



Saving For Your Future:
 -Saving Made Easy
 -FMB says Thank You!

Page 1



Important information on:
 -Building Your Dream Home
 -Saving Made Easy
 -New things on the FMB Website

Page 2



Helpful tips on...
 -Recovering from Unemployment
 -Convenience Items

Page 3



FMB Information
 -F&M Travel Club
 -Featured Recipe
 -Branch News

Page 4



Farmers & Merchants Bank

FINANCIAL *focus*

SPRING 2011

Thank You For Your Business

Farmers & Merchants Bank is dedicated to providing you with a full-range of banking products and services with a focus on personal, professional customer service.

We are committed to serving the residents and businesses of Franklin, Jefferson, and St. Louis Counties and are actively looking for ways to serve you more conveniently and to expand our community involvement.

At the heart of our business is a dedicated team of professionals, your friends and neighbors, who look forward to providing you with the highest level of personalized service now and in the future – the type of service you've come to expect and deserve. Let us know how we can be of assistance. We're here with

Service You Can Count On!



Saving Made Easy...

By: FDIC Chairman Sheila Bair



America Can Save

It's hard to talk about putting money away during these tough economic times, let alone actually doing it.

The Good News

The good news is that even as we are working to dig out of the recent recession, Americans are finding ways to save more money. The recent financial crisis has wreaked economic havoc on a lot of families. But if there is one silver lining, it is that we have learned the hard lessons of too much borrowing. We are paying down our debt and saving more. In the process, we are rediscovering the peace of mind of financial security achieved through saving.

Finding the Savings

It doesn't have to be hard to find \$10 a week to save. Do you buy your lunch every day when you're at work? Instead, make a sandwich or salad at home and bring it into the office once or twice a week, or skip your afternoon snack from the vending machine.

Eventually, this savings can add up to a lot. If you put \$10 every week into a savings account and even if it earns only 1 percent interest, you will have more than \$2,600 in five years, \$5,400 in 10 years, and more than \$11,500 in 20 years – perhaps just when you are ready to retire or need that money to send a child off to college.

Compare this to just making minimum payments on a credit card balance of \$5,000. Paying an interest rate of 15 percent, it would take 24 years to repay the balance, and you would pay more than \$7,000 in interest to your credit card company.

Make Saving Automatic

There are easy ways to make saving automatic. Open up a savings account if you don't already have one, and have a portion of your paycheck deposited directly into that account. Or ask your bank to regularly transfer a set amount of money from your checking account into the savings account. You can even have your tax refund directly deposited into your savings account. *(continued on page 2)*

Here are some easy things you can do to save a few dollars:

- Cook at home.
- Bottle your own water and make your own coffee.
- Brown bag lunch at least a few days a week.
- Make a list before shopping & go when you are in a hurry.
- Buy in bulk & buy generic whenever possible.
- Use grocery store bags to line trash cans.
- Make your own household cleaners.
- Pay your bills on time and avoid late fees.
- Avoid credit cards with annual fee.
- Disconnect land line if possible.
- Instead of buying books, go to the local library.
- Carpool whenever possible.
- Try an online DVD store instead of going to the theater or buying pay-per-view.
- Regulate your electric use.



www.fmb4banking.com

Did You Know?



You Can Find Us On Facebook. Just go to www.fmb4banking.com and click the Facebook link at the top right of the page. On our Facebook page, you can interact with FMB employees, see our upcoming community events, or participate in our trivia for your chance to win great prizes. Contests are open to everyone! *Stop by our page today!*

Have You Checked Out the FMB Kids Club Yet?

Just go to www.fmb4banking.com and click the "FMB Kids Club" tab at the top of the page. There you will find links to educational and fun activities, such as crossword puzzles, memory games, check writing, budgeting skills, and much more! Don't forget while you are there to check out the Pig E. Bank Gazette, which is a newsletter just for kids!



Spring Into Savings with the Lazy River Kids Club Savings Account!

FMB has a great Savings Account just for kids. In this account kids can earn a **HIGH Interest Rate** on balances up to \$5000.00. Ask a friendly FMB representative for more details!

Restrictions apply. Offer valid for a limited time. Minimum deposit of \$25.00 to open. Account-holders must be 17 years of age or younger. Rate may change. Interest compounded quarterly. If the account is closed by the customer within the first 90 days from the opening date, a \$15 Early Account Closing Fee will be charged. Call 1-800-382-0049 or check our website for current rate information.



We offer several different options that will take the stress out of building your dream home.

Apply today!

*Rate to be determined at time of application. Subject to credit approval.

