

February, 2014

Bank Notes

Your February edition of Bank Notes is here!

Happy Valentine's Day from Rocky & all of us at MidAmerica National Bank!



Same friendly faces; different location!

As you may have heard, Hy-Vee is remodeling their store in Canton and they do not have room for us in their plans. Friday, April 11th will be the last day the Hy-Vee banking center will be open. Francie Roberson, Janet Gray, Shonna Bates and Sierra Pasley, our Hy-Vee tellers, will relocate to the main Canton banking center starting April 12th and provide the same friendly service to our customers at that location.

To better serve our customers, **starting April 12th** our main Canton banking center at 100 West Elm Street will have extended hours for customer convenience. The lobby will be open Monday through Friday from 8:30 am - 5:00 pm and on Saturday from 8:30 am - 1:00 pm. Drive-up hours will be Monday through Thursday 8:30 am - 5:00 pm; Friday from 8:30 am - 6:00 pm and Saturday from 8:30 am - 1:00 pm. We have no

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Bank Easy at MNB

We're offering you even more reasons to bank with us.

- * Redesigned website
- * Online mortgage applications
- * Free checking (with online statements)
- * Free online banking & bill pay
- * Mobile banking app
- * Mobile check deposit
- * Convenient ATM locations

plans to move the MidAmerica National Bank ATM in the Hy-Vee parking lot. [Click here to see all of our convenient locations and hours!](#)

We are a strong community bank and will continue to be "your bank for life"! Feel free to contact us with any questions you may have. You can call us at (309) 647-5000 or email us at online@midnatbank.com.

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Round Up Savings

Round Up Savings is a smart, easy way to grow your savings account. Each time you make a purchase with your debit card, the transaction is rounded up, and the difference is automatically transferred to your savings account. For example, if you make a purchase for \$9.25 with your debit card, your checking account will be debited for an even \$10.00, and \$0.75 will be transferred to your savings account. You'll be surprised how quickly your savings account builds, and you might find the even dollar amounts to be much easier to keep track of in your checkbook!



Since we started offering Round Up Savings at the end of 2010, the total amount saved through 2013 is \$135,153.96! Out of the total, \$83,099.79 was saved in 2013 alone. What a great way to save money!

Get signed up today! Stop by to see a personal banker at any of our locations. Round Up Savings is only offered to MidAmerica National Bank MasterCard debit cardholders. ATM cards/transactions are not eligible.

[Click here to see other great ways to save money at MNB!](#)

Mobile Check Deposit

In October 2013 we started offering a new product included with our Mobile App called Mobile Check Deposit. With this product, you can deposit checks fast with your mobile phone. Since October, we have registered 275 customers for Mobile Check Deposit, and deposited a total of \$178,574.85 in January 2014! We think those are positively fantastic numbers!



Try it out for yourself! To use Mobile Remote Deposit Capture, you must be signed up for Online Banking and have the MidAmerica National Bank Mobile Banking App installed on your iPhone or Android. If you already use the MNB Mobile Banking App, make sure you have the most recent update installed. [Click here for step-by-step instructions and helpful tips on how to use Mobile Remote Deposit Capture.](#)

TRUST & WEALTH MANAGEMENT

Ask a Trust Officer: The Prodigal Son-in-Law

DEAR TRUST OFFICER:

I'm trying to decide upon the best way to set up an inheritance for my daughter. She's got a pretty good head for money, but I'm less confident

about my son-in-law. He's got ideas that some might think ambitious, but I think they are flaky. For some reason, he can't seem to hold a job for more than a year or so. Also, he can be domineering at times, and my daughter gives in to him.

Is there a way to structure an inheritance so that my son-in-law can't get his hands on it, or tell my daughter how to spend it? What about my grandkids - do I leave their inheritance in her care, or should I set up some special account for them?

-PUZZLED PARENT

DEAR PUZZLED:

To convert an inheritance from a one-time windfall to a permanent financial resource, you need two things: a trust and a trust officer. The trust holds the financial assets; the trust officer provides the investment management as well as financial guidance. You state what sorts of expenses the trust is for - education, major emergencies, day-to-day expenses, luxury vacations; it's up to you - and the trust officer is charged with carrying out your wishes.

