

bulletin

OF THE BUCKEYE FEDERAL SAVINGS AND LOAN ASSOCIATION



January, 1978

The BULLETIN welcomes contributions from all Buckeye Federal Savings and subsidiary employees. Those who have articles, information, photos, etc., that will be of interest to others at Buckeye are requested to notify and/or submit material to Marketing Services by January 12 for publication in the February BULLETIN.

To President David Cook, to Bob Speaks and the Party Committee, to Pegge Ledingham and her department people, and to Bill Moore and his department people —

Thanks for a memorable evening on December first.

W. S. G.

The Bulletin wishes to acknowledge **Bea Masten**, whose promotion to Administrative Assistant, New Accounts Supervisor, Savings, from New Accounts Representative, was not included in the November Bulletin. Bea is now supervising the opening of new savings accounts downtown.

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January, 1978

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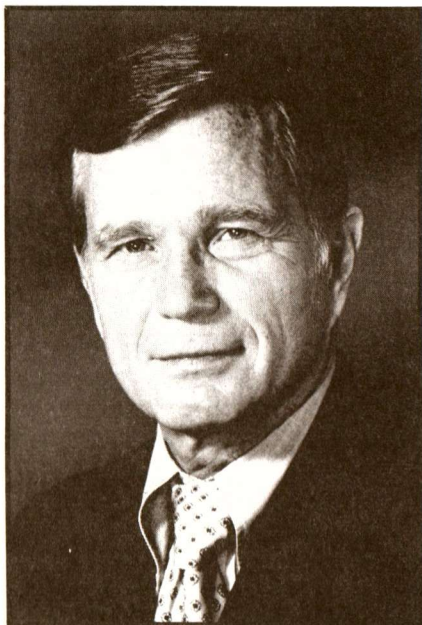
The BULLETIN is published monthly by Marketing Services, a department of Buckeye Federal Savings and Loan Association.

President's Message

The respect and concern Buckeye employees direct toward each other is very impressive. I am honored to be part of such a fine group of people, and look forward, with great expectations, to carrying on the senior management responsibilities of this association in the coming year.

The beginning of a new year also marks the start of our first quarter. I can think of no better way to begin a year at Buckeye than to consider what specific goals we can all set, individually, to help make 1978, and especially the first quarter, as profitable for Buckeye customers, employees and stockholders as possible.

We will continue to provide employees with the best atmosphere in which to work, and the equipment to most efficiently do their job. Employees who want to grow, in knowledge or ability, will be given that opportunity, and I sincerely encourage all employees to learn more about the industry in which they work. Among the excellent resources available, in this re-



gard, are the Institute of Financial Education classes and Buckeye's education reimbursement plan.

Please keep in mind, though, that the strength of Buckeye lies in all of us working together, making a commitment to improving our services, so that we can continue to be the best in Ohio.

It is a time of year when we can, indeed, rededicate ourselves to performing at our best in the months ahead. I promise to continue holding the best interests of Buckeye as a top priority, and hope you'll join me. Let's all look forward to continued progress in 1978.



Buckeye Bits

Buckeye's Seminars Successful

Buckeye Federal held a series of seminars last month to help acquaint individuals with the Individual Retirement Account (IRA) and Keogh retirement savings programs, both of which may be set up at Buckeye.

The seminars, which were held in early December at the Bexley, North Arlington and Northland branch offices, drew an average of nearly 35 people, all of whom braved extremely miserable weather to look into IRA and Keogh.

"As the largest savings and loan association in Central Ohio, we feel it is our responsibility to take the leadership role in disseminating



Wendy Logue, Dick Sexton and Bill Dixon at the Bexley seminar.

facts on retirement programs," Bill Dixon, Assistant Vice President for Special Markets, and a participant in the seminars, said, regarding the purpose of Buckeye offering the seminars.

Dixon, Wendy Logue, Special Markets Coordinator, and Dick Sexton, an attorney and CPA with Peat Marwick Mitchell, and Co., led the discussions at each seminar.

In addition to generating excellent attendance — especially in their first year — the seminars also produced a large amount of publicity, not only for the IRA and Keogh programs, but for Buckeye Federal as well. Dixon was interviewed by several Columbus radio and television stations, and the seminars were covered by metropolitan and suburban-area newspapers. Close to 100 calls a day were coming in to Buckeye in mid-December, requesting information about the IRA and Keogh programs.



Bill Dixon explains the IRA retirement plan to John and Mary Ann Emrick at the Upper Arlington seminar.

1978: Starting to 'Shape Up'

So that you can get an idea of what's going to be happening when, we've put together a month-by-month listing of events you're likely to see in 1978. Though, for some events, times and dates aren't yet confirmed, we'll keep you informed throughout the year, so you'll have plenty of time to plan ahead.

