



Volume Issue • December 2011

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the latest

Happy Holidays from Central Bank

Happy Holidays from the staff here at Central Bank. It has been a pleasure serving you and helping you reach your financial goals in 2011.



As part of giving back, we are collecting food for Harvesters through December 30th. Employees and our valued customers are all encouraged to bring non-perishable pantry items to any Kansas City branch. Canned goods, peanut butter, cereal (hot and cold), and boxed meals are all needed items. Please assist us in reaching our goal to help feed Kansas City families in need. This holiday season, more people than ever are at risk of hunger. Your gifts of food and hope to Harvesters can make a difference in someone's life.

Warmest thoughts and best wishes for a wonderful holiday and a very happy new year.

Bill Dana, President and CEO



Samerra Ortiz from Customer Service organized food drive



Central Bank Prepaid Express Mastercard

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getting ahead

Five Helpful Tips to Teach Your Children About Money

If you give your child the tools, saving will become a way of life

Opening a savings account for your children or grandchildren is the perfect introduction to a bright financial future. Not only will they begin to accumulate savings, but they'll learn lessons in managing their money as well. Parenting website PiedmontParent.com states, "Kids love money and are all ears to find out more about it. But surveys show fewer than one in five parents [is] confident enough to have the 'money talk' with their kids."

Prosperity4Kids.com and PiedmontParent.com have some tips to help teach your children about money.

1. **Money meetings matter.** Kids are inquisitive and curious, which you can use to your advantage to have financial family meetings once or twice a month. At each meeting, ask your children what they would be interested in discussing or what money questions they might have. Then help answer their questions. Have some basic resources at your fingertips – perhaps a financial book such as *Money Sense for Kids* by Hollis Page Harman and a computer to do some quick research. These meetings can go a long way to empower your children financially and give them confidence.

2. **Budgets and goals.** "Waiting for someday" is never a good plan when it comes to budgeting. For some, it's always easier to spend hard-earned cash than it is to save it. Therefore, teaching your children how to create a budget can help them understand the importance of financial goals.

Setting up a simple budget can be both rewarding and fun for youngsters. MyBudgetPlanner.com offers inexpensive and colorful budget planners for kids and teens. Have your youngster set goals, such as saving a portion of his or her allowance to purchase a musical instrument and keeping the rest in a savings account.

3. **Purchase costs and spending.** NannyJobs.org states, "If you don't buy something you have no idea how much it costs." When you take the kids clothes shopping, give them a budget. Spend time with your children browsing for clothes and looking at the price tags. Discuss with them that they have \$250 for clothes and shoes; if they spend \$100 on fashionable shoes, they won't have much left for clothes. Learning this concept firsthand can be a great wake-up call for your youngsters.

4. **Time is an asset.** Your children have time on their side. If they start saving now, it can translate to wealth by the time they retire. Help them understand the importance of compound interest and saving money daily, weekly or monthly. The road to a solid financial future is by saving consistently throughout one's life.

5. **Foster career passion.** Do your children have special talents or interests? Guiding and nurturing your children's gifts at an early age can help them become adults who are passionate about their careers. Help your youngsters explore various interests and plan a career path incorporating their natural talents. Doing so will teach them that saving for their future can be a joy rather than a burden.



Begin teaching your kids about money when they are very young so that the concept of savings becomes second nature. If you have older children, it's not too late to help them too.

Come into any Central Bank branch to open a savings account for your kids (just \$1 can open a Young Savers account). If you open an account in the month of January, your child will receive a free Piggy Bank (offer good at all Kansas City branches for kids 18 years and younger).



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news & events

Annual HEDC Event

On November 14th, The Hispanic Economic Development Corporation (HEDC) held their annual event celebrating their successes of 2011. HEDC is dedicated to improving the lives of Latinos within the greater Kansas City area. They are a leading Hispanic business and development resource and are celebrating their 18th anniversary. Central Bank of Kansas City is committed to the Latino community as well and is proud to be partners with HEDC. We have supported HEDC and their efforts to help small businesses for many years. Every year we sponsor two small business workshops in the Northeast and Westside neighborhoods. And for four years, we have sponsored the Missouri Micro-Business of the Year Award.

Central Bank of Kansas City is a champion of small business--most of our commercial business is with small and micro-businesses like the winner this year. The 2011 Missouri Micro-Business of the Year award went to Elvira's Cakes. Elvira Arizmendi is a customer of Central Bank, as well as most of the previous winners of this award. She started with a business out of her home, and has expanded to a successful bakery on Independence Blvd. Central Bank of Kansas City congratulates Elvira's Cakes on this memorable achievement.





Central Bank Supports the Tuxedo and Tennis Gala

The Monsanto Family YMCA hosted the 11th Annual Tuxedo and Tennis Gala on Saturday, November 19, 2011. Central Bank of St. Louis was proud to support this event. Darrell Scott, VP of our St. Louis branch attended and enjoyed the awards dinner and live entertainment. A silent auction at the Gala helped raise funds for the Annual Strong Community Campaign. The first Gala was held in the gymnasium of the Monsanto YMCA in November 2000. Since street shoes could not be worn on the gymnasium floor, it was decided that tennis shoes should be worn at the event with formal attire. Therefore, the event was named the Tuxedo & Tennis Gala. Since its inception the event has raised more than \$350,000 and benefited the lives of thousands of youth and their families.

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lifestyle

Winter Celebrations Around the World

Have fun discovering seasonal customs from an array of cultures

Every culture has its own unique set of customs and beliefs that reflect its history and identity. When winter rolls around, many people around the world celebrate the season in one way or another. Learning about these customs provides interesting insights into the lifestyles of global neighbors, and you'll even discover some fun facts that are great for breaking the ice at holiday parties, too.

A Croatian Christmas involves a tree, paper chains, lights and colored thread or tinsel. In addition, fruits, nuts, heart-shaped cookies and other sweets typically adorn the evergreens in this Eastern European country. Other traditions vary throughout the country, and lucky children might get presents as many as three times during the month of December; Saint Nicholas delivers presents on the eve of December 6 while St. Lucy is said to arrive with gifts on December 13. In some parts of Croatia, Santa Claus has also become an increasingly popular guest in many homes on Christmas Eve.

December below the equator comes in the summer, and this means that Christmas celebrations in South Africa are more likely to take place at the beach than around a blazing Yule Log. Family and friends get together to share the spirit of the season, often going for a swim or finding other outdoor ways to celebrate. Mince pie and plum pudding are very popular holiday foods. Boxing Day, on December 26, is a public holiday during which people relax and enjoy the outdoors.

Toward the other end of the globe, in Finland, every town has a formal celebration with a candle-crowned young girl on December 13, the day of Saint Lucia. Christmas Eve festivities consist of singing traditional carols and enjoying a large holiday meal. In rural areas, no one eats until the birds have finished with the specially-erected feeder filled with grain, nuts and seeds – maybe because it's bad luck, or maybe because it's simply impolite, but most important, because it's tradition.

The Hindu festival of Pancha Ganapati runs from December 21 through the 25 and celebrates Lord Ganesha, the Patron of the Arts and Guardian of Culture. A shrine dedicated to Lord Ganesha is erected in every family's home and is often decorated with tinsel, colored lights and delicate ornaments. Children leave sweet offerings in the shrine, just as milk and cookies might be left out for Santa.

December celebrations are hardly consistent from culture to culture, and part of the magic of the season is the diversity it brings and the window it provides into other ways of life.



