

FIRSTCITYBanker

January 1982

STRIKE IT RICH AND HOW TO DO IT . . .

An exciting new program is coming to First City Bank . . . "Strike It Rich". Just by selling our bank you can strike it rich with prizes and maybe even a trip to Hawaii. The more business you promote for First City, the more points you earn . . . that's all there is to it. And these points can be turned into the prizes shown in the catalog you will receive.

This incentive program will begin January 18, 1982 and ends April 30, 1982. Prior to January 18th, you will receive your prize catalog and a manual containing helpful material that will completely explain how you can . . . Strike It Rich.

Each employee will be on a team and each team will have a Captain to explain the program and answer any questions. Points will be weighted so that customer contact employees will not have an advantage over non-customer contact employees . . . everyone will have an equal chance to strike it rich. Team meetings will begin soon, so start thinking of prospective customers. Remember, somebody at First City Bank is going to win a trip to Hawaii . . . shouldn't that somebody be you?

1st Place

Every year the Chamber of Commerce has a membership drive and for the second year in a row First City Bank was presented with the 1st Place 1981 Membership Blitz Award. This award is quite an achievement . . . successfully recruiting 189 new members. This number almost doubled all other bank and businesses involved with this drive.

We would like to give a big hand to those people who put the time and effort into making this such a successful undertaking.

REACHING FURTHER - DOING MORE . . .

First City is looking toward the future and December 26th is the kickoff date for a statewide advertising campaign. This new campaign begins with general television advertisements that promote First City Banks throughout the state. In February the ads running in Austin will become more personalized . . . highlighting the city of Austin and First City Bank's involvement in it. Our campaign is striving to promote First City's new theme line . . . Reaching Further - Doing More. The ads are dynamic with powerful background music and leave a strong impression on viewers through unique film footage and the use of animation. This new enthusiastic campaign will reflect First City as a leader among financial institutions throughout the state of Texas.

HAVE YOU HEARD ? ? ?

First City National Bank now has an employee Training Room located on the 2nd floor of the San Jacinto Building at 9th & San Jacinto. This room was once the First City Bank Board Room but has not been used recently and was in need of "cosmetic surgery". It has recently gone through some changes . . . and what elegant changes they are. If you haven't seen or heard about the redecorating . . . you're in for a surprize. This room is primarily used for training programs offered to employees by First City . . . so all of us can enjoy this comfortable, luxurious surrounding. The bank wanted to have a facility with an atmosphere that is relaxing and away from the bank . . . and this facility suits that need.

Congratulations to Abbie Daly, Tim Jarvis, Nyla Revell and Dennis Wegehoft for their hard work in coordinating such a lovely training room . . . a room First City can be proud of.

JUST A REMINDER . . .

Beginning January there are several courses offered at First City. These courses are taught in the San Jacinto Building, 2nd floor.

COURSES OF INTEREST

- Jan. 12 - Telephone Etiquette
- Jan. 14 - Customer Relations
- Jan. 19 - Effective Time Management - Exempt
- Jan. 21 - New Supervisory Development Training Path 4
- Jan. 25 - 29 - Number Skills

Remember refer to the catalog if there are any questions and consult your supervisor about the courses you plan to take.



Hats Off!

TIDBITS

First City has several promotions this month and we would like to mention and congratulate the following:

- Bobbie Collins - Business Development Officer
- John Claprod - Collection Officer
- Keith Duran - Collection Officer
- David Goertz - Consumer Loan Officer

CONGRATULATIONS!!!

PROUD PARENTS

Some babies have been born and they slipped right by us the past few months, so we would like to do some catching up on some announcements. Annett Irwin became the proud mother of a bouncing baby boy on October 7th and his name is Greg; Becky Prestwood's baby girl was born on November 4th and her name is Sara Rebecca; Robert Hearn has become the proud father of a little girl, Merri Elizabeth (Missy), born on November 29th and Janet Horton's little girl, Roshell Monique, was born on December 4th. CONGRATULATIONS!!!

JANUARY BIRTHDAYS!!!

1-1	Martha Gamez Deborah LoPrinzi	1-13	Wolf Bouldin Laura Cobo
1-2	Robert Greenwood	1-14	Martha Boysen Ken Johnson
1-3	Ed Alonzo	1-16	S.A. Lee
1-4	Fred Russ Bernice Watson	1-17	Hugh Clarke Linda LaHay
1-6	Susan Allen Joyce Daniels Charles Flores	1-18	Abbie Daly
1-7	Julian Garcia Booker Hicks	1-19	Judy Dittrich Tim Jarvis
1-9	Helen Brown Marianne Jackson Sharon Nevius	1-22	Sharon Adamcik Danny Coleman Renae Marando Debby Stockton
1-10	Wanda Burnette Jimmie Canady Kathy Carver John Claprood Ann Sanders Stan Tucker	1-23	Janice Haley
1-11	Betty Dabbs Brenda Richard	1-24	Dolores Vasquez
1-12	Bernice Jezisek Yvonne Wright	1-25	Angela Picciandra Michael O'Connell Phebe Alford
1-13	Bill Attal	1-26	David Oppenheim
		1-27	John Cerda
		1-28	Diana Clearman
		1-29	Gay Mayhan
		1-30	Stacy Thomas Learsia Townsend
		1-31	Ray Steward

HAPPY BIRTHDAY!!!!

SUGGESTIONS. . .

If anyone has anything newsworthy that they would like printed in the First City Banker please call Shannon ext. 4714.

Wishing all of you a safe and very HAPPY NEW YEAR'S !!!