All activities are, of course, optional, and some will include a cost to those participating. But we hope we'll be providing activities that touch upon the interests of all Buckeye employees — and their families as well — as we all celebrate another great year for Buckeye, in 1978!

JANUARY

Ice Skating at the Westerville Ice Chalet!

Sunday, January 22, 4:30 p.m.

It's for the whole family!

Only cost will be a 50-cent skate rental;

The rest — skating and refreshments — is on Buckeye



FEBRUARY

A special night for Buckeye employees and their guests at the

Country Dinner Playhouse!

Tuesday, February 21

Enjoy a buffet dinner, and take part in an opening night!



MARCH

A special tour for Buckeye employees and their guests at the

Columbus Gallery of Fine Arts,
followed by a champagne reception!

APRIL

Bring your family to COSI!

Saturday, April 15th

Join us for lunch in the Statesman's Club, and then in activities COSI is preparing especially for us — including planetarium shows!



MAY

Buckeye Federal Night:

Franklin County Stadium

We'll reserve as many seats as we need to let your family enjoy a Columbus Clippers baseball game!



JULY

Riverfront Stadium, Cincinnati and the

Cincinnati Reds!

We've got our eyes set on a doubleheader!

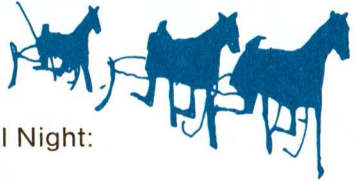


JUNE

Buckeye Federal Night:

Scioto Downs

Clubhouse or Penthouse: we'll let you decide!



AUGUST

Buckeye Federal Day:

Columbus Zoo

complete with tours of zoo displays and our own picnic.
Bring the family!

SEPTEMBER

The 1978 Annual
Buckeye Golf Outing

Pine Hills Country Club,
Carroll, Ohio



OCTOBER

The first annual

Buckeye Bridge and/or Euchre Tournament!



NOVEMBER

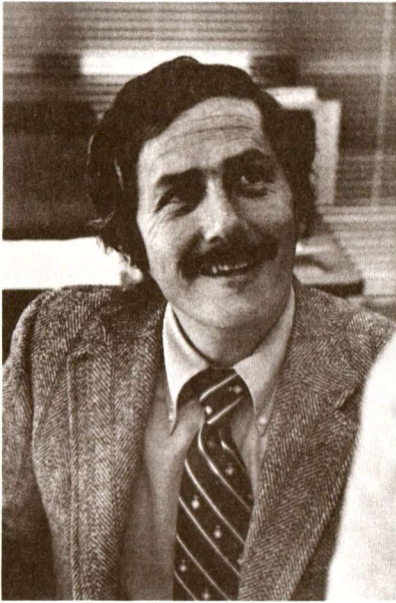
Buckeye Federal:

A Night at the Columbus Symphony,
and a night you and your family
won't want to miss!

DECEMBER

The 1978 Buckeye Holiday Celebration!

Buckeye Employee Feature



Buz Christensen

The basic reasons for the existence of savings and loan associations in this country—to promote thrift and home ownership—also provide a pretty good description of Buz Christensen's career at Buckeye Federal.

After all, in his 19 years with Buckeye, Buz has served as a loan officer, appraiser, branch manager, and regional loan manager—the position he presently holds at Buckeye's Eastern Regional Loan Office.

And, while many in the Buckeye organization use words like creative, imaginative, and quality, to characterize his

working relationship with the Central Ohio community, Buz says his efforts, "are simply an extension of Buckeye's own character—that of a sincere, people-oriented, innovative savings and loan, with which I am very fortunate to be associated."

The association between Buz and Buckeye began in 1958, less than four years after he'd graduated from college. He'd spent a year with the State of Ohio as a savings and loan examiner, and several years with a real estate firm, before responding to a newspaper advertisement detailing an opening in Buckeye's loan department.

Buz's experience in real estate not only helped him obtain a job at Buckeye as a loan officer, but allowed the loan department to call on him from time to time to help appraise property for which Buckeye had received loan applications.

In 1964, after six years at the main office, Buz became an assistant branch manager at Buckeye's Westerville branch office, moving up to branch manager in 1967, where he directed the office's activities until 1970, when he was ap-

pointed branch manager at Buckeye's Eastern location.

Last August, when Buckeye opened the Eastern Regional Loan Office on Eastern's second floor, the loan department appointed Buz as its Eastern Regional Loan Manager, at which time he shifted his day-to-day focus from the overall operations of a branch office to the loan-specialized areas (primarily closing construction and conventional residential mortgage loans) with which the regional loan offices are concerned.

As a former branch manager, Buz says he appreciates all the more what the regional loan offices have done to free most branch managers of loan-closing related matters.

