

# PLATTE VALLEY COMPANIES - WYOMING

Platte Valley National Bank - Torrington • Platte Valley National Bank - Wheatland  
McBrayer Insurance Ctr.- Torrington • Platte Valley Insurance Ctr. - Wheatland

## NEWSLETTER

VOLUME 1, ISSUE 3

JULY/AUG./SEPT.  
2006

### 2006

## “Community Builder of the Year”

**Keith Geis...** was chosen as the Platte County Chamber of Commerce’s **“Community Builder of the Year!”**

On the local level Keith is, *and* has been instrumental in giving direction to many organizations in Platte County:

President of the Chamber

- Vice-President of the WADCO (*Wheatland Area Development Corporation*)
- Vice-President of the Lions club
- Past Board Member of the Platte County Parks & Recreation Board
- Member of the Platte County Chamber of Commerce Agricultural Committee
- Member of the Country Club *and* Wheatland’s Golf Club
- Member of the Hospital Advisory Board

On even a larger scale, Keith served as:

- Past President of Wyoming AG in the Classroom
- Past President of the UW Alumni Board
- Past President of the Advisory Board, UW College of AG

And is currently serving as a...

- Committee member on the 20K Committee Un. Of Wyoming
- Member of the Cowboy Joe Club

As you can see, Keith has, *and* is very active in many local and state organizations, bringing back to the community his many experiences and achieved knowledge.

Keith was also instrumental in turning Platte Valley National Bank into a service contender in banking in Wheatland and Platte County.

*Congratulations  
Keith!*



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## Platte Valley Companies...



Celebrates 10 years of serving the Wyo-Braska Communities financial and insurance needs.



**Your Ideas and Comments Are Important to Us!**

If you have not completed a Customer Survey *click* below,

[Newsletter Survey](#)

which is located on our web site.

Your comments and suggestions will help us to better serve you in the future.



## Platte Valley Insurance Center

A Platte Valley Company

951 South Street, Wheatland, WY 82201 (307) 322-4025

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



**Jerry Orr**  
Manager/Agent

### A MIRACLE OF PAPER AND INK

(The Life Insurance Policy Contract)

Part II



*Let's take a look at a life insurance policy contract...*

*A piece of paper and some ink, or is it something more?*

**This is part II of a two part article on life insurance. Part I appeared in the April/May Newsletter.**

**I**n the last newsletter I addressed the life insurance policy contract and briefly reviewed the types of life insurance. In this issue I will review the three basic types of permanent life insurance. The three basic types of permanent insurance are; whole life, universal life and endowment.

#### **Whole Life:**

Whole life insurance provides for a level premium, and a cash value table included in the policy guaranteed by the company. The primary advantages of whole life are guaranteed death benefits, guaranteed cash values, fixed and known annual premiums, and mortality and expense charges will not reduce the cash value shown in the policy. The primary disadvantages of whole life are premium inflexibility, and the internal rate of return in the policy may not be competitive with other savings alternatives. Cash values can be accessed through policy loans. Since the loans decrease the death benefit if not paid back, payback is optional. Cash values are not paid to the beneficiary upon death of the insured; the beneficiary receives the death benefit only.

#### **Universal Life:**

Universal life insurance (UL) is a relatively new insurance product intended to provide permanent insurance coverage with greater flexibility in premium payments and the potential for higher rates of return. A universal life policy includes a cash account. Premiums increase the cash account. Interest is paid within the policy (credited) on the account at a rate specified by the company. This rate has a guaranteed minimum but usually is higher than the minimum. The universal life policy addresses the perceived disadvantages of whole life. Premiums are flexible. The internal rate of return is usually higher because it moves with the financial markets. Cash value may be considered more easily attainable because the owner can discontinue premiums if the cash value allows it. UL does have its own disadvantage. The policy lacks the fundamental guarantee that the policy will stay in force unless sufficient premiums have been paid and cash values are not guaranteed.

#### **Endowments:**

Endowments are policies which mature (endow) before the normal endowment age. Endowments are considerably more expensive (in terms of annual premiums) than either the whole life or universal life because the premium paying period is shortened and the endowment date is earlier. Annuities are a financial product issued by life insurance companies but are not life insurance policies. They are discussed as annuities, rather than insurance.

#### **Taxation of life insurance in the United States:**

Premiums paid by the policy owner are normally not deductible for federal or state income tax purposes. Proceeds paid upon death of the insured are not includable in taxable income for federal or state income tax purposes but may be includable in the estate of the deceased and, therefore, subject to federal and state estate and inheritance tax.



## McBrayer Insurance Center

*A Platte Valley Company*

302 W. 21st Ave., Torrington, WY 82240 (307) 532-2147

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

### How Much Insurance is Enough - Auto



**Mike Vick**  
Manager/Agent

Auto insurance blends several types of coverage into one policy. Typically, your policy will include some combination of comprehensive, collision, medical, liability and uninsured motorist coverage.

