

Seven Good Reasons to Use the ICBA Information Center:

1 You will get valuable information to help you make decisions. In a study at five corporations, 80% of the executives and managers felt that the information provided by their company library helped them choose a course of action.

2 You will make better decisions. In the same study, 75% of the executives felt more information helped them avoid poor decisions.

3 You will save time. In the same study, approximately two-thirds of the respondents felt that the information supplied by their special library helped save them and their staff time.

4 You will be more productive. At one medium-sized company, the professional staff members estimated that they each would spend an average of 94 hours a year gathering information if there was no access to a library.

5 You will get your work done. In a survey at one company, 90% of the respondents reported that their library visits were helpful in accomplishing their research tasks.

6 You will do better work. In studies at numerous organizations, including several Fortune 100 companies, more than half of the employees reported that library-provided information improved work.

7 You will get more accurate information. Studies and reports have shown that a large amount of free information on the Internet originates through sources lacking credibility. Special libraries exist to eliminate questions of accuracy.

Sources: Jose-Marie Griffiths and Donal W. King, Increasing the Information Edge, SLA, Joanne G. Marshall, The Impact of the Special Library on Corporate Decision Making, SLA.

"I regularly take advantage of this tremendous ICBA community banking industry resource. The ICBA Information Center has access to a wide variety of information the Independent Bankers of Colorado uses to represent community banks before state and federal lawmakers and regulators. The staff at the Information Center always responds quickly, getting me the information I need when I need it."

**Barbara Walker, Executive Director
Independent Bankers of Colorado**

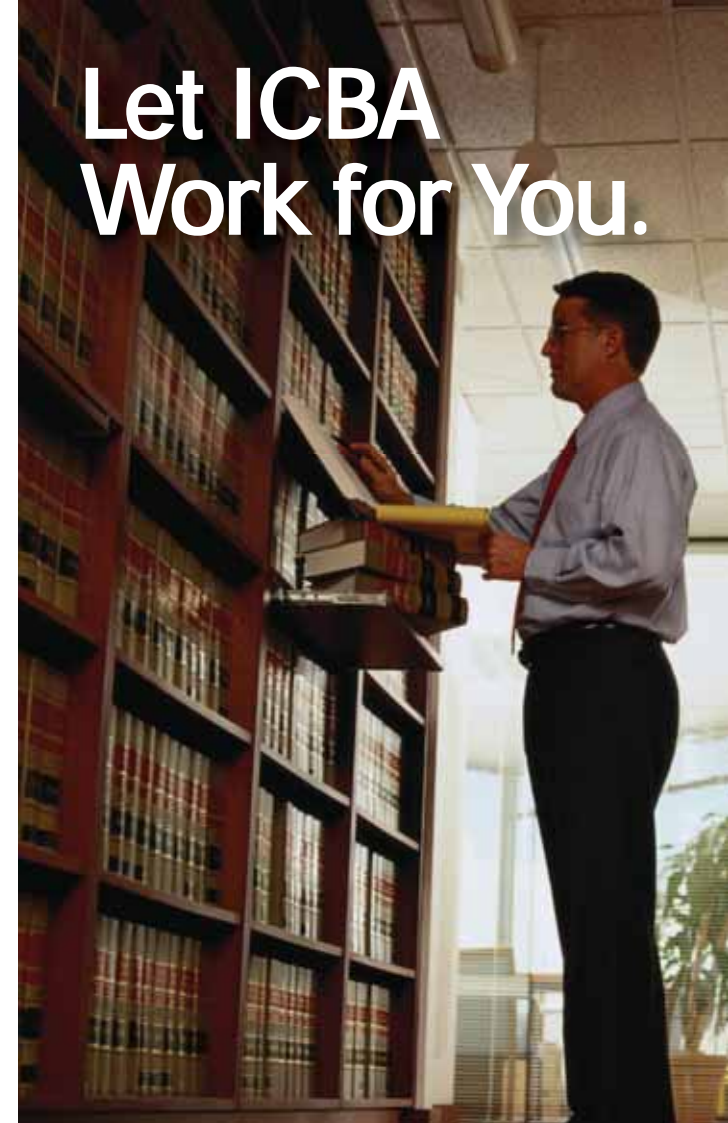
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The Nation's Voice for Community Banks®

Let ICBA Work for You.



the
ICBA
Information
Center

ICBA houses an extensive research library containing books, manuals, trade publications, government reports industry statistics and electronic databases for the community banking industry. Member banks may utilize this invaluable resource at no cost.



the industry information resource for the community banker

What Kind of Information Are You Looking For?

- Assessing viability of new product initiative
- Gathering competitive intelligence
- Monitoring industry trends in region
- Determining appropriate succession plans
- Financial services statistics

ICBA's seasoned research staff can track down anything from a small statistic to an in-depth custom research report. Your topic will be thoroughly researched using the resources of the ICBA Information Center as well as other libraries, archives and electronic databases. The information will be gathered and compiled into a comprehensive package. The answers to your research questions are just a phone call or email away.



The Information Center also can save you time by collecting articles you need for your next project. If you've misplaced an issue of a trade magazine or want to read materials referenced in a report, the team at the Information Center can retrieve another copy.



A sampling of our resources include:

- Compensation surveys
- Financial services statistical information
- Legislative information
- Commercial databases: *LexisNexis, Factiva/Dow Jones, American Banker Online, Wall Street Journal Interactive, Leadership Directories, Regulations Plus/WestLaw*
- Regulatory and compliance information
- 200+ Industry and general interest magazines, journals, and newsletters
- Subject files

"The Information Center is one of the best services we get for our dues/membership. We get friendly, fast service and current research data with just one call."

Paul A. Dumdei, President
First National Bank Minnesota

In addition to free reference and research services, the Information Center brings to ICBA members a number of cost-effective publications:

Banker Briefings

The ICBA Information center provides banker briefings, which have concise and thorough information on the latest methods, trends and developments affecting community bankers. Order online at www.icba.org.



Sheshunoff Discount Program

Recently expanded list of manuals and newsletters are available to ICBA members at significant discounts. Order online at www.icba.org.

Salary Survey

ICBA compiles an annual comprehensive report of salaries and benefits for all community banking employees from custodians to directors. With our members' participation, ICBA is able to harness the power of the data to help keep the 'best and brightest' on board at community banks nationwide. Criteria collected includes such criteria as Federal Reserve district, asset size, number of branches, service area, population, and so much more. Subscribers have 24/7 real-time data and access to retrieve custom reports. Order online at www.survey.icba.org.