"As a branch manager, I closed many loans before the regional loan offices began to administer that function," Buz says. "I know what a benefit they've been.

Buz and his staff at the Eastern Regional Loan Office: Jeanne Gray (sitting), and Peg Lucas.

"Around ten years ago, in closing a conventional residential mortgage loan, there were three main concerns: the note, mortgage, and closing statement. Now, there are at least ten things you have to take care of. It's by far more complex than ever before, and simply requires more preparation, organization and time than branch managers can afford to spend and still administer the other functions of their branch office."

Buz feels Buckeye's regional loan offices are also an important sales tool in today's residential loan market. "A large part of our residential loan business is guided in by realtors," he says. "In most cases, these realtors want quick and accurate processing of loan applications where their homes or property is involved." Simply put, this is what Buz strives for with each loan application his office receives.

continued on page 8



But for Buz, whose career at Buckeye — from taking loan applications to working toward a closing—has pretty much followed the same path, are there times when those 19 years seem a lot longer than 19 years?

"No way," he says. "For me, this isn't a job as much as it is a livelihood. I love real estate, especially in the residential areas. Plus, look at the people in our loan department, the

people to improve themselves, continue their education, and grow with the Columbus community through personal and civic involvement."

Buz himself has been active in Sertoma—he's treasurer of the Eastern Sertoma Club—and in the Seal of Ohio Girl Scout Council for the past five years, serving on the board of directors, and this year, as chairman of the finance committee.



At home, Buz and six year-old son Matt discuss a different type of housing.

branch system, and the company behind us. The entire organization is truly people-oriented, and that's a quality that's pretty hard to find today.

"Not only has Buckeye been a leader in developing savings and loan products and services for the customer, it's always encouraged its own

He's also been active in the Institute of Financial Education since coming to Buckeye.

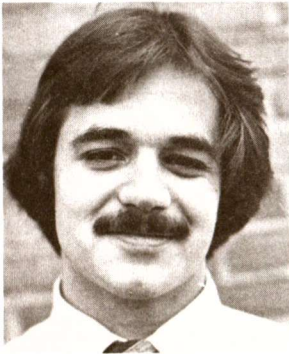
Hobbies? "My wife, Shirley, and I have two daughters, 10 and 8, and a son, 6," he smiles. "And really, my family is my hobby. We do a lot of things together, and we're having more fun doing it all the time. You might say, we're people-oriented, too."

People-oriented, indeed.

Promotions

JIM LOMBARDI

Senior Customer Service Representative, Grandview, from Customer Service Representative, Downtown. Jim will supervise teller activities at the branch office.



JOYCE ACTON

Manager of Development and Training, Human Resources Department, from Assistant Director of Personnel. Joyce is responsible for all training of Buckeye Federal Savings and subsidiary employees, and all personnel functions for Buckeye subsidiaries.



JIM HANSEN

Manager-Administration, Human Resources Department, from Branch Officer-In-Charge, Southern. Jim is responsible for all Buckeye Federal Savings personnel functions, and payroll functions for Buckeye Federal Savings and subsidiary employees.



GLADYS JOSEPH

Development Specialist, Human Resources Department, from Personnel Assistant. Gladys will assist in all training of Buckeye Federal Savings and subsidiary employees, and all personnel functions for Buckeye subsidiaries.

Around Columbus

The Continent: 'Unique'

Its picturesque collection of shops, boutiques, offices and residential dwellings, built with a European, 19th Century Mediterranean flavor, gives a unique atmosphere to The Continent's offering of places in which to shop and/or live.

The North Columbus commercial-residential complex, located off Busch Blvd., north of Rt. 161, was patterned after similar areas in other cities: The Wharf in San Francisco, the French Quarter in New Orleans and the Atlanta Underground.



As such, it's a small village of brick and stucco structures, and has some 60 small shops, galleries, boutiques and cafes lining its pedestrian walkways. Among the items one might find in the specialty shops are handmade jewelry, imported china and pottery, needle crafts and bedroom decor.

Above the street level, behind the Mediterranean-type balconies and flower boxes are apartments, townhouses, condominiums and offices.



The Continent complex also includes the well-known French Market. Much like the European air markets, the French Market houses over 30 shops under its roof, where all kinds of specially blended coffees, imported herbs, wines, cheeses, fine meats and fruits can be found.



