



# THE Marketplace

Spring 2004

## PRESIDENTS' LETTER

**Ann Sherry &  
Joe Mitchell**  
Co-Presidents

The purpose of the ABA Marketing Network - New England Chapter is to create planned activities directed toward promoting the

personal and professional development of Chapter members. It is also devoted to advancing the marketing discipline for financial services professionals in New England through educational meetings, membership development, communications and networking opportunities.

That is the mission of our organization. So how do we measure success? First we measure the success of our conferences, including attendance and member satisfaction with program content and networking opportunities. Another important measure is membership numbers. And, since we are a volunteer organization, a critical measure of our success is the level of

*Continued on page 3*



# Hit the Marketing Jackpot!

You won't want to miss our exciting Spring Conference at Foxwoods on May 14th. There'll be lots to see, lots to do, and lots of valuable marketing insight — combined with great networking opportunities.

### Thursday Evening

If you're arriving at Foxwoods early, be sure to stop by the Vendor Marketplace, where you can enjoy early-evening refreshments and have the chance to visit with our service members. Then, enjoy dinner at your choice of any of the 18 restaurants at the Resort.

### Friday's Conference

The Program Committee has a fact-filled day planned for Friday, with a number of speakers and breakout sessions sure to be of interest, including:

### Creating Wealth: Enrich Your Corporate Culture

Whether planned or not, your financial institution already has a shared set of attitudes, values and goals. The problem is that these traits may not be the ones that management prefers. Frank Aloï of Ath Power will show you ways of introducing and molding the type of high-performance practices and habits that beef up the bottom line and enhance sales initiatives.

**MCIF Questions Answered** Ellen McGovern and Robert Rubin have put together a panel of experts to explore and explain the MCIF process.

**Referral and Sales Tracking** Joe Mitchell of Bridgewater Savings shares his insight into developing business through the efforts of your employees. With the credo what gets measured gets done, Joe has been involved with several successful relationship programs. *Continued on back*

## OUR SPRING CONFERENCE

May 14, 2004  
Foxwoods Resort & Casino  
Mashantucket, CT



Register online!  
[www.abamarketingne.com](http://www.abamarketingne.com)

## Be sure to visit the Vendor Marketplace at the Conference

A special feature of our Spring Conference at Foxwoods Resort Casino will be the Vendor Marketplace. Nearly two dozen service members of the ABA Marketing Network - New England Chapter have signed up to exhibit at this first-ever event.

They will be available on both Thursday evening and during the Conference on Friday to demonstrate and discuss their products and services. The Marketplace will be open, with refreshments, on Thursday evening at 6:00 pm, so be sure to drop by if you're arriving at the Conference early. The exhibit will also be available during the Conference on Friday.

So, don't miss the Vendor Marketplace. It will be chock-full of helpful information and ideas that you'll find valuable the minute you get back to the office. Visit every booth, and support the service members who support our organization.

**It's worth the trip!**



View from the Top Steven P. Cash, President and CEO, Clinton Savings Bank

# Double your media budget

**M**ost community banks have strategic goals as lofty as the larger institutions, but don't have the budget or resources to match. With a consistent effort and the right approach though, smaller institutions can double or even triple their exposure to key audiences through public relations.

Last year our bank had more than 150 press releases printed, totaling more than \$84,600 in ad equivalent space, and we are well on our way to surpassing those figures this year (see exhibit). In essence, for every dollar spent on paid advertising we received one dollar of free publicity, effectively doubling our budget. It didn't happen by chance though. Public relations requires a different approach and an understanding of how it works.

Public relations is fundamentally different than advertising. With advertising you pay money, and choose your message along with when and where the ad will appear. Public relations is unpaid media coverage sometimes called earned media,

## Public Relations Program Reach and Ad Equivalent

### News clippings received 1/1/04 - 3/31/04:

The chart below shows the publications (known to date) that printed a Clinton Savings Bank article in 2004; the total number of individuals who receive those publications; and what those articles would have cost in estimated advertising dollars if each of them were a 1/4 page, black and white ad.

**Publications to date:** Bolton Common, Mass Bankers, The Banner, The Item, The Lancaster Times/Clinton Courier, The Landmark, The Sterling Meetinghouse News, Worcester Business Journal and the Worcester T&G.

Number of publications	Combined circulation	Total placements	Total circulation	Total ad equivalent
9	149,429	33	479,687	\$19,768

because it involves time, effort and persistence.

Effective public relations starts with a plan. Determine which outlets to target based on your location or your niche market. Develop press kits containing background and current information about your institution, an expert list and potential topics.

