

Florida State University Launches FSUCard

TALLAHASSEE, FL— Innovative technology, convenience in personal banking and a universal identification system are coming to Florida State University (FSU) students, faculty and staff this summer.

FSU, Tallahassee State Bank, and Columbus Bank and Trust Company are joining forces to offer an innovative debit card. The FSUCard will also serve as a photo identification and long distance calling card. Total System Services, Inc. (TSYS), a bank card processing company, will service the card.

The new FSUCard is the first comprehensive identification program of its kind in the country. Students can use the new ID card system for a variety of transactions. Among them are: making direct tuition payments, purchasing textbooks and school supplies, using the University's library and other facilities, and purchasing items at participating retail outlets and businesses.

When cardholders use the card they will access their own funds, which will be on deposit at Tallahassee State Bank. According to John Carnaghi, FSU vice president of finance, "The FSUCard will offer our students, faculty and staff a photo ID system which gives them ease of access to FSU's many facilities and resources combined with the cost-effective convenience of an electronic checkbook.

The university will distribute the card for identification purposes at the end of June. The debit card features of the card are optional services to be used at the cardholder's discretion. There are no monthly service fees or minimum balance requirements on the accounts.

Tallahassee State Bank, Columbus Bank and Trust, and TSYS are affiliates of Synovus Financial Corp. of Columbus, Ga. For more information, contact Connie Mansour, Columbus Bank & Trust, (706) 649-4898; or Tracie Rovig, also at Columbus Bank & Trust, at (706) 649-4806.

Financial Success Kit Helps Build Customer Relations

ST. LOUIS, MO— As of June 1, banks across the country are distributing the *Financial Success Kit*[™], a new guide containing facts, tips and strategies for financial success.

The 24-page kits—free of charge to interested banks—provide helpful and timely information designed to encourage bank customers to invest money and build long-term bank relationships.

At the end of each section, the Kit encourages readers to see their banker for more information. Sections are divided into several categories including: Setting Goals, Choosing Stocks and Bonds, How to Send the Kids to College, and How to Retire in Comfort.

Financial Success Marketing, Inc., (FSMI) St. Louis, created the *Financial Success Kit*, and according to FSMI President Mark Travers, banks can significantly raise their profitability by adding value to customer relationships.

"By getting customers to think about saving and investing, and positioning the bank as knowledgeable in most facets of personal finance, the *Financial Success Kit* enables banks to cross-sell more of their own products and develop long-term relationships with their most profitable customers."

The Kit features advertising from a



The *Financial Success Kit* is a guide banks can give to their customers in their relationship-building efforts.

mutual funds company based in Denver, Colo. However, Travers believes banks should not be apprehensive about using this marketing tool because, "consumers are desperate for useful, accurate financial information."

Interested banks should call Financial Success Marketing at (314) 727-1101.