New Faces at Buckeye

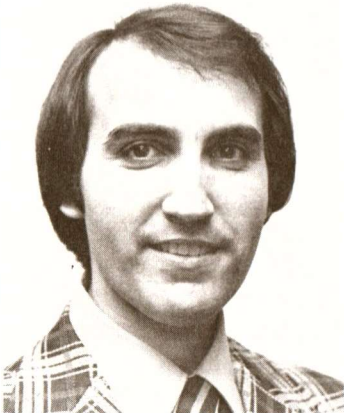


Douglas Vinson
AFTEK
Computer Operator

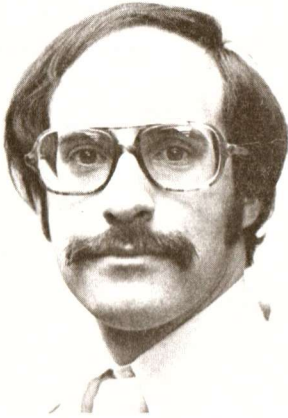


Louise McCain
Buckeye Mortgage
Insurance Clerk

Maurice Mensale
Finance
Accounting Manager

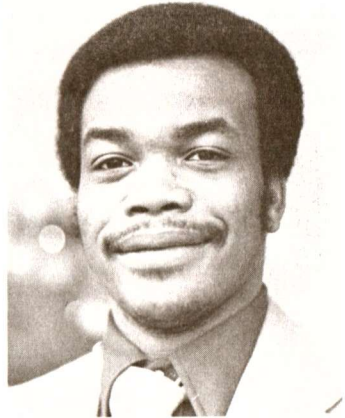


Sandra Crawford
Loan Origination
Receptionist



Michael Christopher
Loan Servicing
Collection Assistant

Jim Wortham
Champion-Long
Customer Service Representative



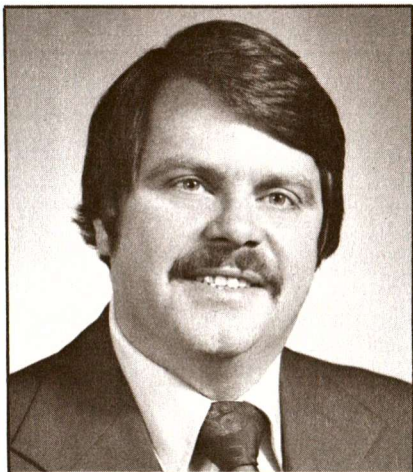
Shirley Greene
Finance/Accounting
Accounting Clerk I



Patricia Longtin
Savings
Customer Service Representative

Up Close

Buckeye's Savings Division



Jim Niede, Senior Vice President for Savings, came to Buckeye Federal in May of 1975—as Vice President for Marketing—from the Beverly Bank, Chicago, Illinois. He recently spent several hours with the BULLETIN, addressing questions about Buckeye's Savings Division, one of four divisions resulting from a change in Buckeye's organizational structure that became effective October 1, 1977.

BULLETIN: The reorganized structure of Buckeye Federal resulted in four separate divisions, one of which is savings. It also resulted in Human Resources being placed within the savings division. Are there closer parallels between functions of administering human resources—personnel—and savings, than one might expect?

NIEDS: Sure, there are similarities, but to say Human Resources is more important to savings than, say, to operations, lending, or administration, is not true. Human Resources is important to the entire company.

There is, though, one aspect of our "personnel", so to speak, that is particularly relevant to the savings division as it now exists at Buckeye. As we begin 1978, near-

ly half of all Buckeye employees, not including subsidiaries, will have savings division-related jobs. This is a factor in the placement of Human Resources within our division.

But I'll be honest with you, I'm glad it's here. We're looking forward to the role Human Resources is going to play at Buckeye, not only within this division, but in the entire company. You can't really talk about growth in capital resources without including growth in human resources as well. The capital growth of Buckeye requires that we have the right people to administer and service this growth. Careerpathing, management and supervisory training programs, and those areas necessary to providing the proper "people plan"

for Buckeye have to be implemented.

When you consider our plans for continued capital growth at Buckeye, providing this growth in personnel is going to be challenging, and one in which we're going to have to be successful.

BULLETIN: Will the structure of the savings division call for changes in administering day-to-day functions of Buckeye savings products and services?

NIEDS: Well, any time you reorganize, as Buckeye has done, you're implementing change. Perhaps the most significant result is that our division, just like the other divisions at Buckeye, is now structured as more of a self-contained unit. Decisions, with respect to the products and operations of this division, are now made by people within this division. And I'm sure that calls for certain changes in administering many day-to-day activities.

BULLETIN: So, besides Human Resources, which we've already discussed, what are some of the changes we'll see in the other two savings division departments: branching and savings administration and development?

NIEDS: By the end of the first quarter, 1978, we plan to have two regional branch managers reporting to our vice president for branch administration. The purpose of this is to help us focus on the development of our branch structure. Both sales and operational training programs will be stressed. This will help increase personal contact with the branch managers and help implement and maintain performance plans

and goals for individual branch offices.

As far as savings administration and development, there will be three formalized activities: savings production, special markets, and development.

