

Summer 2017

NEWS

from

AMERICAN TRUST & SAVINGS BANK

Important reasons you need life insurance

Life insurance is a great tool that will help your family in meeting their critical needs and lead a comfortable life even when you are not around. This is because the insurer will pay the beneficiary of your policy a predetermined sum of money after your death. It could also be given if you are bedridden with a critical illness. Life insurance is therefore the most essential insurance policy that you can have in your savings and investment portfolio.



Why Life Insurance? It has become essential these days for you to have one or more insurance policies. Here are some important reasons as to why you should buy life insurance

- **Family's Financial Requirements:** If you are the only person in your family who is earning, then the family's income will cease when you are no more. With no steady source of income, the standard of living will fall and they may not be able to meet even basic needs like education. Therefore, your life insurance policy will come to your family's aid during such phases of life.
- **Loans and Expenses Repayment:** You may have taken a loan along with your spouse. Or you may have borrowed money from a friend for starting a business. Also, you may have just started your family and your child is still very young. In all these cases it is your spouse who will have to bear the heavy burden of paying off the loan and managing your child's education. These are major expenses and you can help your spouse by buying a life insurance policy early in life.

- **Draw Loans Against Insurance:** Besides using your life insurance policy amount to repay your loans, you can also use your policy to draw a loan against it.

- **Diverse Investment Options:** You can also use your life insurance policy as a good investment option. There are various kinds of insurance policies and you can use them for different

purposes. For example, retirement plans, child insurance plans, whole life insurance plans, term life insurance plans etc. are all good life insurance policies. Except term plans, which don't have an investment component, all others are good investment options too.

- **Illnesses and Accidents:** Life insurance policies are always a good protection tool against the financial pressure that you will face during a serious illness or accident. You can get treatment from the best hospitals without worrying about the financial burden. Ideally, all insurance policies should be purchased when you are young and free of illnesses.

- **Tax Benefits:** Life insurance policies are a good way of saving tax too. Under Section 80C of the IT Act, many of the insurance schemes in India including the life insurance schemes offer tax deductions on premium payments.

With diverse kinds of options, insurance policies are today not just meant for insurance purposes but are also attractive investment options. From childhood to old age, there are various options for everybody.

<https://in.finance.yahoo.com/news/6-important-reason-you-need-life-insurance-063654980.html>
Accessed June 13, 2017.

Guess the photo and you could win!

Can you guess where in Lowden this photo was taken? If so, submit your entry, including your name, address, phone and email address. Drop it by or send it to the bank at:

309 McKinley Avenue
PO Box 129
Lowden, IA 52255.



Correct entries will be entered in a drawing for four (4) \$25 gift certificates to local merchants. Entries must be received by August 31, 2017.

This will be a quarterly contest, so watch our next newsletter for a new photo!

We have winners!

Chuck Breneman, Judie Carson, Lorenzo Guizar and Jan Muhl correctly guessed that the photo from our Spring newsletter was taken of the dual windows on the Lowden Floor Coverings building in Lowden. They will each receive a \$25 gift certificate for Lowden merchants.



Estate Planning Goals

Estate planning is a process. Estate planning is not a simple act of drawing up a will or trust document. Rather, estate planning involves the careful consideration and arrangement for the orderly transfer of assets at the time of death. But complete estate planning may include some lifetime decisions that will allow you to retain control of assets but also determine who will make decisions on your behalf should you be unable to do so in the future. Estate planning generally involves the drafting of a portfolio of legal documents intended to accomplish a variety of goals. Your estate plan should not be standardized, but individualized – based on your unique goals and circumstances.

Estate planning is for everyone.

Whether you are male or female; married, widowed, divorced or single; middle class or wealthy; young or old – each individual and family benefits from the process of estate planning. If you own property, you need an estate plan. Depending on your life circumstances, the plan may be quite simple or very complex.

Motivations for estate planning:

Most people engage in estate planning for both rational and emotional motivations. Commonly, individuals wish to provide for loved ones after death and ensure that their property is distributed in a timely manner. For many, the minimization of expenses and taxes is an important goal. However, estate planning is often guided by emotional motivations. It gives one a sense of comfort and security knowing that their loved ones will be provided for and that stress for those loved ones will be minimized because of pre-planning. Also, individuals feel a sense of peace when they know that their property will be distributed as desired.

Build an estate planning team: As you proceed through the steps involved in estate planning, you will build a team of professionals, which may include an attorney, accountant, insurance agent,

and a trust department professional from American Trust & Savings Bank. But one of the most important steps you can make prior to meeting with these professionals is to consider and set estate planning goals.

What are estate planning goals?

A goal is a general guideline or statement of what you want to achieve. During your lifetime, you accumulate property, both real and personal, tangible and intangible. As you begin the process of estate planning, it is extremely helpful to think about what you would like to have happen to those items of property, both during future stages of your life and after death. More than that, it is useful to think about what kind of legacy you would like to leave, both within and outside of your family.

