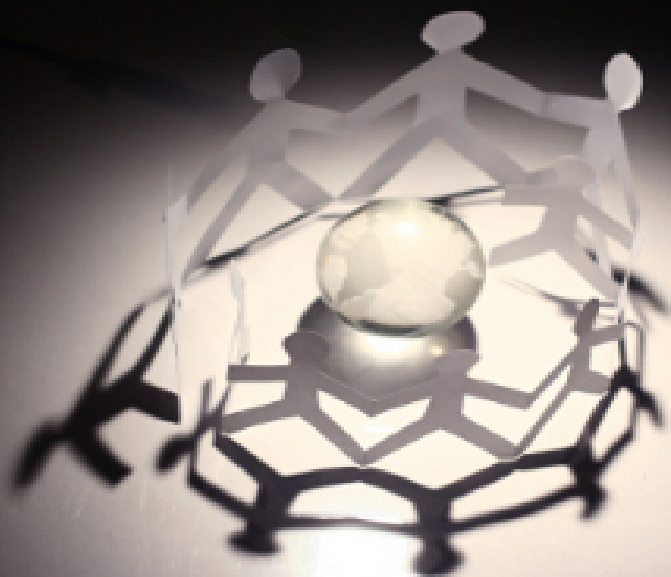




# RMS Connections

Volume 1, Issue: 3

July/2009



Greetings!

Welcome to the July Edition of RMS Connections!

We publish this e-newsletter exclusively for you, our customer, to help you:

- Keep up with the latest news at RMS
- Learn more about the newest perks we offer and how they can help you drive customer acquisition and retention
- Stay on top of the latest industry trends
- Share your success stories

Thank you for your time and partnership with us!

*Your friends at RMS*

**Success Story**

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**Coming in  
September  
2009...**

**Join Us at the  
RMS Gift  
Shows! It's Not  
Too Late to  
Register!**

Please make sure  
you mark your  
calendars in  
preparation to attend  
either:

September 2-3:  
Chicago, IL

September 23-24:  
Atlanta, GA

## Community bank implements an RMS-designed checking acquisition program; achieves 157% increase in account opening

One of our customers, a 15-branch community bank located in the Eastern part of the US, implemented the RMS acquisition program in February of 2008

### Strategy Implemented:

- Targeted direct mail every 6-7 weeks
- New RMS incentive offer every 6-7 weeks
- Referral program and in-branch merchandising

Program Results: 157% increase in account opening from previous year

- pre-program there were 2.9 accounts opened per office per week
- post-implementation: 4.7 accounts opened per office per week

For more information, please contact us at [sales@rennhack.com](mailto:sales@rennhack.com).

## CEO Insights

### Gift Season Preparations Well Underway

Delivering tried, true and trusted gifting strategies

Don't miss the chance to get the first look at the latest gifts to help you accomplish your acquisition and retention initiatives.

Register now at [www.rennhack.com/register](http://www.rennhack.com/register)

Don't hesitate to contact us at [sales@rennhack.com](mailto:sales@rennhack.com) for more information.

We look forward to seeing you there!

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Word of Mouth Takes Hold in Bank Marketing  
*U.S. Banker*

Close is only good in horseshoes and hand grenades - well, and marketing, too.

[Click here to read the full article](#)

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Quick Links

[RMS Website](#)  
[Travel America Website](#)  
[Featured Article](#)

Currently, RMS is preparing for our upcoming 34th year gift season. During the months of July and August, we partner with our suppliers in developing, selecting and procuring high-perceived-value merchandise at the lowest prices.



As in the past, we pride ourselves in superior customer service, competitive pricing and on-time and accurate delivery of your selected merchandise.

Gift-giving is always rewarding to both the customer and your bank and is a proven source for networking your services. By leveraging our ConsumerTrac research, we ensure your gifts build customer retention, loyalty, trust, relationships and further referrals.

Our 2010 gift presentation is being shown during the month of September for your review and gift selection. We look forward to seeing you in Chicago or Atlanta where you can learn more about trends, successful programs and other opportunities. The retail and business account markets will be growing and there will be many opportunities to create and build relationships.

If you need any information to keep your gifting fresh and innovative, please contact your RMS account representative. Our team is only a phone call away, and we have the experience, knowledge and expertise to help you make the gifting decisions that best suit your bank.

Best Regards,

A handwritten signature in blue ink, appearing to read "Michael V. Howe". The signature is fluid and cursive.

Michael V. Howe  
President and CEO  
Rennhack Marketing Services



[michaelh@rennhack.com](mailto:michaelh@rennhack.com)

## Featured Incentive

# Stocking Packages Available for Your Holiday Branch Raffles and Community Programs

Surprise your customers, reward your employees and strengthen your community charitable efforts!

