



**PRINCEVILLE STATE BANK**



## *“Financial News”*

We are well into 2010 and spring will be here before we know it. I'm ready! Maybe we can trade in the white snow for some green grass. Ah, green, an inviting color which is synonymous with growth and renewal. Many say the color itself has soothing characteristics, is relaxing, and brings peace, confidence and harmony. St. Patrick's Day, which is just around the corner, symbolizes wearing of the green. One of my favorite holidays as my heritage is Irish.

In our own lives, "Going Green" has been ingrained into our minds. From recycling bottles and cans to hydrogen cars, it's our responsibility to protect the environment and leave the world a better place for many generations to come. Almost every home and business is in some way assisting in this movement. I know firsthand how amazed I was when we first started the recycling program in the Village of Princeville. The amount of 'trash' we threw away on a weekly basis easily filled up a 96-gallon tote in 2 weeks. Simply amazing! This has definitely caught on in Princeville and is getting contagious in other communities as well. This makes you feel good that this extra garbage stays out of the landfill and will be recycled into products and/or containers we will ultimately use again.

There are other ways to be a little greener as well. Online transactions are becoming more and more common and in most cases are secure, depending on the website visited. Many vendors, from cell phone companies to mortgage companies are offering e-statements which eliminates paper costs, printing and postage. Debit card and prepaid card usage is also on the rise as many consumers are writing fewer checks. This not only saves one a lot of time in the checkout line but I feel is more secure. How is that? When writing a check in a checkout line, it is very easy for the person behind you to view your account number. (The use of camera phones is getting more common in this type of fraud). A debit card does carry a number on the front but it is only linked to your account and doesn't actually contain your account number. In the event your checks are lost, it is anyone's guess if those will turn up to be used in a fraudulent transaction in the future. Debit cards on the other hand can be shut off with a flick of a switch thus eliminating a potential thief from going on a spending spree. It is predicted that in the very near future that one's cell phone will ultimately be their wallet. In lieu of pulling out some cash, writing a check or swiping your debit card, you would simply 'wave' your phone over the machine and a remote transmitter would make the electronic purchase and debit your account. I'm sure there will be some bugs to be worked out but this is the way technology is moving. What could possibly be next?

I encourage you to e-mail me at [ablack@p-s-b.com](mailto:ablack@p-s-b.com) or call me if there is anything you would like more information on or to have highlighted in the weekly column. Thanks for reading and have a great week.....



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