Next, get to know each of the media outlets. You want the news reporters to think of you as a resource, so do some reporting yourself. Find out what kind of stories they cover and what they are working on now. Ask them how you can help with a story. Find out how and when they like to be approached.

Part of good public relations is knowing what is newsworthy. Donations to charitable causes, promotions of senior executives, and community events are all legitimate public relations opportunities. Encourage staff, corporator and trustee involvement in the community and recognize them. Our bank does this through its Community Outreach Program. Remember to keep the press release timely by sending it out soon after the event and include a photo.

The art of public relations requires a different set of communication skills than advertising. It starts with listening, observing and learning from both employees and your community and ends with media coverage that money can't buy.

## PRESIDENTS' LETTER *Continued*

volunteer participation on the committees that drive everything we do.

By all measures, we are doing well. Conference attendance has been strong, averaging more than 120 with January's numbers reaching 160! Although there have been many mergers and acquisitions in New England banking, membership has remained steady. Our Chapter is fortunate to have several dozen members who are active with the committees throughout the year.

Members often ask us how can they get involved with the Chapter, beyond attending conferences. The answer, quite simply, is to join a committee.

### *Planning Session*

Traditionally, we hold an annual planning meeting in June, which is led by the incoming Chapter president(s). The results from the previous year are evaluated and plans made for the upcoming year. After some general brainstorming sessions, attendees join others who are interested in working on one of our three committees—Program, Membership or Communication - to start determining key committee initiatives for the coming year.

Throughout the year that follows, the committee chairs lead committee members to execute the plans developed in the planning session. This is usually done by phone, e-mail or fax, or at occasional in-person meetings. As you can see, attending the planning session is a great way to get involved.

Members unable to attend the planning session can contact the chair directly if they wish to join a committee.

### *Future Leaders*

It is through committee volunteers that potential new board members are identified. Each year at this time, the Nominating Committee (consisting of the immediate past president[s] and current president[s]) recommends a slate of officers and directors to the Board of Directors.

The recommendations come from talking to the standing committee chairs, to identify those individuals who have made significant contributions to their committees and the organization over the past year and may have expressed interest in getting more involved.

The nominating committee makes every attempt to reflect the composition

of the membership (by geography and type of member, i.e., bank member or service industry member) in its Board nominations.

So if you want to get more involved, attend the planning session scheduled for June 23, 2004 or call one of the committee chairs to talk about what you can offer the Chapter.

### *Thanks!*

Lastly, we'd like to express our appreciation to all of the folks who have contributed in so many ways to the Chapter this year. To everyone who attended a conference or sponsored an event, had a display booth, advertised in our newsletter or membership directory, served on a committee or led the organization as a member of the Board of Directors—THANK YOU!

Special thanks are extended to Roger Sundin, Kristin Brandt and everyone at Sundin Associates, Inc. They have served as our Chapter's advertising agency for the past two years. They redesigned and now maintain our web site and created a new look for our newsletter and Conference mailers, creating a strong brand image for the New England Chapter.

As soon-to-be past presidents, we look forward to continuing our involvement in the ABA Marketing Network—New England Chapter for many years to come.

**The New York Times**

**The Boston Globe**

**The success of our  
Mystery Shopping is no secret.**

Since opening our doors over 2 decades ago, we have grown from a New England company to a national one. In addition to serving thousands of satisfied customers, we have been written up in the *Boston Globe*, *New York Times*, *New England Business* and *New Hampshire Business Review*. It's little wonder that the value of our "Mystery Shopping" service audits have become so well known.

If you missed these stories, we invite you to call us. We'd be glad to send you copies. Of course, we'd prefer to deliver the full story with a personal presentation. Regardless of what you decide, be sure to count on us when you want to know how well your employees perform from *your customer's* perspective.

Please send me more info       Please call (best time \_\_\_\_\_)

Name: \_\_\_\_\_

Title: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone: \_\_\_\_\_

E-mail: \_\_\_\_\_



213 West River Road • Hooksett, NH 03106-2628 • 603.647.1300 • fax 603.647.0900 • [www.customerperspectives.com](http://www.customerperspectives.com)



**Bill Bannon** Bannan&Co., Sudbury, MA

*We asked. You answered.*

## Major Marketing Issues in 2004

**A**s part of the 2004 Winter Conference Evaluation form we asked you, What is the major marketing issue at your institution in 2004? Here is what you had to say:

### *Issue 1: Growth*

The most frequently mentioned issue, specific elements within this category were loan growth, growth in conjunction with improving image, and small business acquisition, as well as retail customer acquisition.