**So what do you need?** It depends on your specific situation. **Liability** pays for the damage you cause to others if your car is involved in an accident. It also protects you from being wiped out financially if you are sued following an accident. The greater your assets, the more you stand to lose. If you have substantial financial resources, you may need liability coverage that exceeds the coverage that you'll get from an auto insurance policy. In that case, a **Personal Umbrella** can provide the extra liability protection you need.

**Collision** covers damage to your car from an accident. We can help you decide whether or not to carry collision coverage by balancing the cost of collision insurance with the value of your car. It might not be worth paying \$200 a year for collision insurance on a car that's worth only \$1,000. But if the car is worth \$10,000, you probably want this coverage.

**Comprehensive** coverage pays for your car if it is stolen, vandalized or damaged in some way other than in a collision.

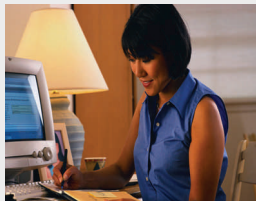
**Medical coverage** provides for medical expenses to you and your passengers that are the result of an accident. The way you use your car may make a difference in the amount of medical coverage you need. For example, we might suggest more coverage for a parent who regularly takes a carload of kids to soccer practice than for a driver who expects to drive mostly alone.

Keep in mind that many states require certain minimum levels of coverage. We'd be happy to talk with you about these and other factors.

**Call or stop in soon!**

## NetBANKING

**Wherever...Whenever with Online NetBANKING!**



.If you're like most people, you've heard a lot about online banking but probably haven't tried it yourself. **NetBANKING** uses today's computer technology to give you the option of bypassing the time-consuming, paper-based aspects of traditional banking in order to manage your finances more quickly and efficiently.

The advantages of online banking are:

- **Convenient**, unlike your bank, **NetBANKING** never closes; it's available 24 hours a day, seven days a week, and your accounts are only a mouse click away.
- **View account balances**, access detailed transaction history, see incoming withdrawals and deposits as they occur, transfer funds between accounts, and download into personal financial software.
- **If you're out of state or even out of the country**, you can log on instantly to your **NetBANKING** account.
- **Safe and Secure.**

As a customer, simply go to [www.pvnbank.com](http://www.pvnbank.com) and click on Online Banking and complete the enrollment process. You will receive an email with your assigned ID# and instructions on how to start enjoying Online **NetBANKING**.



## Platte Valley Investment Center, Inc.

1212 Circle Dr., Scottsbluff, NE (308) 635-7766



Rick A. Morehouse, CPA, CFP®  
Financial Advisor  
Raymond James Financial Services, Inc.

### *Securities Offered Through Raymond James Financial Services, Inc.*

Member NASD/SIPC --  
An Independent Broker/Dealer

## Your Personal Asset Allocation

Too many individual investors blur the distinction between “saving” and “investing.” “Saving” is setting money aside in a secure location for a certain need or desire. “Investing” entails putting money to work towards achieving a financial goal with the possibility of generating return. As an investor, it is of utmost importance to be able to answer certain fundamental questions: *Will your current investment portfolio be able to meet both short- and long-term investment objectives? Is your current portfolio correctly geared to your individual level of tolerance for risk?*

One sound way to answer these questions is by utilizing asset allocation -- a disciplined, objective investment game plan that will help you meet your financial goals. Many financial professionals believe the asset allocation decision is the most important step in the investment process. To be most effective, a personal asset allocation model should be tailored to your particular goals and needs.

A simple asset allocation model for an individual investor generally requires a portfolio of assets divided into three categories -- stocks, bonds and cash. Each is assigned a fixed percentage. Based on this strategy, a conservative portfolio would generally contain more bonds and cash than stocks. A more aggressive portfolio might contain a higher percentage of stocks. Since diversification of assets is generally recognized as a reliable way to reduce and manage risk in a portfolio, the mix of assets in your allocation model should reflect your preferred level of risk. Considerations such as current spending requirements, tax implications and inflation-adjusted return may also be addressed through the asset allocation process.

Asset allocation is flexible and revolves around personal needs. However, professional financial advisors have generally found that investors at various age levels tend to be best served by adopting allocation models that address the needs of their “life-cycle phase”. In most cases, the longer your investment time horizon, the more aggressive your investment strategy might be.

For example, investors in their 30s and 40s tend to have several needs and concerns in common (e.g., children, new home, college education, retirement planning). To address these concerns, an asset allocation plan that emphasizes stocks is often recommended because they historically have provided superior returns over time. Even though past performance may not be indicative of future results. At the other end of the spectrum are investors who are close to or who have entered into retirement. Their goal might include providing enough income to maintain a lifestyle, or growth of their capital to ensure that they do not outlive their assets. For these investors an above-average holding in bonds may be recommended.