- ✓ **LOW RATES***
- ✓ **Quick Approvals**
- ✓ **Take 6+ Months To Build**
- ✓ **Interest Only During Construction Period**

www.fmb4banking.com

Saving Made Easy

(continued from page 1)

Help your children save more, too. When you give them their allowance, pay them a little extra – say a quarter or 50 cents -- to put straight into their piggy banks. That way you will teach them the value of saving automatically. Buy them a clear plastic piggy bank or some other transparent container so they can watch their quarters pile up and grow. After they've accumulated several dollars, take that money to the bank and put it in a safe, FDIC-insured bank account. Many banks offer savings accounts just for kids with no fees and no minimum-balance requirements.

By allowing children to accrue savings and earn interest from an early age, children's savings accounts can finance much of a child's college education. Studies show that even a small amount of savings significantly influences a child's desire to attend college. Moreover, built up over time, children's savings accounts can reduce reliance on student loans and ease young people's financial burden. Tragically, last year, college graduates started out in life owing an average of \$24,000 in student debt.

We owe it to ourselves and to our kids to have the peace of mind of a secure financial future. Let's budget, save and spend responsibly. Who knows? Maybe the government will get the same idea, and stop spending and borrowing so much, too.

During this America Saves Week, I encourage all Americans to join me and my family in making a renewed savings commitment. Let's resolve to maintain that commitment throughout the years to come. ■

Article By:
FDIC Chairman
Sheila Bair





Breaking The Surface

Four tips for recovering from unemployment.

Any period of unemployment is stressful – both personal and financial. While landing that formerly-elusive new job can be a relief, it is only the first step on the road to recovery from unemployment.

Here are four steps you can take to help make sure your recent unemployment doesn't cast a long shadow across your future financial health.

Continue to live lean: More likely than not, you weren't buying \$4 coffees while unemployed. Hamburger may have replaced steak. You may want to continue to follow that pattern. We tend to grow into our incomes, our budgets bloating along with our salaries. Fighting that urge will help with your unemployment recovery.

Protect yourself ASAP: The longer your unemployment lasts, the more important basic survival becomes. Someone who is unemployed may let life insurance, disability insurance or health insurance policies lapse as they try to keep current on their bills and put groceries in the pantry. Sometime during the first few days of your employment, you should enroll in whatever benefits you need that your company offers, or make an appointment with an insurance professional and use part of your first paycheck to protect you and your family.

Develop a plan to pay down your debts: When you have a job, debts are a nuisance. When you don't have a job, they may become a threat to your future financial well-being. While it's normal to hope that you never have to go through unemployment again, you must start preparing for the possibility. If you are behind on your mortgage, call your lender to let them know of your new job and to work with them on a plan to catch up on your payments. If they are unwilling to work with you, consider using a Federal resource such as those offered by the U.S. Housing and Urban Development Administration. While there are fewer similar programs for car loans, calling your lender and trying to develop a plan for a loan you're behind on should be your first step. All too often during unemployment, credit cards may be used to get by when cash is low. New legislation has caused a spike in credit card rates. Rates of 20% - 30% are not uncommon as banks react to new rules. Paying down these balances should also be a primary goal.

Remember to start paying yourself: Whether you call it a rainy day fund, a nest egg or emergency cash, slowly, paycheck by paycheck, begin paying yourself a fraction of your salary. ■

Is Convenience Worth the Cost?

Americans love convenience. We can purchase food, fill prescriptions and buy coffee without leaving the car. But convenience often comes at a price.

Ten-minute oil change vs. traditional oil change.

You can have your car's oil changed while you wait, but you could pay as much as 50% more than you would to leave the vehicle for a few hours.

Public transportation vs. driving.

The high price of fuel makes public transportation an economical option. In addition, riding a bus gives you a chance to unwind while others fight traffic, and it can help preserve air quality by reducing harmful vehicle emissions.

Convenience foods vs. made from scratch.

After a busy day, the last thing you may want to do is prepare a homemade meal. Opting for convenience foods can be tempting, but the cost may be high. Not only will you pay more for the prepared foods, but you may also sacrifice nutrition.

At Farmers & Merchants Bank, Convenience Is Free of Charge!

We know how busy you are and how attractive convenience can be, and we don't think you should have to pay extra for it. That's why Online Banking is free and convenient. Just log on to our Web site to manage your finances securely and efficiently, whenever you have the time. You can transfer funds, view account balances and statements, and with online bill pay, you can pay nearly any bill from your computer any time of day or night. To take advantage of Online Banking, log on to www.fmb4banking.com, stop in any branch or call us for information on how to sign up.

Six Flags Tickets Now On Sale!

Stop by any Farmers and Merchants Bank location to buy your single day general admission tickets or your season passes!