The grandkids can be beneficiaries of your trust. Perhaps you'd like the trust to divide into successor trusts, one for each grandchild, when your daughter dies? Whatever direction you wish to take, see a trust officer and an estate planning attorney soon to get your plans put into writing.

(February 2014)

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For more information about Trust & Wealth Management and to read another informative article, go to our website at <https://www.midnatbank.com/investments/trust-and-wealth-management>

Bank Takes Credit Card Security Seriously

The Wednesday, February 5th edition of the Fulton Democrat featured the following article on the front page written by Wendy Martin.



On Monday, January 27, MidAmerica National Bank received notification from MasterCard that a number of debit cards were compromised, and the bank was provided with a list of card numbers. The bank identified 135 of them as being their customers.

By Monday afternoon a letter had been mailed to each of those 135 clients, alerting them to the fact that their card number may have been compromised.

As a precaution, and for their customer's protection, the letter announced that a new card and new pin number would be issued.

"Our crew takes this very seriously, and they jump into action immediately to protect customer accounts," said Ken Long, Executive Vice President.

Not new

With the Christmastime breach at Target which affected 40 million

cards, credit and debit card security has become a hot topic of interest, but the fact is, credit card breaches are not new.

"Target was very visible, and now people have a heightened awareness, but this is a common occurrence with credit card companies," said MidAmerica National Bank CEO and President Rick Klinedinst.

In fact, notifications of this sort probably come in on a weekly basis, according to Marla Stockov of MidAmerica National Bank's Customer Service Department where merchant database problems are reported.

Depending on how many accounts are involved, the bank will either send letters immediately, or make phone calls to the individual customers.

What does it mean?

Understandably, consumers are very concerned when they get this kind of news. But experience has shown that with a handful of individual exceptions, to date no MidAmerica National Bank card holder's card has ever actually been used by a thief.

Nonetheless, even though they have never seen a card used or compromised in one of these kinds of merchant database breaches, MidAmerica National Bank believes it is important to notify customers quickly.

There are two options, Klinedinst said. The bank can stop the card right then and the customer can wait until they get a new card, or they can take the risk and monitor activity on the card until a new one can be issued.

"You don't want to inconvenience a customer by shutting their card off. Just think what would happen if they had shut those Target-compromised cards off right before Christmas?" Klinedinst said.

What to do?

MidAmerica National Bank prides itself on security and confidentiality, Long said.

In the most recent incident, where cards were used at Michael's stores, letters were mailed the same day because it would have taken too long to try to call 135 individuals.

In that letter customers were informed that their new cards would be issued within 7 to 14 days. According to Klinedinst, it takes that long to get that many new cards made and mailed.

To further protect consumers and themselves, the bank deactivates the old card permanently after the new card is issued.

Who pays?

By law, consumers are protected from having to pay for charges they did not make, but they have to catch them on their bills and report them to the bank.

"Bankers have been preaching this for years. Please - open your bank statements. The best protection anybody has is to open all of your financial statements and look at them, whether they are paper or electronic," Long said.

Although neither Klinedinst or Long could explain it, while the breaches occur in merchant's computers, it is up to the bank that issued the card to cover the cost of unauthorized purchases.

That is one reason MidAmerica National Bank is so vigilant. "To community banks, a couple of zeros on a number means something. For the big banks, it is the cost of doing business - the potential loss versus the expense of notifying customers or replacing their cards," Long said.

Be vigilant

When the bank is notified of a breach, they are only informed about what card numbers were compromised, and not where they were compromised.

Stockov noted that most of the time the only way they know where it happened is if they notice the same business is on each of the affected cards. More likely, it will be something they saw on the news that helps them figure out which merchant database was hacked.

In addition to urging customers to regularly look over their bank statements, Stockov suggested they make sure the bank has the correct phone number on file, so that they can be notified directly when possible.

While it is disconcerting to know a merchant's database has been hacked and your credit card has been compromised, people at the bank agreed it would be too inconvenient to stop using them.

"I still use mine, but I'm careful. It goes back to watching your account activity," Stockov said.

Upcoming Holiday Hours

Monday, February 17 - President's Day

All banking centers will be closed

[Click here to see each location's regular hours](#)

[Click here to learn more about our mobile banking app for anytime,
anywhere banking!](#)

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