

Financial Briefs



Elf tree

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rma vegas voice

Elf Wars. Troeg's Brewing Company in Harrisburg PA (maker of *Mad Elf Ale*) wants Fegley's Brew Works in Bethlehem PA (producer of *Rude Elf's Reserve*) to stop selling their similar sounding brew. Troeg's is suing and hoping that the US Patent and Trademark Office will cancel Fegley's trademark on *Rude Elf's Reserve*. Fegley's Brew Works owner Jeff Fegley said that Troeg's just wants to "monopolize the word elf in advertising its beer." Asked if he was taking sides in the beverage controversy, the usually easygoing *Keebler Elf* said "I don't really care for either one of those concoctions - I just hope those drunken elves don't drive a beer truck into my tree."

Low-Cal Banking. Hana Bank in Korea is hoping that a new savings product will appeal to its customers' bottom lines as well as their waist lines. The bank is selling an innovative install-

ment savings product called "S-Line," a Korean word that means an hourglass figure, and is hoping to capitalize on the Korean obsession with being slim and in shape. The more calories that a customer burns, the higher interest rate the bank gives on the savings account. If a customer loses more than five per cent of their body weight in a year, or owns a gym membership, special higher rates will kick in. The new financial vehicle has already garnered Hana Bank more than \$368 million in new deposits. And as an added inducement to maintaining the weight loss, if a depositor gains more than five per cent of their body weight back within one year, not only is there a forfeit of interest penalty on the savings account, but the bank has hired fitness guru Richard Simmons to visit these customers at their places of business and taunt them unmercifully.

Friday Fact. US bank robberies occur most often from 9-11 AM and on Fridays according to government statistics.

Links Larceny. Four ATMs in the Fresno CA area have been hit by the same thieves who then transport their plunder in stolen golf carts. In March, the latest heist occurred at the Fig Garden Golf Club, when an employee heard an alarm and then saw the bandits fleeing down a fairway in a golf cart. Although golf carts may not seem to be the ideal getaway vehicle for ATM robberies, they work well for robbers in Fresno because the budget-strapped local police department has been forced to perform non-life threatening police pursuits by having officers push each other in wheelbarrows.



Financial Moments in History

1835: The federal government becomes debt-free for the first time, however it doesn't last long.

1848: Gold is discovered at John Sutter's Mill in Coloma CA and the California Gold Rush begins. Jerry Brown is elected governor for the first time.

1863: President Abraham Lincoln creates a national banking system with the National Bank Act, resulting in a standardized currency.

1867: US Senate agrees to buy Alaska from Russia for \$7.2 million. Russia balks after learning it must keep Sarah Palin as part of the deal.

1883: Brooklyn Bridge between Manhattan and Brooklyn is finished on May 24th. It sells on eBay the following day.

1892: First US auto is built by Charles Duryea in Springfield MA.

1913: Henry Ford introduces assembly line for mass production of cars.

RMA Las Vegas Board 2010/2011

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New Members

- Bank of Las Vegas: Robert Beck, John Gentile, Roger Mellies, David Rennick
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1925: Henry Ford starts commercial airplane service between Detroit and Chicago.

1969: Standard Chartered Bank launches in China but is perceived to have an unfortunate name because it translates in Chinese as residue, scum, beat, fight and bomb.

Kevin Pentony, Editor
(send comments to kpentony@ogienviro.com)

Upcoming Events

Weds., May 18th, Evening: General Membership Meeting
(Bank President's Panel)

**Thurs., June 9th, (7:30 AM), 3rd Annual RMA Golf
Tournament, The Revere at Anthem**
(download flyer at www.rmalasvegas.com)

All RMA Las Vegas General Membership Meetings are held at
Sierra Gold, 6515 S. Jones Blvd. (at CC 215)

For further RMA information, contact Jodi Graham, Chapter
Administrator (Jodi.Graham@nsbank.com, 855-4537)

Upcoming RMA Classes

TBA
Register at: <http://www.rmahq.org/RMA/>



Score: Pigeon 1, Statue 0 (see No. 1) →

Top 10 Overlooked Guiding Business Principles

10. Even after becoming self-employed, you still wind up with a moron for a boss
9. If two wrongs don't make a right, maybe three or more will
8. If at first you don't succeed, don't let anyone else know that you tried
7. Everything can be filed under *Miscellaneous*
6. Working at your job is a nightmare and you'd like to wake up and leave, but you really need the sleep
5. A pat on the back is only a short distance from a kick in the butt
4. There are days when it takes all you've got just to keep pace with the losers
3. To err is human, to forgive is not company policy
2. All work and no play makes Jack a dull boy - and Jill a wealthy widow
1. Accept the fact that although some days you're the pigeon, most of the time you're the statue (see photo at left)

Member Profile

Roland Newkirk currently serves as the 2nd Vice President of RMA's Las Vegas chapter. He is the Founder and President of Advisigence, a management consulting firm specializing in startup, turnaround and risk management solutions for the banking industry and corporate clients.

A 20-year banking and corporate finance veteran, Roland has held such positions



as Senior Loan Officer, Director of Corporate Banking and Chief Credit Officer and has collaborated in such areas as IT Services, Audit Committee, ALCO Committee, marketing and new

product development. He has consulted on and provided operational expertise on several bank IPO's, mergers and acquisitions, \$100 million+ financing syndications, portfolio acquisitions and divestitures.

Roland earned his master's degree in business administration with concentrations in management and economics from Marist College. He also has a graduate banking degree from Fairfield University/ACB and is Credit Risk Certified by RMA. He earned his bachelor's degree in marketing and management from Palm Beach Atlantic University.

As a veteran banking executive and turnaround consultant, he brings a vast array of knowledge and execution experience to his business and bank clients. Through detailed analysis and consulta-

tion, Roland deals with strategic, liquidity, capital, debt, earnings and operational related challenges daily and provides the appropriate solutions to help his clients earn profits and run their businesses more efficiently.

His deep-rooted experience in human resource and organizational development, as well as company start-up and turnaround management roles have helped him succeed in assisting clients in banking, health care, telecommunications, high-tech, legal, non-profit and community development.

In addition to his role on the board of RMA's Las Vegas Chapter, Roland is a member of the Turnaround Management Association and has been featured on radio talk shows and regional, national and international forums.