### *Issue 2: Merger/Consolidation*

The second highest mention addressed merger/consolidation matters including the Bank of America/Fleet acquisition.

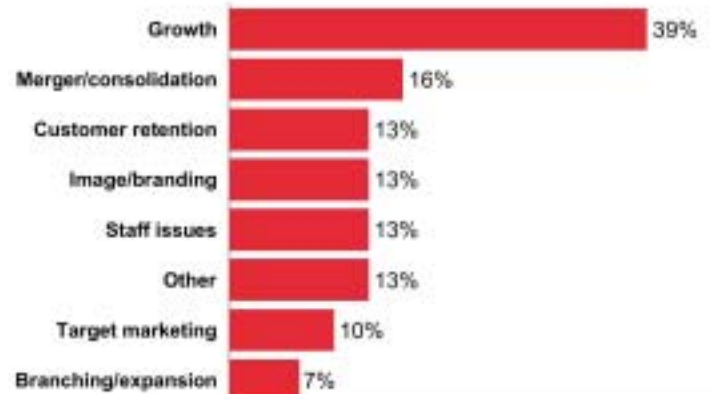
### *Issue 3: It's a tie*

Three issues had the same frequency of mentions: customer retention; image/branding; and staff issues such as involving the staff more in marketing and a balancing act for the one-person marketing department.

### *Who answered*

31 people answered the question. 20% of the respondents gave more than one answer. 80% of those who answered the question were from financial institutions; 50% of them were from institutions with assets between \$250,000,000 and \$500,000,000; 40% were from institutions over \$500,000,000. 66% of those responding to

### What is the major marketing issue in 2004 at your institution?



this question have been in the financial industry for over 10 years.

### *The 2004 Winter Conference*

Evaluation was included in handout on the day of the conference and was also available on our web site for one week after the conference (at [www.abamarketingne.com](http://www.abamarketingne.com)). The survey was designed, tabulated and reported by Bannan&Co. of Sudbury, Massachusetts.

## Got Questions?

Wonder what customers and prospects *really* think about banking products and service, including yours?



## Get Answers!

Phone surveys, mail surveys, focus panels, and now online surveys will tell you what is on people's minds.

To review how best to get the information you need, please contact Bill Bannon at 978-443-1830 or [www.bannanco.com](http://www.bannanco.com).

**Bannan&Co.**

*Reliable information you can use*

# We weathered the storm at our Winter Conference!

*Wind, snow and freezing rain could not stop our fearless members from attending our January conference!*





Mark DeBaugh Marketing & Communications Manager, Institute of Certified Bankers

## CFMP Recognition in the Marketplace

**C**ertification has become standard in every industry. Your accountant has one, your information technology (IT) people have at least one, and your insurance agent definitely has one. So, what is certification and why is it particularly valuable in the financial services marketing field?

According to the Professional Examination Service, certification is the recognition by the private sector of voluntarily achieved standards. Certification is usually bestowed by a private sector, nonprofit, professional association or independent board on those members who have achieved specified standards.

The Institute of Certified Bankers (ICB), a 501(c)(3) subsidiary of the American Bankers Association, is a leading industry provider of financial services certifications including the Certified Financial Marketing Professional (CFMP) designation for financial services marketing professionals,

### *Why should a financial services marketing professional become certified?*

The CFMP designation reflects the financial services marketing

professional's credentials, builds credibility and demonstrates his or her knowledge and expertise. The certification is also a standard of measurement in the industry.

Certification is an investment in one's career. It demonstrates that a financial services marketing professional has a long-term commitment to the profession and to staying current in his or her line of expertise by maintaining continuing education required by the designation.

**"As a service member who works exclusively with financial institutions, I find the CFMP certification gives me additional credibility when speaking with clients (and potential clients). It demonstrates that I have the background and experience to help them develop marketing strategies and advertising campaigns to meet their institution's goals and objectives."**

**Kristin Sundin Brandt, CFMP**  
*Sundin Associates, Inc.*

### *What value does certification bring to one's organization?*

Certification builds credibility and demonstrates that the organization is committed to highly skilled employees who are qualified and competent in their field of expertise. The continuing education required in order to maintain the designation works to the organization's advantage in ensuring its financial services marketing professionals stay abreast of current industry practices and trends.