We have the best prices around!

General Admission: \$30.50 each
Season Pass: \$59.60



Farmers & Merchants Bank
An Independent Community Bank
since 1913 Member FDIC
St. Clair - Lonedell - High Ridge - Eureka
www.fmb4banking.com

In Your Neighborhood...

Main Bank

530 South Main
PO Box 635
St. Clair, MO 63077
636.629.2225 phone
636.629.4537 fax

Branch News:

- Willie Clay has retired from FMB. We wish her the best!
- Welcome Laura Sullivan as Human Resource Manager.
- Welcome Jane Wagenseller to the Teller staff at the Main Bank!

Plaza Bank

905 St. Clair Plaza
St. Clair, MO 63077
636.629.1903 phone
636.629.3113 fax

Branch News:

- Plaza always has great information for upcoming community events posted on their branch page. Check it out today!

Lonedell Bank

3732 Hwy 30
Suite B
Lonedell, MO 63060
636.629.2002 phone
636.629.5522 fax

Branch News:

- Check out the Lonedell branch page on our website. Get to know the staff and let us know what we can do to meet your financial needs.

High Ridge Bank

1010 Crossroads Place
High Ridge, MO 63049
636.677.7500 phone
636.677.0403 fax

Branch News:

- Congratulations to Michelle Pickens, a Personal Banker at FMB High Ridge, and Justin W. Lambrich, who recently got engaged! A 2011 wedding is currently being planned.

Eureka Bank

619 Stockell Drive
PO Box 146
Eureka, MO 63025
636.938.7878 phone
636.938.3793 fax

Branch News:

- Caleb Singleton, a Personal Banker at FMB Eureka, and Jackie O'Neil will be married at 2:00 PM on April 30th, 2011 at Calvary Pentecostal Church in Villa Ridge, MO. Congratulations!

Welcome to the F & M Travel Club!

If you are interested in going on breathtaking journeys, meeting new people with your same interests, and making wonderful memories, you have come to the right place! We not only journey to far away places that stretch the globe, but we also offer fun and exciting day or weekend trips to see the sites around the great state of Missouri. Here are a few of our upcoming trips. Go to www.fmb4banking.com or stop in one of our locations to see more information on our scheduled trips.



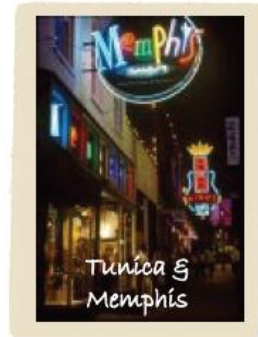
Myrtle Beach

April 9 - 15, 2011

Call for pricing or go to the Travel Club page on our website and click the Myrtle Beach flyer.

Includes:

Motorcoach transportation, hotel stay, some meals, visit to Barefoot Landing, visit to Broadway at the Beach, horse drawn carriage tour, and much more!



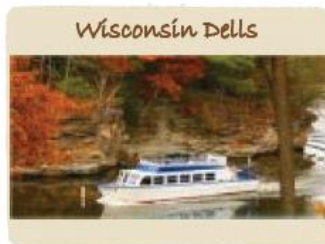
Tunica & Memphis

June 13 - 17, 2011

\$375.00 PER PERSON Price based on double occupancy.

Includes:

Motorcoach transportation, 4-nights lodging, 8 meals, Graceland admission, Tunica Museum admission, Guided tour of Memphis and much more!



Wisconsin Dells

July 25 - 29, 2011

Call for pricing or go to the Travel Club page on our website and click the Wisconsin Dells flyer.

Includes:

Motorcoach transportation, lodging, some meals, Upper Dells Boat Tour, tons of shows and much more!

The F & M Travel Club is not exclusively for FMB customers. Interested travelers that wish to take a journey with us are more than welcome. If you wish to be on our monthly mailing list that describes what trips are upcoming, you will need to have a deposit account with FMB. For further information please contact Joyce Janes at 1-800-382-0049 or jjanes@fmb4banking.com.

Casserole

Featured Recipe

Reuben Casserole

By: Connie Hughes

- 1/2 - 1 lb. corned beef, cooked and diced
- 1/4 c. Thousand Island salad dressing
- 16 oz. sauerkraut
- 1/2 lb. shredded Swiss cheese
- 6 slices rye bread, crumbled
- 1/4 c. butter, melted

Preheat oven to 350°. Place corned beef in a slightly greased 9 x 13 inch baking dish. Dot with dressing. Spread sauerkraut over top; sprinkle with cheese. Toss crumbled rye bread with butter, then sprinkle over the top. Bake for about 30 minutes or until hot and bubbly. Makes 6 servings.

