



## News News News News News News News

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### LOAN CAMPAIGN KICK-OFF OUT OF THIS WORLD!

"Race Through the Galaxy" was the theme of the Spring Loan Campaign Kickoffs held in Elkhart, South Bend and Indianapolis.

Indiana Branch Sales Managers and their assistants learned the details of their sales mission in a program featuring masked presenters, outer space music, and an extraterrestrial visitor.

The campaign, which runs March 29 through May 22, introduces the "Personal Credit Picture" - a new program offering Society clients the opportunity to obtain a quick "picture" of their financial status and

credit needs. Personal Credit Picture forms can be completed by Sales Representatives or given to clients to take home and return at their convenience. The Personal Credit Picture ties into Society's "Where to Grow" image and positions Society as the trusted advisor in financial matters.

In addition to the Personal Credit Picture, credit worthy clients will be given a waiver of the closing costs on Purchase Planner and Home Equity Loans, as well as a waiver of the first year annual fee on approved Society Mastercards or Visa's.



The Aliens have Landed during the Kickoff in Elkhart.



Central Region Crew Members refueled after receiving instructions for their mission. It was definitely not a hostile environment.

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## **KEN MAYLAND ENLIGHTENS INDIANA ON THE ECONOMY**

With a new presidential administration in office and a controversial economic plan volleying in Congress, the economy is on the minds of most Americans.

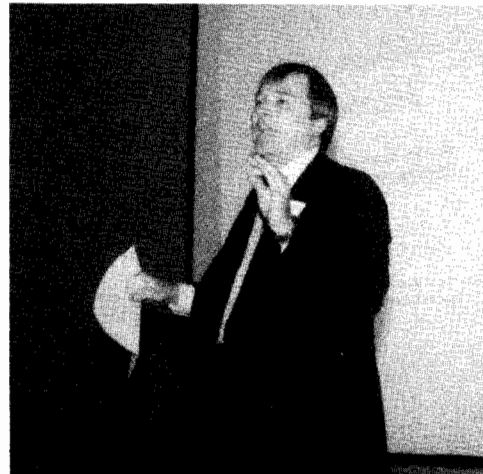
To address the concerns of Society clients, the Northern Region offered a series of five economic briefings in South Bend, Elkhart, Angola, Goshen, and Warsaw on March 24 and 25. Over 300 Society Commercial and Trust clients attended the briefings designed to aid them in the development of their business plans for 1993 and beyond.

The briefings featured Dr. Kenneth Mayland, Senior Vice President and Chief Economist for Society Corporation. Mayland's economic knowledge and ability to simplify a complicated issue captivated his audiences during his 45 minute presentations.

"The response to Dr. Mayland was tremendous," noted Larry Bauer, Vice President of Marketing. "Everyone overwhelmingly agreed his analysis of the president's economic plan was thought provoking and understandable."

Mayland covered his predictions about the economic climate over the next few years and his thoughts about how the new economic plan will affect the economy.

"In every instance, a lively discussion followed Mayland's presentation," Bauer stated. "Obviously, people were interested in his comments."



**Dr. Mayland delivers a lively presentation.**

## **SOCIETY STOCK SPLIT TAKES PLACE**

The two-for-one Society stock split announced January 21, 1993, became payable to shareholders of record March 22, 1993. Simply stated, this means if shareholders of record at this date held two shares of Society stock valued at \$70 per share, they would now own four shares of Society stock valued at \$35 per share.

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## CENTRAL INDIANA SALES RALLY INFORMATIVE, MOTIVATING, FUN

The speeches have been made . . . the flags have been waved . . . the Central Indiana Regional Sales Rally was quite the success! Held on a snowy February 25, 1993, at the Columbia Club located on Monument Circle, the rally's theme was that of a "political convention."

The purpose of the event was to provide an opportunity for managers from Retail, Corporate Banking and Trust to recognize individual employee efforts and teamwork in 1992 and to inspire even greater success in 1993. The keynote speakers for the evening were Jim Alender, Kokomo District President, and Larry Peterson, Central Indiana Region President. The concept of teamwork was humorously highlighted in an interview with Ross Perot, skillfully played by Credit Analyst Craig Lyon. The evening was capped off with the traditional balloon drop from the ceiling after which refreshments were served.

Delegates dressed in their best red, white and blue, came sheering and carrying the "political" signs and banners created by their branch or department. The following branches and departments won a pizza party in the Sign and Banner Contest: West Jefferson Street Branch, Kokomo Corporate Banking Department, Meridian North Branch, Greenwood Branch and Indianapolis Trust Department. The signs and banners were judged on the basis of creativity, adherence to the political theme and promotion of the Society image.

The event was captured in pictures and on videotape. Anyone interested in seeing either or both should contact Carole Tanner at (317) 464-8030 or Deanna Creasey at (317) 464-8075.



Cheering and waving their "political" signs, members of the Indianapolis Trust "Delegation" show their Society spirit.



Honest Paul Jacquin, Sales Manager at the Greenwood Branch, poses with his counterpart, "Honest Abe," the winning display created by Paul's branch.