**"The marketing profession's demand for knowledge and expertise is always growing. The CFMP certification is a testament to marketing professionals' knowledge and expertise and ensures they have the essential tools to implement effective marketing in their organizations. It's also an avenue to further their knowledge as they keep abreast of the current thinking in marketing."**

**Lance Kessler, CFMP**  
*Senior Vice President  
and Chief Marketing Officer  
Waypoint Bank*



## Success is one thing. Proper recognition is another.

Get the recognition you deserve by attaining the Certified Financial Marketing Professional (CFMP) designation from the Institute of Certified Bankers (ICB). ICB certification is tangible evidence of your skills, acumen and proficiency. The CFMP designation will help you maintain a competitive edge in today's challenging field of financial services marketing.

For more information, call 1-800-BANKERS, ext. 5092 or visit [www.aba.com/icbcertifications](http://www.aba.com/icbcertifications).



Institute of Certified Bankers

**Reward yourself. Get certified.**

### What makes the CFMP designation unique?

The CFMP designation is the only certification for financial services marketing professionals. It's industry specific. It's also backed by the American Bankers Association (ABA), which has been representing the interests of banks for over 125 years.

The CFMP designation is also unique in that it involves preparing for and taking an examination that is assembled using standards similar to those used by other professions with many years of experience in certification (e.g., the American Medical Association). A board of veteran financial services marketing professionals, closely advised by professional testing consultants, creates and maintains the exams ensuring accuracy and validity.

### How does one prepare for the CFMP exam?

In order to sit for the CFMP exam a candidate must have three years of experience in financial services marketing and have completed one of the following:

- ABA School of Bank Marketing and Management, or
- AIB Bank Marketing Diploma, or
- ICB-approved Graduate School of Banking, (i.e., Stonier), or
- MBA with a major in marketing or other advanced degree in marketing

To prepare for the exam, one should refer to the Certified Financial Marketing Professional (CFMP) exam outline. This outline was constructed by the CFMP Advisory Board and is used as a blueprint for writing exam questions. Referring to this outline will be helpful to the candidate when assessing his or her knowledge of the various components of the outline.

In addition to the outline, ICB recommends ABA's textbook, *Marketing Financial Services*, as a resource along with other marketing-related textbooks.

If you are interested in becoming a CFMP, please contact the ICB for more information at 202-663-5092 or visit their website at [www.aba.com/icbcertifications](http://www.aba.com/icbcertifications).

*Mark DeBaugh is the Marketing & Communications Manager for the Institute of Certified Bankers, an American Bankers Association subsidiary and a recognized leader in certifying individuals in the financial services industry. ICB sponsors nine certification programs in regulatory compliance, personal trust, retirement services, lending, marketing, security operations, IRA services, corporate trust and bank security. Since 1991, ICB has certified more than 10,000 professionals nationwide. Mark can be reached at (202) 663-5299 or [mdebaugh@aba.com](mailto:mdebaugh@aba.com).*

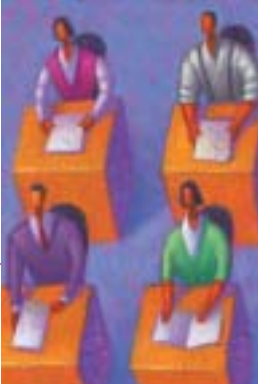
## New England Chapter will host CFMP exam

The New England Chapter of the ABA Marketing Network will host the Certified Financial Marketing Professional (CFMP) exam on September 17, 2004. Members of the New England Chapter are invited to take the exam locally with their marketing peers, at no additional charge. Just pay the regular exam fee through the Institute for Certified Bankers (ICB).

For further information please contact Sue Nelson, CFMP at (508) 984-6105 or e-mail [snelson@compassbank.com](mailto:snelson@compassbank.com).

**Mark Your Calendar!**  
Friday, Sept. 17, 2004  
10:00 am - 2:00 pm

Location to be determined -  
Watch for details!



## ABA Marketing Network

New England Chapter

# 2004/2005 Planning Session

Save The Date!

June 23, 2004  
8:30 am to 3:00 pm

Hosted by  
East Boston Savings Bank  
67 Prospect Street  
Peabody, MA

### Join Us In June

Your participation is needed to help us finalize our organization's 2004/2005 goals and develop action plans that will insure a successful year.

As a volunteer organization, the ABA Marketing Network New England Chapter relies on its members for its success. We encourage our members to become involved, and to contribute their ideas and enthusiasm to add to the dynamics of the Chapter.

### Our Success Depends On You

All levels of participation are welcome. Whether you just get involved with the planning process, or take on a small role within a committee, your participation is important. We are a volunteer organization that relies on its members.

If you want to participate in this year's planning session or volunteer for a committee, please call Linda Dinkel at 978.474.6464 or Jim Pannos at 603.625.2443, or send an e-mail to [president@abamarketingne.com](mailto:president@abamarketingne.com).

