

Summer 2015



NEWS from AMERICAN TRUST & SAVINGS BANK

How Older Adults Can Steer Clear of Scam Artists

Anyone can be a victim of financial fraud, but older adults are particularly at risk. Among the reasons: Scam artists and thieves know that many senior citizens have accumulated money and other assets throughout the years. Those who commit elder fraud range from loved ones – family members, friends or caregivers – to complete strangers. Here are practical tips on how to protect yourself or someone else:



Remember the red flags of a fraud. Some of the classic warning signs include:

- An unsolicited phone call, e-mail or other request that you pay a large amount of money before receiving the goods or services;
- An unexpected e-mail or call requesting your bank account number, perhaps one asking you for the information printed at the bottom of one of your checks;
- An offer that seems too good to be true, like an investment “guaranteeing” a return that’s way above the competition;
- Someone expressing a new or unusual interest in your finances;
- Pressure to send funds quickly by wire transfer. The other party insists on secrecy.

Research a new financial advisor before investing money or paying for services. Though the vast majority of brokers, financial planners and other professionals are honest and reputable, some commit fraud. Before committing to working with a financial advisor, confirm that he or she is properly registered or licensed and has a clean record.

Be careful who you give the legal authority to access or manage your money. One way older adults prepare for the possible future need to have someone else make financial decisions and transact business for them is by having a legal document called a power of attorney (POA). An attorney can help you decide the right type of POA for your needs. “Only give POA authority to someone you trust and who understands your wishes and preferences,” suggested Luke W. Reynolds, Chief of the FDIC’s Outreach and Program Development Section. “Also consider adding oversight, such as by requiring two people you trust to agree on decisions within a reasonable time frame or having a third party review transactions that have been made.”

If you decide to use a POA, contact your bank and other financial institutions to confirm they will accept the document you plan to use. They may have their own form and require that customers use that.

Protect your personal information. Never provide Social Security numbers, bank account information, PINs, passwords and other sensitive information in response to an unsolicited call, fax, letter, e-mail or text message, no matter how genuine the situation may appear.

Sign up for direct deposit. “Direct deposit into your bank account is the fastest and safest way to receive money or other payments, such as your pension or an income tax refund,” Reynolds said.

Noting a recent scam that has resulted in thefts of benefit payments, Reynolds added, “Check to make sure the full deposit you are entitled to arrives in your bank account when you expect it. An unexpected letter from the Social Security Administration or another agency indicating your direct deposit information has been changed is a sign of fraud, and you should independently look up that organization’s contact information and notify it immediately.”

Closely monitor credit card bills and bank statements. Look at your statements as soon as they arrive and report unauthorized purchases, withdrawals or anything suspicious, regardless of how small or large the dollar amount.

Immediately report a fraud or theft to someone you trust as well as the proper authorities. Many older people make the mistake of not telling loved ones or not contacting the police or other law enforcement agencies when they’ve been victimized. Perhaps some are embarrassed to admit that they were “misled” and lost money. Others have fears of losing their independence. “As difficult as this may be, reporting the incident is the only opportunity you have to recover some or all of your loss,” suggested Irma Matias, an FDIC Community Affairs Specialist. “By telling your story you also could prevent the perpetrators from taking advantage of others.”

CAR AND TRUCK LOANS

for every
reason



NEW or USED
CAR and TRUCK LOANS
AS LOW AS
1.95% APR*

Loan rates
haven't been
this low
in years!

Get Pre-qualified! Contact
Kent Stout or Rich Crump
today at **(563) 941-5391**.

* Available to new loans only. The Annual Percentage Rate (APR) that you would be charged is based on your loan-to-value and credit worthiness. Loan is subject to credit approval. Terms and conditions are subject to change without notice. Some restrictions apply and may not be combined with other offers. Limited time offer.

Visit Us on the Web

Be sure to visit our new web site at
www.atsb-lowden.com



Online Banking: Banking that Fits Your Schedule



Online Banking has arrived and customers are enjoying the convenience of accessing account information 24 hours a day, 7 days a week.

SIGN UP IS EASY:

Go to www.atsb-lowden.com and click on "Enroll" in the upper right-hand corner of the screen and follow the simple steps. In a short time you will be ready to enjoy the convenience!

Stop in the bank for a demonstration
or visit our new web site at
www.atsb-lowden.com.



Personal Loans

Loans for cars, truck, home improvements and more. Let's go!



Signup for Online Banking

Get secure access to your account information 24 hours a day, 7 days a week. This sounds great; sign me up!



