



MARCH 1982

THE DAY THE TIME AND TEMPERATURE STOPPED . . . FINAL CHAPTER

Mr. Collins, announced at a press conference Wednesday, February 24, that the bank was reinstating the sponsorship of Austin's Time and Temperature service as a part of our advertising program.

The Time and Temperature line is back once again by popular demand . . . Thursday, February 25, was its new beginning.

The bank had based its original decision to discontinue the service on marketing research which concluded that only a tiny fraction of the general public knew which advertiser had funded the Time and Temperature.

Unfortunately, when we stopped advertising on the Time and Temperature line, Advanced Inc., which owns the service, was unable to locate a replacement advertiser and the service was temporarily disconnected. This was February 11, 1982, the day Austin's Time and Temperature stopped.

February 11 was also the day we began to learn just how many people did remember exactly who had sponsored the Time and Temperature line. The bank received 1000's of calls concerning the disconnection. Because of this response it was decided to reverse the original decision to discontinue the service.

We feel this decision helps to demonstrate our commitment to support that which is important and useful to the Austin's community.

THE RODEO IS COMING . . . THE RODEO IS COMING

Mark your calendars for March 19th . . . this is the day the Austin Travis County Livestock show and Rodeo is coming to town. Ten days (March 19-28) of fun activities are planned to attract your attention.

Texas' largest indoor amateur rodeo will feature 8 performances throughout the week at city coliseum - and that's not all. On March 19 and 20 at 8:00 p.m., on auditorium shores, two fun-filled nights of country/western dances featuring live entertainment can be heard under the stars.

A new attraction to this years Livestock Show and Rodeo is Kicker Badge's. For only \$1 you can purchase a Kicker Badge that entitles you to a variety of discounts on special activities. The activities include:

- admission to country western night dances
- bar-b-que cookoff contest
- cross country horse race
- carnival discounts
- general TV and radio promotions

You can purchase Kicker Badges from Bobbie Collins (Lobby) and East/West Tellers at the drive thru's.

Show your support . . . buy a Kicker Badge and enjoy the fun. See Ya'll there!

STRIKING IT RICH

Our Strike It Rich program, which began January 11, has been a huge success. In just the first 3 weeks of the program new accounts totaling \$10,116,722 have been opened.

First City Banker would like to commend the New Accounts staff for all their hard work. New Accounts had their best day in January, opening 277 new accounts. It was an extra good day because it was the last day to receive double bonus points. On the average a new account was opened every 8 minutes.

Participation has been great with 46 of the 55 teams active in the program. A total of 4,084,766 points have been earned, with the leading team, Idarado Mine, earning 314,680 of the total points.

The countdown has begun with only two months till the program comes to an end . . . lets meet our goals and all STRIKE IT RICH.

FIRST CITY BLOOD DRIVE

Just a reminder, the Blood Donor Drive will be held Thursday, March 11 and Friday, March 12 from 10:00 a.m. until 4:00 p.m., in Plaza 7. If you are interested please sign the sign-up sheet that was distributed to all department heads.

I can't stress the importance of this drive . . . we need your support in reaching our goal. Please give today, you could save a life tomorrow.

TRAINING COURSES FOR MARCH

March 3	Telephone Etiquette
March 4	Professional Secretary
March 8-12	Number Skills
March 23	Cross Selling

Information regarding the courses may be found in your Course Catalog. Classes are limited . . . be sure and register by the 1st of March.

First City Banker would like to congratulate those people who completed their training courses during the month of February.

CUSTOMER RELATIONS

Alan Beezley	Elton Medford	Janice Ross
Alicia Diaz	Nicki Meeks	Marilyn Rollins
Laurinda Harris	Cindy Olson	Cindy Watson
Marianne Jackson	Cindy Purifoy	

TIME MANAGEMENT

Jamie Austin	Jo True	Debbie Burns
Beverly Allen	Jim Greenwood	Bobbie Caver
Candace Bidwell	Phil Schuartz	
Mark Bruzzese	David Goetz	Alice Cuellar
Cindy Gatlin	Don Wood	Michelle Duff
Nancy Gill	Judi Hargrove	Debbie Finger
Gail Hess	Martha Perkins	Lydia Garza
Gladys Martin	Booker Hicks	Ellice Marchak
Ann Sanders	Ray Stewart	Richard Park
Kim Whitt	Fred Nollen	Linda Rachui
Harold Page	Bob Lancaster	Lauretta Rock
John Claprood	Ed Alonzo	Charlotte Sansom
Betty Culp	Beth Ann Avery	Dolores Sifuentes
Ken Decker	Mary Ann Barron	Karen Sorenson

MARCH BIRTHDAY'S

RUNNING AFTER FITNESS . . .

- 3-2 Bob Long
- 3-3 Mary Ann Ates
- 3-4 Terri Childers
Tina Kramer
Gertrude Steen
Irene Wendland
- 3-5 Clifford Martinez
- 3-6 Howard Bouldin
Margie Mahavier
- 3-7 Martha Omoegbele
- 3-8 Sharon Harris
- 3-9 Doris Martin
- 3-10 Darlene Kolodziei
- 3-11 Cynthia Thompson
Jack Eccles
- 3-12 Janie Lara
- 3-13 Meco Leiser
- 3-15 Lisa Cappa
- 3-16 Ann Zoch
Frank Mitchell
- 3-17 Janet Horton
- 3-18 Diana Rogers
Carol Zimmet
- 3-19 Randy Veach
Jacki Swinden
Teresa Rettberg
Paul Dextraze
Ione Bourgeois
- 3-21 Sheri Cowan
Lydia Garza
Mike Kunz
- 3-24 Laurinda Harris
- 3-25 Robert Morales
Mark Anderson
Peggy Heckel
- 3-26 Carolyn Wilson
- 3-27 Peggy Buxkemper
- 3-28 Patsy Key
- 3-29 Luis Guerra
- 3-31 Beverly Allen

On March 10 and 11, our second Brown Bag Lunch Special Event is scheduled. The main topic will be physical fitness with emphasis on jogging. If your an experienced runner or just beginning - make plans to attend. Our guest speaker is Carolyn Wilson and she will be glad to answer any questions you might have concerning fitness. Sessions as followed:

March 10 - 11:15 and 12:15

March 11 - 1:15

If you have any questions please call Abbie Daly ext. 4434.



Hats Off!

TIDBITS . . .

Beverly Scott is the proud mother of a bouncing baby boy, born on Feb. 8, his name is Chase Randolph. Becky Denges is also the proud mother of a baby boy, born on Feb. 4, his name is Jon Michael. CONGRATULATIONS!

We have had several promotions that we would like to announce and extend our congratulations.

- Gaynell Black - Personnel Officer
- Abbie Daly - Personnel Officer
- Nyla Revell - Vice President & Personal Director
- Steve Ogle - Vice President & Cashier

CONGRATULATIONS!!!

HAPPY BIRTHDAY!!!