**The Marketplace** is published by ABA Marketing Network — New England Chapter as a service to its members and friends.

We encourage submittal of professional development articles and items, including photographs. All submittals will be reviewed by our editorial board. Articles may be edited, as space is limited. Send your copy and photos to:

James W. Pannos, President  
Pannos Marketing  
22 Eastman Avenue  
Bedford, NH 03110  
Phone: (603) 625-2443  
Fax: (603) 625-5389  
E-mail:  
jpannos@pannosmarketing.com

Submit materials in any MS Word format, or as a Text File.

#### Advertising Information

Christopher Canepa  
New England Promotions  
Phone: (508) 636-1993  
Fax: (508) 636-6850  
E-mail: chris@nep.cc

#### ABA Marketing Network Administrative and Meeting Registration Center

Paulette Johnson, Administrator  
ABA Marketing Network —  
New England Chapter  
Phone: (781) 331-6299  
Fax: (781) 335-7699

The Marketplace is created *pro bono* and produced by Sundin Associates, Inc., Natick, MA.

You are invited to submit news items, post jobs and contribute other information directly by visiting our web site:

[www.abamarketingne.com](http://www.abamarketingne.com)

#### Mission Statement

ABA Marketing Network — New England Chapter's purpose is to create planned activities directed toward promoting the professional development of chapter members and advancing the marketing discipline for members of the financial services professional in New England, through educational meetings, membership development, communications and special events.

**ABA Marketing Network**  
The best minds in bank marketing meet here.

## Hit the Jackpot! *continued from front page*

They include interdepartmental referrals, retail sales referrals, deposit product sales, and teller referrals.

### Insuring Your Bank's Success in 2004 and Beyond

Major changes are redefining the path to success for community banks. Consolidation has provided targeted opportunities to acquire new customers. But, there are new competitors on the horizon, too. Jim Jones of the First Wellesley Consulting Group will share the same strategic insights that he provides to bank CEO audiences about industry trends, challenges and strategies. He will also show you how to differentiate your bank from the competition, and how to identify and satisfy unmet customer needs.

Prize drawings will be held at the conclusion of each session throughout the day!

### From Behind the Scenes

A representative from Foxwoods will join us during lunch, to share a story or two about this famous location, and you'll also have a chance to visit the Vendor Marketplace at lunch and during breaks throughout the day.

### Extend Your Stay

We have arranged to extend the special Conference room rate at the Grand Pequot Tower through Friday night, so you can extend your stay at a discount! For reservations, call Foxwoods at 800-FOXWOODS.

This is one Conference you surely won't want to miss. See you at Foxwoods!

## Members On The Move

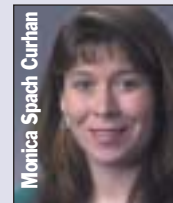


Dennis McGann

### McGann expands sales territory with WordCom

Dennis McGann, vice president and senior database marketing consultant for WordCom, a direct

mail company, has added financial institutions in six states to his area of service. In addition to his 13 mid-western states, he will now support financial institutions in Arizona, Colorado, Montana, New Mexico, Utah and Wyoming. ■ Since the mid-80s, Dennis has assisted major insurance, banking and other financial service institutions with direct marketing consultation. WordCom is headquartered in Ellington, Connecticut.



Monica Spach Curhan

### Monica Spach Curhan joins HarborOne

Monica Spach Curhan has joined HarborOne Credit Union (formerly Brockton Credit

Union) as vice president of marketing. Previously with CompassBank, Monica is responsible for managing the marketing department's daily activities as well as identifying market trends and driving strategic initiatives. ■ She is a graduate of Saint Anselm College, and also holds the CFMP designation from the Institute of Certified Bankers.

## Results you can take to the bank.

When it comes to marketing communications, there's only one measure of success: results. For more than 25 years, Sundin Associates has helped financial institutions of all sizes achieve real results — and real growth — through innovative marketing solutions.

We understand your industry and the challenges you face. And we have the expertise and the capabilities to help you address the full range of strategic and day-to-day communications issues — from branding and customer acquisition to product promotion and community relations.

To learn how Sundin Associates can help your institution achieve results, call Roger Sundin or Kristin Brandt today at (508) 650-3972.



34 Main Street  
Natick, MA 01760  
[www.sundininc.com](http://www.sundininc.com)

MARKETING • PRODUCT DEVELOPMENT • ADVERTISING • WEB SITES • PUBLIC RELATIONS