Obviously, these are guidelines. When implementing an asset allocation strategy, the various percentages allocated to stocks, bonds and cash should be assessed on a personal basis and reassessed annually. Be sure to check with your financial advisor regularly on your asset allocation strategy.



# August 2006

# September 2006

Sun	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Mon	Tue	Wed	Thu	Fri	Sat
		1	2	3	4	5						1	2
6	7	8	9	10	11	12	3	4 *	5	6	7	8	9
13	14	15	16	17	18	19	10	11	12	13	14	15	16
20	21	22	23	24	25	26	17	18	19	20	21	22	23
27	28	29	30	31			24	25	26	27	28	29	30

  = Bank Event

**Sept. 4th**—TORRINGTON & WHEATLAND Banks Closed for Labor Day.

### SCHEDULE OF EVENTS

- **Aug. 3** - Ambassador Club Ice Cream Social, Torrington, at the Senior Friendship Center, 6:30 p.m.
- **Aug. 3** - Ambassador Club BINGO, Wheatland, at the Bank
- **Aug. 16** - Ambassador Club Movie, Torrington, Coffee & Donuts at 8:45 am and the Movie at 9:20 a.m.
- **Aug. 17** - Ambassador Club Ice Cream Social, Wheatland, at the Wheatland Band Shell at City Park, 6:30 p.m.
- **Aug. 24** - Ambassador Club Movie, Wheatland, Coffee & Donuts at 8:45 am and the Movie at 9:20 a.m.
- **Aug. 24** - Ambassador Club BINGO, Torrington, at the VFW, 9:30 a.m.

### SCHEDULE OF EVENTS

- **Sept. 4** - **BANK CLOSED - Labor Day**
- **Sept. 7** - Ambassador Club BINGO, Wheatland, at the Bank
- **Sept. 14** - Ambassador Club BINGO, Wheatland, at the VFW
- **Sept. 20** - Ambassador Club Movie, Torrington, Coffee & Donuts at 8:45 am and the Movie at 9:20 am
- **Sept. 28** - Ambassador Club Movie, Wheatland, Coffee & Donuts at 8:45 am and the Movie at 9:20 am



## Don't forget to support your local fair!



## Platte Valley National Bank, Trust Services

1212 Circle Dr., Scottsbluff, NE (888) 632-7004



**Clark Wisniewski,**  
Trust Officer  
/COO/CTFA

When it comes to providing the highest quality professional advice, Clark Wisniewski, Trust Officer & COO, is a Certified Trust and Financial Advisor and is available to discuss your estate needs in detail.

Please call Clark at (308) 632-7004, ext. 3201, or 888-632-7004, or e-mail him at [cwisniewski@pvnbank.com](mailto:cwisniewski@pvnbank.com) and get started today.

**Platte Valley National Bank**

2201 Main St. / P.O. Box 1057  
Torrington, WY 82240  
(307) 532-2111

200 16th St.  
Wheatland, WY 82201  
(307) 322-9215

1212 Circle Drive / P.O. Box 2308  
Scottsbluff, NE 69363  
(308) 632-7004



**We're on the web!**  
[www.pvnbank.com](http://www.pvnbank.com)



**Platte Valley Companies**

*"...your Hometeam financial & insurance network that works for YOU!"*

**Banking with  
Platte Valley National Bank  
*makes sense!***



**PLATTE VALLEY NATIONAL BANK**  
2201 MAIN STREET • TORRINGTON, WY  
307-532-2111



**PLATTE VALLEY NATIONAL BANK**  
200 16<sup>TH</sup> STREET • WHEATLAND, WY  
307-322-9215

**Platte Valley National Banks... are full service banks, offering a wide variety of products and services, including convenience banking.**



**DEPOSITS**

- ~ Savings
- ~ Checking
- ~ Certificates of Deposit
- ~ Money Market Accounts

**CONVENIENCE BANKING**

- ~ ATMs throughout WY/NE/CO
- ~ Online NetBanking
- ~ TeleBanking



**LOANS**

- ~ Purchase of Home
- ~ New/Used Vehicles
- ~ Debt Consolidation
- ~ Business
- ~ Ag

**TRUST SERVICES**

**AMBASSADOR CLUB**  
FOR PEOPLE 50 & BETTER!

**NEW!** **Bill Pay...** allows you to schedule one-time or recurring payments to vendors with a valid U.S. address through the Internet Banking System. Bill Pay history is available for 19 months.

Call a Personal Banker or go to [www.pvnbank.com](http://www.pvnbank.com) and click on Bill Pay for details on the plan options available and monthly charges.

**Cookbooks For Sale!!!**

In celebration of Platte Valley Companies 10th Anniversary, the Associates have produced a collection of great recipes for our first cookbook. There are over 650 recipes and the proceeds from the cookbook will be given to many worthy groups in the communities we serve in Wyoming, Nebraska and Colorado. The cookbooks are on sale at all of our locations. Buy early—these would make a great Christmas present!

