

MBASC Announces New Endorsed Partner Companies

EBN and SNL are the latest organizations to join MBA's list of approved endorsed partners.

Through the Michigan Bankers Association (MBA), the MBA Service Corporation (MBASC) is pleased to provide endorsements of two new providers: Executive Benefits Network (EBN) for its bank owned life insurance programs (BOLI) and executive benefits plans and SNL Financial for its bank performance and analytics research service.

MBASC's endorsed partner program recognizes the partner/vendor with the highest quality products and services in a service category. To earn the endorsement, companies must meet stringent quality standards, fulfill industry needs and satisfy certain other key criteria, such as the ability to meet the long-term needs of financial institutions, customer service, financial soundness and management strength.

The EBN Partnership

Executive Benefits Network (EBN) specializes in the design, administration and informal financing of executive compensation and benefit plans, as well as the procurement of BOLI programs. Non-qualified executive benefit and compensation packages have become the focal point in the quest by large and small corporations to attract, retain and reward key executive

talent. No two companies are alike in their needs; therefore, customization of executive benefit and compensation plans is paramount to a successful program.

"EBN has a strong history of supporting the banking industry and their respective state banking associations. The MBASC is excited to work with EBN as an endorsed partner," says Matt DeWolf, president of MBASC and executive vice president of MBA. "The partnership lets Michigan banks know that EBN is a respected leader in the industry and a company they can count on."

"EBN is extremely excited about its new partnership with MBASC," says David Fritz, managing partner and co-founder of EBN. "We have been involved with Michigan banks for many years and feel confident we can continue to provide comprehensive plan service and deliver long-term, consistent cash value returns supported by our highly-rated insurance carrier partners."

The SNL Partnership

For more than 20 years, SNL has been recognized as the gold standard for banking data, news and insight. SNL's database includes detailed profiles on more than 20,000 U.S. financial institutions, including all publicly-traded banks and thrifts, privately-held institutions and credit unions. SNL is the trusted information partner for 49 of the 50 largest commercial banks in the U.S. and more than 500 community banks nationwide, as well as a number of national and state banking associations.

"SNL provides a wealth of information for every area of research and analytics needed by Michigan bankers to operate in this competitive Michigan and global economy," says DeWolf. "Our members report that SNL is fast and easy to use."

Senior banking executives use SNL to evaluate their institution's performance and identify opportunities for improvement along three dimensions: peer, branch and merger and acquisitions analysis.

"We are thrilled to have the opportunity to partner with the MBA and offer SNL's toolkit of analytical resources to the entire Michigan banking community," says Jeff Bynum, manager, corporate client services, SNL Financial. "Hundreds of community banks across the U.S., including 20 in Michigan, already rely on SNL as their trusted information partner, and we look forward to helping even more Michigan banks improve their insight and business strategies."

For more information on EBN or SNL, please visit the MBASC web page at www.mibankers.com/products/mbasc-endorsed-partners or contact Matt DeWolf at (517) 342-9070.

Congratulations to Banks Celebrating Anniversaries!

The following banks are celebrating 125 years in banking:

Hastings City Bank



Mason State Bank

