

Spring 2023

NEWS from AMERICAN TRUST & SAVINGS BANK

April is Community Banking Month

Community Banking Month is a nationwide celebration recognizing community bank efforts to create economic prosperity for Americans in urban, suburban, and rural communities nationwide.

“As a bank with deep community ties, we apply our local knowledge and financial expertise to help the citizens of Lowden and the surrounding area reach their financial goals while supporting important causes that strengthen our local economy,” Kent Stout, CEO of American Trust & Savings Bank. “We invite you to stop by our office and learn how we’re working to improve our community and service your personal banking needs—whether you’re just getting started or are well established.”

Collectively, community banks make more than 60% of small-business loans, more than 80% of agriculture loans, and contribute tax dollars that help maintain local municipalities. Community banks:

- **Are favored by small businesses**, earning a 76%



satisfaction score compared to 62% for large banks, 46% for finance companies and 39% for online lenders.

- **Are committed lenders** to families, small businesspeople, and farmers.
- **Demonstrate safety and soundness** with higher capital ratios and better loan quality than the largest institutions.
- **Offer high-touch service.** This gives consumers access to the personal service for which community banks are known.
- **Understand and embrace local small businesses.** Small business is at the heart of everything we do at American Trust.
- **Give back to their communities.** Civic service is a way of life for American Trust & Savings Bank.

Community banks embrace their role as financial stewards because catering to their customers’ unique financing needs is central to their business philosophy and ensuring satisfied, life-long customers.

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 May 31, 2023.

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

We have winners!

Beryl Esbaum,
Sandra Horman,
Jon Muhs, and
Rosie Steinke
correctly



guessed that the photo from our Winter newsletter was taken at Zion Church Parsonage, located at 311 Jefferson Avenue in Lowden. They will each receive a \$25 gift certificate for Lowden merchants.

Employees, directors and their immediate families are not eligible.

Estimated Costs of Crop Production in Iowa – 2023

The estimated costs of corn, corn silage, soybean, alfalfa, and pasture maintenance have been compiled in a report from Iowa State Extension and Outreach. These cost estimates intend to represent average costs for farms in Iowa. To review the full report, visit: <https://www.extension.iastate.edu/agdm/crops/pdf/a1-20-2023.pdf>

National Small Business Week, April 30 – May 6



For 60 years, the President of the United States has issued a proclamation announcing National Small Business Week, recognizing the critical contributions of America's entrepreneurs and small business owners. More than half of Americans either own or work for a small business and create about two out of every three new jobs in the U.S. each year. American Trust and Savings Bank recognizes the impact of outstanding entrepreneurs, small business owners, and farmers. Every day, they're working to grow small businesses, create 21st century jobs, drive innovation, and increase America's global competitiveness.

This year National Small Business Week will be held from April 30 to May 6. A special thanks to our area small businesses and farmers for all you do to support our local community!

Protect and Manage Your Debit Card With Brella



Debit cardholders have access to enhanced banking and debit card services with the Brella® mobile app.

Brella helps you protect your debit card by sending you alerts when your card is used

so you can quickly detect unauthorized or fraudulent activity on your account. Users have the option to receive text or email alerts. You can also check your account balance anytime, turn your card off and on, send money to other users and find nearby ATMs.

To download a free Brella app, simply search for "Brella – Card Manager" in the Apple App Store or Google Play.



Don't answer another online question quiz until you read this



What do the model of your first car, your favorite hobby, and the high school you attended have in common? If you said they're questions commonly used for online account security and online quizzes, you're correct! Before you take a quiz to find out which Marvel character you are, ask yourself: Do I know who's gathering this information about me — or what they plan to do with it?

Personality tests, quick surveys, and other types of online quizzes ask seemingly harmless questions, but the more information you share, the more you risk it being misused. Scammers could do a lot of damage with just a few answers that give away your personal information. We've heard about scammers phishing for answers to security question data through quizzes. They use your quiz answers to try and reset your accounts, letting them steal your bank and other account information. Some scammers hack social media accounts and send malware links to friends of the hacked account holder under the guise of sharing a quiz.

One major way to protect your personal information — in addition to maintaining strong passwords and using multi-factor authentication — is to steer clear of online quizzes...or just don't answer them truthfully. As for accounts that require actual security questions, treat them like additional passwords and use random answers, preferably long ones, for those too. Asked to enter your mother's maiden name? Say it's something else: Parmesan or another word you'll remember. Or use a password manager to store a unique answer. This way, scammers won't be able to use information they find to steal your identity.

Miller, Terri. "Don't answer another online question quiz until you read this." Accessed March 14, 2023.
<https://consumer.ftc.gov/consumer-alerts/2023/01/dont-answer-another-online-quiz-question-until-you-read>

IRA REMiNDER



You can make **2022 IRA contributions** until April 18, 2023.

For 2022, you generally can contribute up to \$6,000 to a traditional IRA. This limit can be split between a traditional and a Roth IRA, but the combined limit is \$6,000. If you are 50 years of age or older before the end of the year, the maximum contribution that can be made to a traditional or Roth IRA is \$7,000.

American Trust also offers SEP accounts. A SEP (simplified employee pension) plan provides employers with a simplified method to make contributions toward their employees' retirement and, if self-employed, their own retirement.

If you're changing jobs or about to retire, rolling over your retirement account to a secure investment is also a wise idea.





LAUNCHING SOON!

New website look coming April 12th

On Wednesday, April 12, American Trust & Savings Bank will introduce a new web site at www.atsb-lowden.com. Please call us at (563) 941-5391 if you have any questions. Also watch for an Online Banking update. More details to follow!

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.

Spring Dinner, Zion United Church of Christ, Lowden

Sunday, April 16, 2023

Serving 11 AM to 1 PM

Free will offering

Carryout available by calling 563-941-7726



Cookie Day at American Trust

Friday, May 12, 2023 during banking hours.

It's our way of saying "Thank you for your business!"



The bank will close at 3 pm on Good Friday, April 7, and be closed on Monday, May 29 for Memorial Day, Monday, June 19 for Juneteenth, and Tuesday, July 4 for Independence Day.


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