



It is well known that the West Texas banking community and the Area of Finance in the Rawls College of Business enjoy a long-standing and fruitful relationship. Undergraduate and graduate finance majors from Texas Tech University are numerous among the thousands of community bankers throughout the region, perhaps even including you or others in your bank. These alumni play important roles as both banking and community leaders and we are very proud to call them ours!

In an effort to further strengthen and formalize this relationship, the Institute for Banking and Financial Studies, in conjunction with the Area of Finance, is pleased to announce a new initiative called ***Banking on Texas Tech!*** This initiative is designed to provide benefits to banks in the region and increase the visibility and recognition of their legacy of substantial generosity in supporting our outstanding programs in the Area of Finance.

Key benefits of ***Banking on Texas Tech!***

Resume Book: We recognize the challenges community banks face in finding, in a timely and efficient manner, good recruits who will both meet your needs and provide the leadership of tomorrow. In an effort to improve your access to graduating finance majors who are interested in careers in banking, you will have continuous access to an updated version of our Student Finance Association's Resume Book. This will contain the resumes of all SFA members (a pool of approximately sixty students) who have expressed an interest in the profession. These SFA members self-select into this outstanding organization, and represent our best and brightest finance majors. As the resume book is updated, it will automatically be sent to you. Objective references may be provided by faculty upon request.

Interns Resume Book: Like the Resume Book, we also compile a book of resumes of students looking for internship opportunities. We all know there is no better way to "test drive" a prospective job candidate than through an internship experience. As the interns book is updated, it will automatically be sent to you. Finance faculty working with the ***Banking on Texas Tech!*** program can assist you in establishing mutually beneficial internship experiences.

Annual Community Banking Survey and Research Reports: In conjunction with the Area of Finance's ***Banking on Texas Tech!*** program, the Institute for Banking and Financial Studies is launching an annual survey of West Texas community banks that is designed to provide views and data on timely topics and issues in banking. Furthermore, the Institute plans to allow Area of Finance scholars to use the survey data to produce research on community banking. Participating banks in the program will not only be asked to participate in the surveys (which will mask the identity of individual banks), but will also receive all research emanating from Institute scholars. To see one example of such research, co-authored by the Director of the Texas Tech School of Banking and Area of Finance Professor Dr. Scott Hein, please visit <http://FinanceInstitute.ba.ttu.edu/StressTest.pdf>.

Scholarships and Funded Research: All tax deductible donations to the *Banking on Texas Tech!* program will be used to benefit Area of Finance programs through the Institute for Banking and Financial Studies. These gifts will provide scholarships to outstanding finance majors, help to defray Student Finance Association members' travel expenses on firm tours and recruiting trips, and assist the Foundation in supporting the mission of the Area of Finance, including the annual banking survey and compilation and production of its report.

Annual Newsletter: All participating banks will receive an annual newsletter highlighting accomplishments of the program, scholarships awarded, and recognition of all participating banks and their giving levels.

It is our hope that we and our students can count on you to support this new initiative to benefit the Area of Finance at Texas Tech University. We know how significantly you depend on outstanding finance majors to become tomorrow's banking and community leaders. We too depend significantly on you.

Please feel free to contact any of us. In the meantime, we thank you for your support.

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Banking on Texas Tech!

Please return this page to:

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Bank Name _____

Bank Address _____

Bank Phone _____

Contact Person _____

Email Address _____

Giving Levels* (for membership through December 2011):

_____ Platinum (\$2500 or more annually)

_____ Gold (\$1000 to \$2499 annually)

_____ Silver (\$500 to \$999 annually)

_____ Bronze (\$250 to \$499 annually)

* Unless a bank wishes to opt out by checking below, the annual newsletter will list all participating banks and their giving levels. Yes, we wish to opt out:

Please make checks payable to *Institute for Banking and Financial Studies, TTU*. If you would prefer to make your donation in another form, please contact Jeff Mercer at 806-742-3196.