Why set goals? If you attempt to articulate some estate planning goals, these guidelines will give focus to the process. You are more likely to get good advice from professionals who have an idea of what you want to achieve. Documents will be properly drafted and assembled. And in the long run, it is more likely that all your goals are achieved and your wishes are carried out.

How to set estate planning goals:

A commonly-used acronym for writing goals of all kinds is to write “SMART” goals. This acronym stands for the idea that goals should be: Specific, Measurable, Achievable, Realistic and Time-Oriented. The idea behind “SMART” goal-setting is to be as specific as possible. The more vague your goals are, the less likely anything meaningful will be accomplished. A few examples:

- Specific: “I want to leave gifts to charitable organizations” is not as specific as, “I will leave ten percent of my estate to the church of which I am a member at the time of my death, and ten percent to the college in my hometown.”



- Measurable: “I want to provide for my loved ones” is not as specific as, “I want to leave a sufficient bequest that would pay for the college education of my three grandchildren.”
- Achievable: Whether a goal is achievable, such as the goal to pay the cost of a college education for multiple children or grandchildren, must be measured against available assets – or whether the tools are available to achieve those goals (for example, life insurance).
- Realistic: It may be more realistic, depending on assets, to leave a bequest toward the cost of some college education, starting a business or buying a home.
- Time-oriented: Some of your estate planning goals involve a time frame during which to start and complete the process. Avoid stating that, “I’ll start my estate planning process this year” and instead give yourself specific deadlines to complete various tasks: “I will complete a written inventory of my assets by March 31 of this year.”

Get started now: Do not be one of those individuals (or families) who fail to complete an estate plan. We invite you to visit us regarding your estate planning process. Call Kent Stout, Rich Krump or Sandy Esbaum at **(563) 941-5391** and we will be happy to set aside some time to visit with you.

A Cybersecurity Checklist



Reminders about 10 simple things bank customers can do to help protect their computers and their money from online criminals

1. Have computer security programs running and regularly updated to look for the latest threats.

Install anti-virus software to protect against malware (malicious software) that can steal information such as account numbers and passwords, and use a firewall to prevent unauthorized access to your computer.

2. Be smart about where and how you connect to the Internet for banking or other communications involving sensitive personal information.

Public Wi-Fi networks and computers at places such as libraries or hotel business centers can be risky if they don't have up-to-date security software.

3. Get to know standard Internet safety features.

For example, when banking or shopping online, look for a padlock symbol on a page (that means it is secure) and "https://" at the beginning of the Web address (signifying that the website is authentic and encrypts data during transmission).

4. Ignore unsolicited emails asking you to open an attachment or click on a link if you're not sure who truly sent it and why.

Cybercriminals are good at creating fake emails that look legitimate, but can install malware. Your best bet is to either ignore unsolicited requests to open attachments or files or to independently verify that the supposed source actually sent the email to you by making contact using a published email address or telephone number.

5. Be suspicious if someone contacts you unexpectedly online and asks for your personal information.

A safe strategy is to ignore unsolicited requests for information, no matter

how legitimate they appear, especially if they ask for information such as a Social Security number, bank account numbers and passwords.

6. Use the most secure process you can when logging into financial accounts. Create "strong" passwords that are hard to guess, change them regularly, and try not to use the same passwords or PINs (personal identification numbers) for several accounts.

7. Be discreet when using social networking sites. Criminals comb those sites looking for information such as someone's place of birth, mother's maiden name or a pet's name, in case those details can help them guess or reset passwords for online accounts.

8. Be careful when using smartphones and tablets. Don't leave your mobile device unattended and use a device password or other method to control access if it's stolen or lost.

9. Parents and caregivers should include children in their cybersecurity planning. Talk with your child about being safe online, including the risks of sharing personal information with people they don't know, and make sure the devices they use to connect to the Internet have up-to-date security.

10. Small business owners should have policies and training for their employees on topics similar to those provided in this checklist for customers, plus other issues that are specific to the business.

For example, consider requiring more information beyond a password to gain access to your business's network, and additional safety measures, such as requiring confirmation calls with your financial institution before certain electronic transfers are authorized.

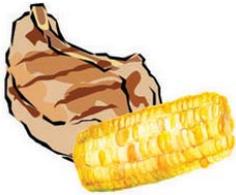
Mark Your Calendar



If you would like us to publish upcoming community events, be sure to contact us at the bank. We'll include it in our quarterly newsletter.

Lions Club Pork Chop and Sweet Corn Dinner

Sunday, July 30, 2017



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 19, 2017

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 any of the following:

- Chad Mostaert at mostaert@netins.net
- Renee Edler at rirec@netins.net
- Jamie Nabb at jknabb@fbcom.net

Cookie Day at American Trust

Friday, August 11, 2017
during banking hours



Sunday Fun Day in Lowden

Sunday, August 27, 2017



American Trust & Savings Bank is proud to sponsor the kids' events for Sunday Fun Day.

Bank Holidays

The bank will be closed on these dates:
Tuesday, July 4 – Independence Day
Monday, September 4 – Labor Day
Monday, October 9 – Columbus Day


AMERICAN
TRUST & SAVINGS BANK

www.atsb-lowden.com

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