We are happy to offer 6' and 8' deluxe stocking packages! The package includes entry blanks, entry blank box, hanging kit and a window sign. The incentive offers a number of benefits:

- Great value: more than \$250 in value
- Brand name merchandise: 90% of items in stockings are brand names
- Popular gift items: filled with stuffed animals and other popular toys

Call your sales representative at 817.481.6516 for pricing or email us at [sales@rennhack.com](mailto:sales@rennhack.com) for more information



## ConsumerTrac™ Highlights What Motivates Customers

## ConsumerTrac™ results: What motivates customers

Each year, RMS conducts extensive research to identify incentives that retail and business banking customers value. Using a third party research firm, we set out to engage consumers via survey, asking them to rank various items and provide their perceived value.

Incentives ranging from cash, gift cards, travel, points, and branded and non-branded incentives are tested across multiple US markets. The results help our clients gain a better understanding of which gifts will motivate consumers to open up certain products at a bank.

To help you leverage the latest industry intelligence, we recommend specific gifts for your programs based on our findings. We will announce the full research results at our RMS Gift Shows in September 2009. Join us to find out how to leverage our data to drive your incentive program initiatives. [Register](#) for either show in Chicago or Atlanta.

## News

### 2010 Gift Shows Just Around the Corner...

Come hear our feature speakers while networking with peers and learning about RMS latest arsenal of name-brand merchandise for 2010

Each year, we host regional gift shows to highlight our latest incentive solutions and help you get a head start on planning your gift programs. The shows are held at premier hotels and the accommodations are courtesy of RMS.

We also bring you the expertise of two distinguished feature speakers, Bill West and John Racine.

**Bill Webb is an operating partner with Fenway Partners, a New York City-based**

private equity firm with ownership in a variety of portfolio companies in the trucking and logistics, retail, and manufacturing industries.

He will take a look at six very distinct steps that can be used to build and enhance a culture of effective leadership from top to bottom. How does washing a car play into leadership? Why is customer service so closely related to the mail? What power does a funeral have in eliminating procrastination? Why is a company's brand defined by what goes wrong?

Find out the answers to these and other intriguing questions in Bill's presentation, "Creating a Leadership Infested Organization."

**John Racine, an expert in the loyalty and rewards business is** the managing principal of Altamont Partners and a former editor of *American Banker*. He served as the CEO of a loyalty solutions company for four years and has spent a dozen years advising banks, processors and loyalty companies on the evolving demand by consumers for acquisition and retention programs.

John will speak about the latest issues impacting banking and, more specifically, your customer acquisition strategies.

## The shows will take place in Four Seasons in Chicago and Ritz-Carlton Buckhead in Atlanta. Please mark your calendars for:

- September 2-3, 2009 - Chicago, IL - Four Seasons, Chicago
- September 23-24, 2009 - Atlanta, GA - Ritz-Carlton Buckhead, Atlanta

### Why attend?

- To get the first look at our merchandise for your 2010 gifting needs
- To kick start your customer acquisition and retention programs
- To learn about the latest consumer research
- To network with other financial institutions

[Join us](#) for a glimpse of the latest gifts we offer.

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## Executive Promotion

### Dan Ehlinger promoted to Vice President of Merchandise and Product Development

We are pleased to announce the promotion of Dan Ehlinger. Dan will report to Michael Howe, Chief Executive Officer and President at RMS and Travel America, and his responsibilities will include managing the development of new and existing products in many industries, including financial services, travel, furniture, real estate, jewelry and others.



"Dan is an experienced business executive with an excellent track record of quality product development, planning and a performance to assure consistently high customer satisfaction

and achieve and promote overall business growth." said Howe. "I look forward to what the team will accomplish with his continued leadership."

Ehlinger has a distinguished 17-year career in procurement and purchasing to many Fortune 500 companies. He joined RMS in 2007 as Director of Products. As a previous partner/owner in a Texas based property tax consulting firm, he specialized in the Banking and Real Estate markets. Mr. Ehlinger earned his B.A. in Finance from the University of Texas and an M.B.A from the University of Texas at San Antonio.

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## Get an edge in this economy!

Take advantage of some summer gift closeouts!

To help customers leverage our gift items for special events such as a new branch opening, business promotions and employee incentives, we now offer some items at reduced price.

Act now to take advantage of this limited-time offer. Contact your sales executive at 817.481.6516 or [sales@rennhack.com](mailto:sales@rennhack.com).

## Pick Your Topic!

### Have a Story to Share? Topic You'd Like to See?

We welcome your feedback and stories!

Send us an email at [vanina.sloan@rennhack.com](mailto:vanina.sloan@rennhack.com) with comments and suggestions.

Email Marketing by