Changes in the development function, for now, are part of the self-contained unit idea. Our people in the development unit are now the ones who'll be working to develop new products or changing existing ones. Formerly, marketing support people played a major role in this area, and though they'll still be available to help us with marketing-related problems, the emphasis of development and change has shifted to the savings division.

Regarding what we call special markets, we'll be stepping up our approach to obtain funds from this area. Negotiated certificates of deposit — those exceeding \$100,000 — as well as public funds, retirement accounts, telephone transfer, and payroll savings are some of the more cost-efficient ways of increasing our savings balances. Naturally we'll need more staffing in our special markets area to do this, and we're planning on adding three people to what we already feel is the best financial sales staff in Central Ohio. There's no doubt that we're going to be very aggressive in the special markets area in 1978.

Savings production is responsible for helping us manage the day-to-day aspects of our savings operations. At the same time, this unit compiles the bulk of the information that is needed by the



division to monitor budget performance, and help us plan for the future. This unit's efforts will focus on ways that will help us do a better job.

BULLETIN: Earlier, you spoke of capital growth. Your division, in preparing its budget for 1978, not only had to budget for its own operational expenses, but project what incoming funds—savings—would be for the coming year. How are projections made, with respect to savings, and upon what economic indicator or information can these projections be considered to be accurate?

NIEDS: Well, first of all, let's remember that a budget is a plan. A lot of hard work goes into preparing the monthly, quarterly and yearly projections. But, it's not as life and death as it might sound.

Our division's budget will be revised several times in the coming year. In fact, I hope that we'll be able to update it every month, as soon as the previous month's results are known. By doing this, we'll be in a better position to manage our growth objectives.

Now, with respect to projecting savings growth for 1978 at Buck-

eye, there were several areas we considered. Past rates of growth, naturally, are good indicators, as long as you keep in mind what the economy was doing at that time. So, you combine past rates of growth with an economic forecast for the coming year to get an idea of what growth may, or may not, be possible. Of course, you also have to consider market share—and Buckeye's is good—and marketing support, as well.

BULLETIN: But there seems to be more and more economic "forecasting" being done by more and more people. Who do you believe?

NIEDS: Basically, you believe who you want to believe. But don't get me wrong. We look to those in whom we have the most confidence, and it begins right here at Buckeye. We have several experienced individuals who help us immensely with understanding economic forecasts. We also have excellent relationships with economists at the U.S. Savings and Loan League, and we take advantage of the resources available from major banks, such as the 1st National City Bank in New York. These are reliable people who have given us reliable information, not only once a year when we plan a yearly budget, but throughout the year as well.

So, this information, along with things like past history—specifically where Buckeye products and services are concerned—is reviewed by Buckeye's Executive Committee, which in turn helps us establish acceptable ranges of growth and profit.

Then, as divisions, we address specific areas, all of which, when combined, should produce

growth and profit within the range decided upon by Executive Committee. This plan is then submitted to our Board of Directors for final approval. Now, let me give you an example of how the savings budget has been prepared.

Savings growth at Buckeye comes primarily from three major areas: interest credited on savings accounts, special markets — account executives' efforts — and retail markets — our branches. With all three areas, we assume certain things. Among them, that adequate advertising and marketing appropriations will be available to support promotional efforts necessary to meet the projections we make in specific areas. We also assume, naturally, that our projections of growth can be based on economic information we have obtained,

and that we understand the effects this information should have on each of our products and services.

Individually, our first area of growth, interest credited to savings accounts, will account for roughly \$32 million of growth in 1978. Our second area, special markets, which includes telephone transfer, negotiated certificates, IRA/Keogh and payroll savings, should measure around \$29 million in growth. Our third area, retail markets, consisting of Pa\$*Card and non-negotiated certificates of deposit, projects to around \$38 million in growth.

BULLETIN: So a savings cash increase does not necessarily account for total savings growth?

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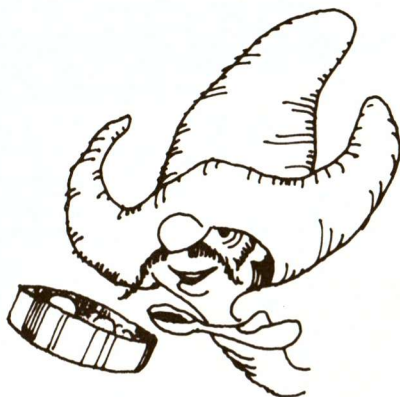
Buckeye Federal's Savings Division, from left: Eric Winterhalter, branch administration; Bill O'Loughlin, branch administration; Jim Niede, senior vice president; Bill Moore, Human resources; Greta Russell, savings production; Clyde Martin, branch administration; Loren Richardson, savings administration and development; Bill Dixon, special markets.

