

FC Interest

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SIGN UP NOW FOR THE OCTOBER 17 JDF WALK !

Earl Campbell, former Houston Oiler and Texas Longhorn, wants to see you at this year's Annual Juvenile Diabetes Foundation Walk. That's according to Martha Mann and John Pope, Co-chairmen of First City's efforts in this year's event. More than 500 Austin-area walkers have registered to participate in this year's walk which raises money to fund research to find a cure for diabetes. Diabetes is the third leading cause of death by disease in America. JDF has contributed some \$36 million over the past 13 years to help achieve this goal.

Locally, prizes to be given to those collecting top dollars in the Walk will include a weekend ski trip to Colorado and a trip to New Orleans. Many more prizes will be given out, such as bikes, TVs, stereos and cameras. And any walker who collects pledges of \$25 or more will receive a T-shirt.

Sign-up sheets and registration cards are available in the Cafeteria. Send your cards to John Pope to receive an Official Sponsor Form. If you have questions, contact Martha at extension 4753 or John at extension 4624.

First City's Fourth Annual Downtown Volunteer Fair *makes a difference*

out information and visit with people attending the fair. Information was also available on 220 other agencies seeking volunteer assistance.

Sponsored by First City, K-98, the Downtown Austin Partners and the Watson-Casey Companies, the fair was held on the 3rd level of First City Centre. If you need additional information on volunteer efforts in our community, contact the Volunteer Center, Austin's Volunteer Connection, at 451-6651.

Lots of hot dogs and cokes and people finding out about volunteer opportunities-- that was the scene at the Fourth Annual Downtown Volunteer Fair last Wednesday. More than 30 human service agencies were set up to pass



TRUST DIVISION SEES NEW CUSTOMERS AS RESULT OF REFFERAL PROGRAM



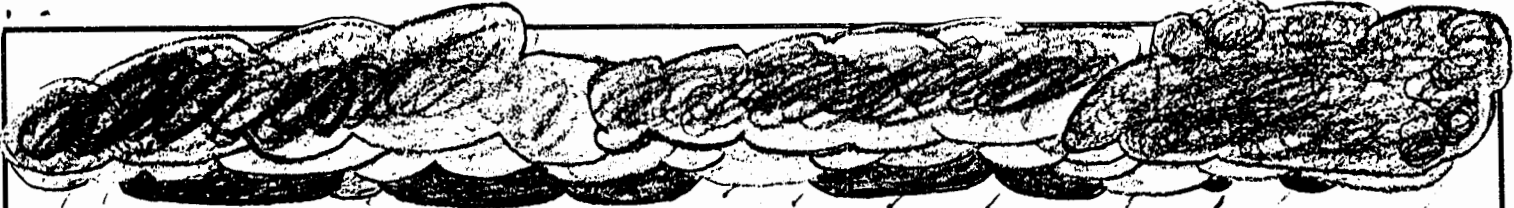
cards, resulting in \$1,275 in awards already given, with \$1,606 on tap to be paid out within the month.

All you have to do to participate in this program is bring a prospective Trust customer together with a Trust Officer. If your introduction results in the closing of new business for the Trust Division, you will receive an award. The amount of the award varies with the type of business you generate.

So, if you know anyone who has recently married or divorced and may have a need to establish or revise a will, or anyone who has recently come into an inheritance, or anyone nearing retirement, refer them to one of our Trust Officers. To gather more information or obtain a Trust Referral Card, contact Carolyn Hand at extension 4805

The 1987 Trust Referral Program is proving to be an excellent method for introducing new customers to our Trust Division.

So far 74 employees have turned in prospect



It was a dark and stormy night on September 10, with pelting rain and non-stop winds. And somehow in all that mess, the folks at one of our correspondent banks dropped their items in the rising waters on the way to our bank for processing.

Were we nonplussed? Certainly not. Beverley Hoerig's night crew in Item Processing knew just what to do: Michelle Dugas and Beverley herself simply spent an hour and a half drying each item with the hand dryers in the restroom! Not only did these freshly dried items make it through processing in fine shape, but the obvious teamwork of the 2nd shift meant that we also met our balancing deadline, in spite of the hassle. Thanks to Lana Tangum for letting us know about this incident.

Further research reveals that although this kind of situation is rare, it has happened several times over the years. Most memorable, perhaps, are the times that a local food market was flooded: once their management learned of our extra-effort, they sent over a generous basket of goodies to express their appreciation to the IPG night crew!



Eledith Walker, Credit Analysis, reports that teams are gearing up for the Annual American Heart Association Turkey Walk. This year's Walk is November 7. Look for more details in next month's edition of FC Interest or contact Eledith at extension 4613 for more information.

Thank You, Veronica

by Mark Barkan

I have never met Veronica. Altogether I have spoken to her on the telephone for less than ten minutes, on three different occasions, yet I know that she is super!

Veronica is not a movie or TV "personality," nor is she a preacher or a psychologist, but in those conversations she has managed to make me feel very, very good. Just because she knows what her real job is, and because she also knows how to do it right.

Recently I called my insurance company, and after the usual fruitless conversations with the wrong people, I was finally talking with a competent person.

This one was willing to listen to my complicated explanation without interrupting and making me feel like a fool. She obviously made notes as she listened because she got all the facts straight the first time, and she answered most of my questions in a helpful manner. She then explained that she needed to do further research to give me a full answer, and promised to call me the same day. She also gave me her name—Veronica—and her extension number in case I needed to call her back. Later that afternoon she called, apologized for not having the information yet, but said that she would call the next day. She added: "I promised to call you this afternoon, and I did not want you to think that I had forgotten." And the next morning she called, and we successfully completed our business.

Why is such an ordinary story so extraordinary? And why do I think Veronica is super? She is super because she is that rare breed: a person who is customer-oriented rather than procedure-oriented, always looking at her job from the customer's point of view. Less competent people think that their job is to be efficient: follow the rules, fill in all the blank spaces and don't allow personal quirks to mess up the works! Veronica, on the other hand, is effective. She has the insight, maturity and professional skills necessary to resolve the customer's specific needs and problems, while still remaining a loyal employee of her firm.

What is the result? customer satisfaction and loyalty, and for Veronica and her employer, the professional satisfaction of a job well done.

Thank you, Veronica!

Thanks to Shannon Boggus, AVP in Marketing, for submitting this article. Mr. Barkan is a longtime customer of First

City National Bank of Austin and he makes a noteworthy point.



GOOD NEWS NUGGETS!

Nyla Revell, SVP & Director of Human Resources, has been selected to participate in Leadership Austin, 1987 - 88. Leadership Austin brings together individuals with outstanding leadership potential who represent a cross-section of the Austin community. Sixty participants are chosen by an anonymous selection committee in a highly competitive admissions process. The program is designed to acquaint community leaders with the city's continuing needs and problems and offer alternative ways of dealing with them.

Paralee Sanders, Cafeteria, was featured in the Austin American-Statesman, Neighborhood Section, recently as the Good Neighbor of the Week. Paralee is President of Daughters of the Elks, Texas Temple No. 1254, and her group is working hard in support of the Haight Canady shelter.

The shelter provides a home-like environment for pregnant teenagers. The shelter's program requires that the teenagers stay in school. The children of the teenagers who live at the shelter are cared for by a nearby daycare during school hours.

Paralee and the Daughters of the Elks have collected kitchen items, linens and much needed furniture for the shelter. There is still a need for furnishings, particularly items for babies and toddlers. If you have something you would like to donate, contact Paralee at extension 4655.