

CELEBRATING OVER 100 YEARS



# The Little EXTRA

Autumn 2011

A PUBLICATION OF BANK OF NEW ORLEANS



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## In this issue... Feature Story

BNO customers soon to  
experience added  
convenience of more ATMs

## In the Spotlight

Employees highlighted  
in the News

## What's New?

Come pick up your  
FREE Football Schedule  
at any branch location



### Community Cash Set to Span the Gulf Coast Region- A Message from the President

September 2011 marks the 2-Year Anniversary of Bank of New Orleans joining the Community Cash ATM network. We hope you've taken advantage of this added account convenience over these past two years and are excited to announce that the ATM network will soon experience much growth. The upcoming addition of at least three more participating institutions will add another 300 ATMs throughout Louisiana, Mississippi, Alabama and the Florida panhandle-bringing the network total to over 600 by the end of the year and counting! What's great about the program, is that it gives you access to a large ATM network without paying ATM surcharge fees. This means that now it is more convenient than ever to use your BNO Bonus Check Card or ATM card at any participating bank locations within the Community Cash network. Just look for the Community Cash logo on ATMs throughout the Gulf Coast Region. For a complete and updated listing of ATM locations both in and out-of-state, visit the Community Cash website at [www.communitycashatm.com](http://www.communitycashatm.com) or search Community Cash ATM on your iPhone or iPad.



LARRY LEBON  
PRESIDENT/CEO

### Open a FREE Checking to Receive your Pelican Pin from India Stewart Designs

Based on the past popularity of India Stewart's Pelican Fleur-de-Lis Pin, BNO has decided to extend this campaign for such a worthwhile cause. Open a Free Checking Account at any branch to receive your pin. Remember that 20% of all the pin proceeds will be donated to the Audubon Nature Institute and their marine mammal and sea turtle rescue efforts.



### Join us for Customer Appreciation on Friday, October 21



As we proceed into the fourth quarter of our 102nd year, BNO would like to

take the opportunity to appreciate you-all our valued customers. We invite you to please join us on Friday, October 21, for Customer Appreciation Day. There will be refreshments, giveaways and the opportunity for you to enter your name into our gift card drawings! Stop by any of our three branch locations on October 21 as we celebrate another year of your loyalty and business.

For the latest BNO news,  
go "like" us!



Bank from home: [www.bankofneworleans.net](http://www.bankofneworleans.net)

## Announcing a New Way to Manage your Savings Bonds



## Important Change to U.S. Savings Bonds

### Planning to buy a savings bond?

Paper savings bonds will no longer be sold at financial institutions after December 31, 2011.

But they're not going away — electronic savings bonds can be purchased online through TreasuryDirect.

### Already have paper savings bonds?

Existing paper bonds are still valid and will earn interest for 30 years from the issue date or until redeemed. You can continue to cash savings bonds here.



Learn more at [www.treasurydirect.gov](http://www.treasurydirect.gov)

TreasuryDirect is a registered mark of the U.S. Department of the Treasury.

## News-worthy Networking



*The East Jefferson Business Association Board of Directors stand ready to take their respective offices after being sworn in by Jefferson Parish President John Young.*

Young, Jr. at the EJBA's monthly luncheon held at the Holiday Inn on North Causeway. The Times Picayune spotlighted the event shortly thereafter. At the following month's meeting, BNO was highlighted at the EJBA's Commerce on Parade. Ms. Jacques worked the table along with Brice Howard, VP Commercial Lending and our Reverse Mortgage Team of Marilyn Cox and Susan Vrbaskovich.

On July 12, the East Jefferson Business Association installed its newly elected officers. Transcontinental Branch Manager and long-time EJBA member, Phyllis Jacques, was elected as a board member. All officers were sworn in by Jefferson Parish President John F.



*Brice Howard, Marilyn Cox, Phyllis Jacques and Susan Vrbaskovich worked BNO's sponsorship of the EJBA's Commerce on Parade.*



**BRICE HOWARD**  
VICE PRESIDENT  
COMMERCIAL LENDING

The Times Picayune also spotlighted Mr. Howard for his ongoing volunteer efforts in the community. He was presented the 10th Annual Jeannie, Leigh & Hutch Award as an outstanding volunteer of the Lake Pontchartrain Basin Foundation's Back to the Beach Festival. The award, which is named after festival founders Jeannie Weatherall, Leigh Dieffenback and Ann & Bob Hutchins, was presented June 22nd at the Annual Back to the Beach festival's silent auction and patron party. Mr. Howard has been volunteering at the festival for over 15 years now and plans to continue in the future, "I truly enjoy volunteering and only wish I could do even more to get involved in the community," he said. In his spare time, Brice with the help of his wife, Georgia, also volunteer with St. Tammany Parish Animal Services in the fostering and rescuing of dogs. Two of his three shih tzus were rescued from the Lacombe shelter and Brice says it's only a matter of time before they take in their fourth.

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Established 1909

◆ LAWRENCE J. LeBON III, CEO / President

◆ HOLLY E. THOEDE, Editor

(504) 834-1190

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