



BANK OF ALPENA

We built our future... Let us build yours

LET'S SET THE RECORD STRAIGHT...

HEADLINES CAN BE MISLEADING. The challenge we face is that words matter. And when one word is used to mean several different things, it inevitably creates confusion. For example, sometimes a business that wants to add status to its name will call itself a bank even though it is not an insured depository institution.

For example, Bear Stearns was not a commercial bank. It was not an insured depository institution. It was an investment *bank*. The word *bank* is also applied to mortgage firms. Their function, their purpose and their regulation differ from federally insured depository institutions. Those headlines and news reports that keep repeating the word *banking crisis* overlook the fact that the subprime lending crisis was caused by unregulated brokers and Wall Street institutions, sometimes using the title *bank* — not by regulated, insured banks.

Banks are regularly and thoroughly examined by state and/or Federal regulators who focus on institutional performance, soundness and risk management.

Federally regulated banks employ underwriting practices to avoid losses and to promote safe and sound operations.

And when they do not operate appropriately, their regulators, who visit them annually, will require corrective action.

Franklin D. Roosevelt once said, "The only thing we have to fear is fear itself." Rest assured, America's banks are safe, sound and serving their communities. The safest place for your money is still in the bank.

NOVEMBER 4TH — EXERCISE YOUR RIGHT TO VOTE!! When the polls open on Election Day, U.S. citizens over the age of 18 will be able to cast a vote. However, too often we take that right for granted. Listening to news broadcasts, we hear about "elections" in other countries where there is only one party running, or opposition voters are terrorized or even killed. We must never forget that voting is a privilege and a responsibility. It defines our nation as a democracy, and in a democracy there is nothing more fundamental than having the right to vote.

Voting in America is easy; it takes no longer than 15 minutes. Please, remember to vote on Tuesday, November 4th!

Riddle:

What do the following words have in common, besides that they all have at least two double letters?

banana dresser grammar potato revive uneven assess (answer on page 2)

Bank of Alpena Presents
MINDING YOUR MONEY:
Honey, Let's Talk!

Guidance for your most painful life experience -
preparing for the Death of a Loved One

Presented by

Julie Ferguson

Financial Services of Northern Michigan

and Mary Jo Springer

Bank of Alpena

Special Guest Presenters

Chad Esch

Bannan Funeral Home

Annie Hepburn

Tendercare Alpena

Thursday, October 23, 2008

at Bank of Alpena

6:00 p.m. - 8:00 p.m.

There is no charge for this event and the public is welcome.
Pre-registration is requested. Space is limited.

Securities offered through **INFINEX INVESTMENTS, INC.** Member FINRA/SIPC. *Infinex and the bank are not affiliated. · Not a deposit · Not guaranteed by the bank · Not FDIC insured · Not insured by any federal government agency · May go down in value*

Save a little.
Or,
save a lot.
And,
spend it how
you want!

- Minimum \$5.00 deposit and no minimum balance fee
- Contribute any dollar amount to your Club Account at any time
- Direct deposit is available
- Check issued or funds can be transferred to any Bank of Alpena account on October 15, 2009
- FDIC insured

2008 Club Account Checks
will be mailed October 15, 2008!

club accounts

Save for qualified
medical expenses
if you have a
High Deductible
Health Plan.

- No Setup Fee
- Free Health Savings Account MasterCard® Debit Card
- Earns a Competitive Rate of Interest
- Free Online Banking & Online Bill Payment
- Monthly Account Statements
- Free 24-Hour Telephone Banking
- FDIC Insured

Call Karen, Lee Ann,
Donna, Kim or Melanie
today!

health savings

FORWARDING STATEMENTS

Please remember that your monthly statement and correspondence from the bank cannot be forwarded. If you have completed a forwarding mail request at the Post Office be sure and notify the Bank of your forwarded address. The bank also offers e-mailed statements. Sign up for this great service today!

IT'S ALL A MATTER OF PERCEPTION...

A man pulled into a gas station on the outskirts of town. As he filled his tank, he remarked to the attendant, "I've just accepted a job in town. I've never been to this part of the country. What are people like here?"

"What are people like where you came from?" the attendant asked. "Not so nice," the man replied. "In fact, they can be quite rude." The attendant shook his head. "Well, I'm afraid you'll find the people in this town to be the same way."

Just then another car pulled into the station. "Excuse me," the driver called out. "I'm just moving to this area. Is it nice here?"

"Was it nice where you came from?" the attendant inquired. "Oh, yes! I came from a great place. The people were friendly, and I hated to leave." "Well, you'll find the same to be true of this town." "Thanks!" yelled the driver as he pulled away.

"So what is this town really like?" asked the first man, now irritated with the attendant's conflicting reports. The attendant just shrugged his shoulders. "It's all a matter of perception. You'll find things to be just the way you think they are."



Member FDIC
Equal Housing Lender

468 N. Ripley Blvd.
P.O. Box 218
Alpena, MI 49707
Phone: 989-358-9900
Fax: 989-358-9909

www.bankofalpena.com
Editor: Marilyn Worm

Answer to Riddle on page 1:

For all of the words listed, if you take the first letter and place it at the end of the word, and then read the word backwards, it will be the same word!