Bulletin Recipe of the Month

Here's a recipe that may just give you the change of pace you're looking for after the holiday season. It's a simplified version of Mexican meatball soup, and it's delicious and easy to fix. Featuring a clear consommé base, touched with Sherry, the little meatballs are filled with pine nuts instead of the more frequently used rice.

Meatball Soup

- 1 pound, ground beef round**
- $\frac{3}{4}$ teaspoon, salt**
- $\frac{3}{4}$ teaspoon, chile powder**
- 1 small onion, grated**
- 1 cup, fine dry bread crumbs**
- $\frac{1}{2}$ cup, pine nuts**
- 1 egg, slightly beaten**
- 2 cans (10½ oz. each) condensed consommé**
- 2 cans water**
- 1 bay leaf**
- $\frac{1}{4}$ cup, dry Sherry**



Mix together ground round, salt, chile powder, onion, bread crumbs, pine nuts, and egg. Shape into tiny meatballs about 1 inch in diameter, or smaller.

Pour consommé, water, and bay leaf into a saucepan; cover and bring to a boil. Add meatballs, a few at a time so that the boiling remains constant. Reduce heat, cover, and simmer for about 30 minutes.

Just before serving, remove bay leaf and stir in Sherry. Makes 4 to 6 servings.

Loans help Area Projects



Though a large part of Buckeye Federal's lending activity is directed toward the development, construction and purchasing of single-family, owner-occupied residences, Buckeye also plays a significant role in the development and construction of many commercial projects throughout the Central Ohio area.

In fact, Pat Doyle, Vice President for Commercial Loans, says the loan department hopes to close approximately \$42 million in new commercial loans in 1978, which will help build, buy or refinance real estate used for income-producing commercial purposes, or multi-family units for more than four families.

"The continued growth of the Central Ohio area is providing many excellent commercial loan opportunities," Doyle said.

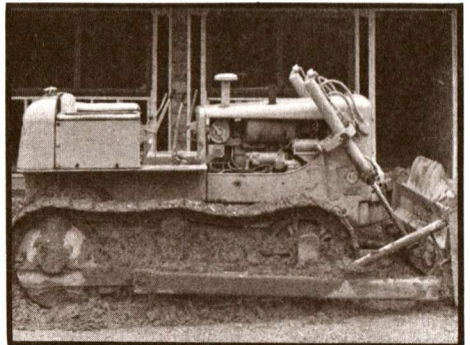
"We're looking forward to 1978 with a good deal of optimism."

Obviously, it doesn't hurt that Buckeye has earned an excellent reputation in the commercial loan field, offering what many feel is the best staff available in the area to analyze and underwrite commercial loan proposals.

Doyle said multi-family units, such as apartments and condominiums, are Buckeye's primary interest in the commercial loan area, but that loans are also made for such things as office buildings, industrial warehouses, shopping centers, motels and nursing homes.

"It's important to note, though, that we are only permitted to make commercial loans on real estate," Doyle explained.

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Commercial Loans

“That means land, the building, and whatever is necessary to operate that building. We do not make loans for the operation of businesses.”

As a leader in the commercial loan field, there are many projects here in Columbus for which Buckeye has granted commercial loans. In fact, you probably pass many such projects in your travels around town each week.

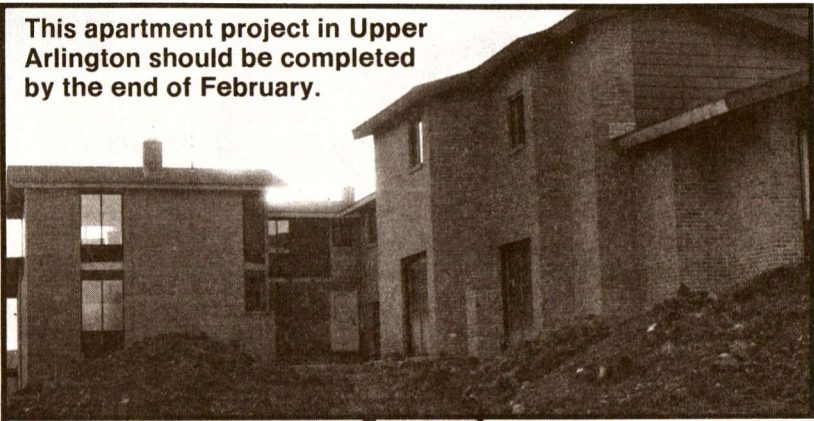


A Buckeye commercial loan helped the owners of Trouville, in Upper Arlington, convert to condominiums.

In Northwest Columbus, the new Sawmill Lanes facility houses nearly 70 bowling leagues each week.



This apartment project in Upper Arlington should be completed by the end of February.



Buckeye's commercial loan portfolio includes the Olentangy Indoor Tennis Club's facility on West Henderson Road.



