pain Free Naturally" series they have offered a Qigong (pronounced 'chee-gong') class to teach slow movements that reduce pain and improve agility. They have also partnered with Hy-Vee grocery stores to offer a class called "Healthy Meals for One or Two." Kelly loves being able to offer these great services and opportunities to her members.

Fun Fact about Kelly: She and her significant other have been together for the past 18 years. Despite their many years together, whenever they go somewhere new or meet someone interesting, he still cringes when Kelly will inevitably ask if they can fit a bus in the lot or if they are available to speak at a Union Bank event. This behavior is hard evidence that a club director is always serving her members!