



bankers' compliance group®

# MARCH 2010 BCG TELEPHONE BRIEFING

ALDRICH BONNEFIN & MOORE, P.L.C.

counsel to  
the Bankers' Compliance Group®

## LEGAL PRESENTATION

### A. DEPOSIT ADVERTISING: OLD SCHOOL TO NEW SCHOOL

Got deposits? Find yourself constantly trying to figure out the deposit advertising rules each and every time you or the marketing department comes up with the next best deposit promotion ever? Well, just like your deposit promotions, deposit advertising compliance has come a long way. If you are relying solely on your 90's rules for deposit advertising compliance, then you may have potential compliance issues. The landscape of deposit advertising is more than compliance with Regulation DD and the FDIC's advertising regulations. It is also about being clear, fair and non-deceptive. However, even the Regulation DD and FDIC rules on deposit advertising have changed over the last few years. Come update your old school rules with the new school rules by attending March's Monthly Telephone Briefing on deposit advertising!



## BCG MONTHLY TELEPHONE BRIEFING

Friday,  
March 19, 2010  
12:00 p.m. - 1:30 p.m.  
(with live Q & A)

18500 von karman avenue, suite 300, irvine, california 92612-1029  
phone: (800) 742-3600 • fax: (949) 474-0617

e-mail: [bcg@aldrichandbonnefin.com](mailto:bcg@aldrichandbonnefin.com) • website: [www.bankerscompliancegroup.com](http://www.bankerscompliancegroup.com)

## March Monthly Telephone Briefing

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Aldrich Bonnefin & Moore, PLC is hosting a monthly telephone briefing for Bankers' Compliance Group members. The meeting will be on **Friday, March 19, 2010**. This meeting will be presented live and will include at least one question and answer session. Members can ask questions by telephone, fax or e-mail. Each member that registers for the monthly telephone briefing will be given a Password, which will allow them to participate in the telephone briefing.

### ORGANIZE YOUR PARTICIPANTS

This announcement is sent to our main contacts in order to encourage the institution to organize multiple attendees to participate at one location or several locations concurrently. In this manner, several attendees can be accommodated in one conference room with a speakerphone.

### DOWNLOAD HANDOUTS

For convenience, members can go to our website, [www.bankerscompliancegroup.com](http://www.bankerscompliancegroup.com), and easily download this month's handouts. An instruction sheet for the meeting will be emailed upon registration for this option.

### NOT ABLE TO LISTEN TO THE PROGRAM? LOG ON TO OUR WEBSITE...

Should anyone miss the broadcast, they can tune into our streaming audio available on the BCG website [www.bankerscompliancegroup.com](http://www.bankerscompliancegroup.com). There will also be a package available which includes a CD of the meeting, the handouts and the Q&A sessions. The package is available upon request at no additional cost.

**REGISTER ONLINE:** [www.bankerscompliancegroup.com](http://www.bankerscompliancegroup.com)

### STOP FILLING OUT FORMS!

Ask Summer Myers about our yearly signup at (800) 742-3600.

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## REGISTRATION FORM

NAME OF ORGANIZATION \_\_\_\_\_

ADDRESS \_\_\_\_\_

RESPONDENT'S NAME AND TITLE \_\_\_\_\_

TELEPHONE NO. \_\_\_\_\_ FAX NO. \_\_\_\_\_

EMAIL ADDRESS \_\_\_\_\_

Fax to Aldrich Bonnefin & Moore, PLC (no cover sheet necessary) (949) 474-2906.  
Confirmation sent within two days.

### TELEPHONE CHAPTER MEETING PREFERENCES

#### TYPE OF BROADCAST

**Live Broadcast**  
3/19/10 12-1:30 p.m.

#### FORM OF HANDOUT MATERIALS

**Download Handouts (Deadline: 2 hours prior to meeting)**

**Handouts Mailed (Deadline: 2 days prior to meeting)**

#### AUDIO FORMAT

**Compact Disc (CD)**