Ag Lending

Tailor-made loans from experienced bankers help reach your goals. I'm interested; let's explore!

What's This Computer Chip Doing in My Debit Card?

Recent data breaches and identity theft reports have heightened consumer awareness around the security of payments. New credit and debit cards now contain a computer chip. These chip cards are also known as EMV cards. EMV – an abbreviation for Europay, MasterCard and Visa – is an internationally adopted payments standard that utilizes microchip technology to authenticate and process debit card and credit card transactions.



What does the transition to chip cards mean for you?

A microchip makes it less likely your payment card will be used for a fraudulent transaction in person, such as at a store. The chip will change the encrypted numbers for every transaction to ensure the authenticity of the card each time it is used. Hackers trying to get chip card authentication numbers are chasing a moving target that will be useless to them.

Many European countries have been using chip cards for several years, and fraud rates for in-store transactions in those nations have declined significantly.

You still need to be on guard against fraudulent purchases made with your card online, over the telephone or by mail. Unlike with in-store transactions, there is no card-reading device receiving the secret, one-time authentication code from the microchip that verifies the card's authenticity. As with any credit or debit card, monitor your account on a regular basis and report unauthorized transactions to your financial institution as soon as possible. If your chip card is used in a fraudulent transaction, your liability will be limited by federal rules. Also under the rules, your card is considered stolen if a hacker steals your account information electronically.

You may need to begin using a PIN for credit card transactions. While chip cards are most effective against counterfeiting, they provide less protection if your chip card is stolen and used by a thief in person at a store or other business. To provide further protection in these circumstances, many chip cards will require the user to enter a personal identification number to authorize a transaction. This is similar to what debit card users have done for years.

Expect to find a different type of card payment terminal at stores. You may already have noticed these new terminals at a few large stores. With some of them, the chip card is inserted into the terminal, similar to an ATM. Just make sure you don't leave your card in the reader and walk out of the store without it.

For other payment terminals — those that accept what are called “proximity cards”— all you have to do to pay is to place your card in front of the reader or gently tap the card against the reader.

Initially, your chip cards will probably also have the conventional magnetic stripe on the back. This will allow you to use the card at merchants that have not yet upgraded to the new payment terminals.

The microchip simply contains the same personal information that is printed on the outside of the card. The chip in the card contains no personal information about the cardholder other than his or her name and account number, which also is the same as what is stored on the magnetic stripe.

If you are planning to visit Europe, you may want to request a chip card from your financial institution. That's because many European merchants no longer accept magnetic stripe cards.

Source: FDIC Consumer News.



Traveling this summer?

If you are planning a trip outside of your normal shopping area and plan to use your debit card, please let us know so we can expand your geographical profile. We also like to have a current cell phone and/or home phone number for you.

American Trust & Savings Bank wants to be sure that your travels are safe and secure. Enjoy your trip!

Have You Met?

Sandy Esbaum is a Customer Service Representative at American Trust and Savings Bank and joined the bank in 2013. Her job responsibilities include bookkeeping and teller work at the bank.

A member of Zion United Church of Christ in Lowden, Sandy is treasurer and a Sunday School teacher. She is also a North Cedar Community Schools volunteer.

Sandy and her husband, Kip, have three children: Laettner, Elle and Pavin. Rounding out their household are two dogs, cats and a gecko lizard.



Mark Your Calendar



Park Days in Lowden

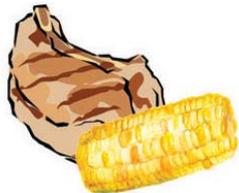
Saturday, July 25, 2015



American Trust & Savings Bank is proud to sponsor the kids' events for Park Days.

Lions Club Pork Chop and Sweet Corn Dinner

Sunday, August 2, 2015



Enjoy best-of-the-season sweet corn and pork chops from **4:30 to 6:30 pm** at Lowden Memorial Park.

North Cedar Education Foundation Golf Outing

Saturday, August 22, 2015

The Foundation's golf outing is their primary fundraiser for the year. The proceeds received from this outing fund yearly grants. Hole



Sponsorship, Silent Action, Raffle Prizes, and Cash donations are the primary drivers towards the success of this event.

Time: 10:00 AM tee off

Location: 3/30 Country Club, Lowden, IA

Register: Contact Chad or Julie:
mostaert@netins.net or bjhoff@fbcom.net



**AMERICAN
TRUST & SAVINGS BANK**

www.atsb-lowden.com

309 McKinley Ave., Lowden, IA • (563) 941-5391

