

TO: IBSC President's & CEO's
FROM: Shawn McGee
SUBJECT: Community Banking Month/www.icba.org
DATE: March 30, 2007



April is Community Banking Month! Just in time to celebrate, the Independent Community Bankers of America in conjunction with IBSC is announcing a new theme and the availability of new marketing materials, including posters, stickers, balloons, tent cards and statement stuffers. The new theme is “Community Banking, Where People Come First.”

South Carolina Community Banks have supported their communities as they prospered and grew. Today, more than 68 South Carolina Community Banks continue the tradition of giving back to their local communities through nearly 578 banking offices with more than \$13 billion in assets and 8608 full-time employees.

Community Banking Month is an opportunity for community banks to promote all they do to keep our nation's communities strong and vital. April's celebration is also community banking's way of thanking customers for their business and letting them know how important it is that they put their deposits to work right at home -- helping friends and neighbors to develop small businesses, purchase homes, finance college and build financial security.

You'll find suggestions about how to celebrate Community Banking Month, as well as “People First” marketing collateral available for purchase, at www.icba.org. Just click on the *About Community Banking* drop down box on the far left side of the web page. Then, click the underlined *Community Banking Month* bullet.

IBSC has lapel stickers promoting April as “**Community Banking Month!**” If you're interested in these stickers, please indicate the number your bank would like and send the enclosed order form to IBSC, PO Box 1184, Irmo, South Carolina, 29063 or fax to (803) 798-0670.

ICBA and IBSC encourage all community bankers to participate in Community Banking Month. It's time to celebrate!

For Immediate Release:
April 2, 2007

Contact: Chris Smith (chrissmith@as-irmo.com)
(803) 772-5354
M-F 8:30 am - 5:00 pm

**Community Banks in South Carolina Recognize April as
“Community Banking Month!”**

Columbia, S.C., April 2, 2007, the Independent Banks of South Carolina (IBSC) will join community bankers nationwide during April to celebrate April as “Community Banking Month!” IBSC in conjunction with the Independent Community Bankers of America is also announcing a new theme; the new theme is “Community Banking, Where People Come First.” Community bankers across the country have made a combined effort to discuss with the public the important economic and social contribution their banks make in their hometowns.

South Carolina Community Banks play a significant role in local economic development efforts by financing new businesses, stimulating the economy to produce jobs and new opportunities and, as a group, they contribute an important and strong part of the state’s economic fabric.

South Carolina Community Banks have supported their communities as they prospered and grew. Today, more than 68 South Carolina Community Banks continue the tradition of giving back to their local communities through nearly 578 banking offices with more than \$13 billion in assets. South Carolina Community Banks are working citizens in their communities with 8,608 full-time employees.

The Independent Banks of South Carolina is an association of 68 locally owned and operated banks in South Carolina, which promotes the interests and welfare of the independent community banks within the state.

Resolution

WHEREAS, For more than 100 years South Carolina Community Banks have supported their communities as they prospered and grew. Today, more than 68 South Carolina Community Banks continue the tradition of giving back to their local communities through nearly 578 banking offices with more than \$13 billion in assets. South Carolina Community Banks are working citizens in their communities with more than 8608 full-time employees; and

WHEREAS, South Carolina Community Banks focus on the prosperity of individuals and small businesses in their hometowns. Community Banks have reinvested nationwide, on average, ninety-five percent of their loan portfolio in their own communities through residential mortgages and commercial, agricultural, and student loans; and,

WHEREAS, Community Banks play a significant role in local economic development efforts, stimulating the economy to produce jobs and new opportunities and, as a group, they contribute an important and strong part of the state's economic fabric; and,

WHEREAS, Community Banks have made significant contributions to the economic well-being of South Carolina through their financial support, their dedication as good neighbors, and above all their service as financially sound and reliable sources of economic lifeblood in our communities; and

WHEREAS, South Carolina Community Banks are among the most well-run, well-capitalized institutions in the nation. In recognition of their ongoing commitment and unmatched contribution to the economic vitality of local communities and the state of South Carolina and their continuing dedication to fulfilling the financial needs of citizens throughout the state, the members of the South Carolina Association of Community Bankers will be celebrating Community Banking Month in April 2007.

THEREFORE, be it resolved that the South Carolina House of Representatives and the Senate concurring hereby designate the month of April as "Community Banking Month" in the State of South Carolina.

Info updated 2-23-07