



Welcome to the first edition of our new quarterly e-newsletter. Each edition will feature information and services we hope you'll find useful.

## Census Info

### BE AWARE AND PREPARED

BE SURE TO READ THIS AND SHARE IT WITH OTHERS. THE U.S. CENSUS IS AN IMPORTANT EVENT AND IS A LEGAL REQUIREMENT FOR ALL U.S. CITIZENS AND OTHER NON-CITIZENS LIVING IN THE UNITED STATES. HOWEVER, THE PROCESS OFFERS AN UNPRECEDENTED OPPORTUNITY FOR THIEVES TO GATHER THE INFORMATION NECESSARY FOR THEM TO COMMIT FRAUD ON EACH OF US. THE INFORMATION BELOW WILL HELP YOU TO AVOID GIVING THEM THE CHANCE TO STEAL FROM, AND TO DEFRAUD OTHERS IN YOUR NAME.

### 2010 U.S. Census Cautions to avoid Fraud or Identity Theft

With the U.S. Census process beginning, the Better Business Bureau (BBB) advises people to be cooperative, but cautious, so as not to become a victim of fraud or identity theft. The first phase of the 2010 U.S. Census is under way, as workers have begun verifying the addresses of households across the country.

Eventually, more than 140,000 U.S. Census workers will count every person in the United States and will gather information about every person living at each address including name, age, gender, race, and other relevant data. The big question is - how do you tell the difference between a U.S. Census worker and a con artist? BBB offers the following advice:

**A.\*** If a U.S. Census worker knocks on your door, they will have a badge, a handheld device, a Census Bureau canvas bag, and a confidentiality notice. Ask to see their identification and their badge before answering their questions. However, you should never invite anyone you don't know into your home. You don't have to invite the Census taker into your house either. *(continued on reverse)*



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- 6) Verify Email Address
- 7) Choose between "'Submit for this Account" or "Submit for All Accounts"

You'll receive an email notification when your statement is ready!

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**B.\*** Census workers are currently only knocking on doors to verify address information. Do not give your Social Security number, credit card or banking information to anyone, even if they claim they need it for the U.S. Census. While the Census Bureau might ask for basic financial information, such as a salary range, it will not ask for Social Security, bank account, or credit card numbers nor will employees solicit donations.

Eventually, Census workers may contact you by telephone, mail, or in person at home. However, they will not contact you by Email, so be on the lookout for Email scams impersonating the Census. Never click on a link or open any attachments in an Email that are supposedly from the U.S. Census Bureau.

**For more advice on avoiding identity theft and fraud, visit [www.bbb.org](http://www.bbb.org)**

Officer W. Furman  
Community Outreach Unit

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## 122nd Annual Santa Claus Parade

The theme for the 122nd Annual Santa Claus Parade was *A Storybook Christmas*. South Side Bank created not only a **FIRST** place win in the Commercial Float category, but won **Best Overall Float** with the entry, *How South Side Bank Saved a Who-Ville Christmas!*

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## Business Connection

The Peoria Area Business Connection is Wednesday, March 24th from 9 am to 3 pm in the Civic Center Ballroom. Stop by the booth to enter for a chance to win a prize and meet some of the staff from South Side Bank! Don't forget your business cards! You must have one to enter the Connection.

## 50 + Advantage Membership:

**Not Currently a member?**

**Please contact Kathy Burt at 495.4322 or visit one of our convenient locations to sign up today!**

**To qualify:** Maintain \$2,500 in combined deposits in any of our interest bearing accounts or maintain a \$1,000 minimum balance in an Advantage Checking Account. Members who elect not to maintain the \$1,000 minimum balance can enjoy full checking benefits for a \$5 monthly service fee. If you maintain a \$2,500 balance in any interest bearing account(s), this service fee is waived.

## Advantage Trips:

**February 4, 2010**

### **New Diamond Joe Casino**

\$35 per person includes transportation, continental breakfast and lunch. We have had "winners" every time we have gone...join the fun; maybe it's your turn??? (Trip requires a minimum of 40 to run)

**March 11, 2010**

### **"August - Osage County" - the Play**

\$79.00 per person. Fabulous Fox Theatre in St. Louis - includes continental breakfast/transportation AND a great lunch at the Missouri Athletic Club (trip requires 40 to run).

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**March 17, 2010**

Follow **South Side Bank's St. Patty's Day Express** on Wednesday, **March 17th** at

11:00 am through Downtown Peoria in the 29th Annual St. Patrick's Day Parade!



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