A commercial loan project under construction at I-70 and Brice Road: Red Roof Inn.





Read Faster, Read Better

In case you haven't noticed, you're probably doing more reading in the line of duty than you've ever done before. Books, magazines, journals, reports, technical papers—all have increased remarkably in numbers in recent years, the end of which is certainly nowhere in sight.

As the sum total of human knowledge grows, more and more of it is committed to the printed page. And to keep abreast of the latest developments in your own field, you'll doubtlessly find yourself being called upon to read more and more.

Chances are, though, that the speed at which you read, and the habits that determine how you read, have not changed since your school days. And, because of limits on the amount of reading time at your disposal, you may be looking for ways to literally help you "gobble up" the printed word and sharpen your ability to understand what you read.

Regardless of the nature of the material you're called upon to read, there are several ways you can start reading faster and better.

You wouldn't think of starting out on a cross-country drive without first reviewing a map—an overall picture of the land to be traversed. Why? Because you want to avoid taking wrong roads, making wrong turns, and in general, eliminate anything that may keep you from getting to your destination in as short a time as possible.

Similarly, when reading new material, it is a good idea to get a quick, bird's-eye view of the whole before settling down to specific parts.

DETERMINE ORGANIZATION

Examine a book, chapter, or article, first reading introductory material and the summary or conclusion if there is one.

If it's a book, study the table of contents, which capsulizes the author's own organization. Read the introduction or preface, in which the writer explains the nature and purpose of the book, and read the final, summarizing chapter.

If you're dealing with just one chapter of a book or an article, see how it is divided—into sections or subsections—and look for content organization through subtitles.

SKIM

When you become familiar with what information is where within a chapter, article or book, skim the areas you feel are relevant to your informational needs. Skimming gives you an "aerial" view of the printed page.

Whether it's a chapter in a book, an article, a lengthy report—simply read the first and last sentences of each paragraph. Before long, you'll be familiar with the author's thought process, you'll have an excellent overall view of the entire selection, and you'll be able to eliminate unnecessary material with regard to the information you're seeking.

READ "TELEGRAPHICALLY"

Almost every book or article you read will contain a great deal of material that, **a)** you already know, **b)** you have neither the desire nor need to know, **c)** you can easily grasp after one reading, and **d)** is explanatory and illustrative in nature so that you need not dwell upon it once you have digested the main idea.

Skimming will help you identify each of these areas, allowing you to address the question, "What, specifically, do I wish to get out of this material?"

At this point, begin reading "telegraphically," zeroing in on the areas you've seen that contain pertinent information. Since you're already familiar with the format, thought process, and organization of the material you're reading, your reading speed and comprehension will naturally improve. Considering that you've already *eliminated* unnecessary

material by skimming, your reading time becomes much more efficient.

Of course, reading material swiftly only for the sake of speed is senseless. Your primary aim is to master what you read. Sometimes, the use of a pencil as you read can be of great aid.

UNDERLINE

As you read, underline topic sentences or key words and phrases so that the gist of the material is immediately clear. Things such as important dates, names, technical terms and summaries of arguments or points of view.

TEST YOUR UNDERSTANDING

Most people are too kind to themselves. They give themselves the benefit of every doubt. In learning, this often takes the form of rationalizing incomplete understanding of a subject with statements like, "Well, I get the general idea."

Many times, though, just getting the general idea is not worth the time it takes to get there. An excellent method for increasing comprehension of written material is to briefly paraphrase what you've read, where it's convenient—at the end of a paragraph, page or chapter. By recasting the author's thoughts in your own words, you're actually compelling yourself to understand what he or she has said. This particular item may take a little more time, but nothing else can help develop your understanding "muscle" as well as the continual testing of it through such an exercise.

Birthdays

Gerald Cox..... January 1
Jan Goodman..... January 1
Jean Gray..... January 2
Maurice Mensale.... January 2
Nora Bethea..... January 4
Brenda Sloan..... January 4
Dave Ness..... January 7
Robert Pausch..... January 9
Don Spriggs..... January 9
Joanne Mayo..... January 12
Dave Riggs..... January 13

Anita Boling..... January 14
Tim I. Miller..... January 15
Loren Richardson... January 15
George Fedeczko... January 18
Bill Banks..... January 20
Phillip Mundt..... January 21
Pam McCleery..... January 23
Karen Nye..... January 24
Tom Ballinger..... January 25
George Eckleberry.. January 26
Ramona Perry..... January 26
Chuck Kissinger... January 28
Joyce Schoch..... January 29
Jean Rankin..... January 30
Lisa Stark..... January 31

Anniversaries

Lloyd Brown..... 31 years
Jim Burkhart..... 9 years
Tom Craft..... 6 years
Fred Mayer..... 6 years
Lanna Messenberg... 6 years
Jim Grant..... 5 years
Sue Roberts..... 5 years
Eleanor Smith..... 5 years
Mitch Cochran..... 4 years
William Moore..... 4 years
Carole Stewart..... 4 years

Mark Frederickson... 3 years
James LaVelle..... 3 years
Stephen Simmons.... 3 years
Lyn Germann..... 2 years
Ramona Perry..... 2 years
Andy Berends..... 1 year
Angie Gervais..... 1 year
Amy Lanning..... 1 year
Nancy Lenart..... 1 year
Pam McCleery..... 1 year
Nanci Miller..... 1 year
Nancy Shelton..... 1 year
Lisa Stark..... 1 year
Lois Trent..... 1 year
Nancy Tyo..... 1 year

Telephone Changes

No longer with Buckeye:

Cathy Parks.....2238
Angela Smith.....2126

Please Change:

Joyce Acton.....2036
Jim Hansen.....2154
Elizabeth Jenkinson.....2041
Gladys Joseph.....2037
James Lombardi.....2118

New Employees:

Michael Christopher.....2145
Kathy Cook.....2240
Sandra Crawford.....2206
Denise Giesecke.....2014
Patricia Longtin.....2126
Louise McCain.....2098
Maurice Mensale.....2228
Douglas Vinson.....224-8460
Jim Wortham.....2238



Savings, continued

NIEDS: Right. When we speak of cash increase, we are addressing new accounts and deposits made to existing accounts. Interest that is credited to accounts, when added to the projected cash increase, makes up the total savings budget.

BULLETIN: You mean that even if we didn't open a single new account in 1978, we would still grow over \$30 million in 1978, from interest credited to existing accounts?

NIEDS: Right again. That's why it's so important to serve our customers well. Let's face it, almost one-third of our growth comes from existing customers' balances. We have to do everything possible to retain our existing customer base. Also, these existing customers provide us with additional balances and many new accounts. These additional balances and other new accounts contribute to cash increase goals.

BULLETIN: What specific area is projected to produce the most cash for Buckeye in 1978?

NIEDS: Non-negotiated certificates of deposit should total approximately \$30 million next year. Next would be telephone transfer

and negotiated CD's, which will total about \$24 million.

BULLETIN: Is it possible that NOW accounts could influence Buckeye's savings budget before 1978 is finished?

NIEDS: Right now, I'd have to say no.

BULLETIN: What about interest rates—specifically the differential between savings and loans and banks?

NIEDS: Regulation Q, which allows savings and loans to offer an additional one-quarter of one percent on savings accounts, will be extended for another year.

BULLETIN: What are the possibilities of Buckeye offering new products or services in 1978?

NIEDS: I'd say they're good. Among the things we're considering right now is some kind of change with regard to the quarterly Pa\$\$*Card statements. We may begin including more customer-oriented information on them, such as where each individual transaction takes place. We may elect to begin including other Buckeye loan or savings account information, giving customers an overall view of their various Buckeye accounts, on one statement. And, for a small charge, this statement could be issued monthly, instead of quarterly, as it is now.

Pa\$\$*Card services, and those that can be complimented by Pa\$\$*Card are very applicable to both Buckeye and its customers right now, simply because of the possibilities that the plastic card has, combined with the experience we've acquired in servicing it.

continued on back



Savings, continued

BULLETIN: How about in the special markets area?

NIEDS: In special markets, we'd like to explore deferred compensation programs and other business-related services.

BULLETIN: Your overall view of 1978, though it includes aspects that are certainly challenging, is very positive.

NIEDS: That's right. And we hope the year gets better as it progresses. This division, as I'm sure all divisions here at Buckeye are, is very positive about 1978. We've planned for aggressive growth in our retail and special markets areas, and as our people accomplish this growth I know it's going to be rewarding for them. I don't think there's any doubt that Buckeye is looking at potentially its biggest year yet. And, I don't say that because there are any guarantees. It will only be the result of hard work on the part of everyone. But I honestly don't remember a time, or a place, when the people around me have shown a willingness to put forth such good, solid efforts. I'm encouraged. And the healthy thing about it is that I'm not alone.

CPR Classes Planned for Buckeye

Buckeye Federal, in cooperation with the Central Ohio Heart Association and the Columbus Fire Department, is offering **Cardiopulmonary Resuscitation Program (CPR) classes**, available to all Buckeye employees.

The purpose of the classes, which will be offered on three different nights, February 14, 15 and 16, in the downtown lobby,

is to teach people how to administer emergency treatment to heart attack victims, as well as educate them in the recognition and prevention of heart disease.

Buckeye Federal Savings and subsidiary employees will be contacted before February 1, and given an opportunity to reserve a space in one of the classes.