

Looking to purchase a new or used car? LET US HELP!



- ★ Annual percentage rates (APR) as low as 3.961% on new cars and 4.962% on used cars
- ★ Terms as long as 72 months
- ★ Up to 100% financing for qualified applicants
- ★ Loan amounts range from \$5,000 up to \$75,000

Must be an existing deposit customer of First American Bank and have a minimum credit score of 720. Maximum age of used cars is 7 years.
Loan example disclosure: Annual percentage rate (APR) is based on no down payment with a loan amount of \$30,000 and a 72 month amortization, a \$50 origination fee with monthly payments of \$468.82. To obtain this rate, it is required that the monthly payment be automatically deducted from a First American Bank checking account. Loan is subject to credit approval. Interest rates are subject to change at any time. Rates effective 8/8/18. This program may be cancelled at any time.



In observance of the upcoming holidays, all offices will be closed on:

Independence Day
Thursday, July 4th

Labor Day
Monday, September 2nd

Congratulations to the winners of the Quarterly Stars & Stripes Drawing!



Patricia Petrocelli of Laplace
Diane St. Pierre of Vacherie
Susan Landry of Donaldsonville



Thank you for reading this publication of Stars & Stripes!

To register for a Visa Gift Card from First American Bank, please complete the information below and return to any First American Bank office or mail to:

First American Bank
Attn: Stars and Stripes
P.O. Box 550
Vacherie, LA 70090



Name: _____

Address: _____

Phone Number: _____

Please return by July 31, 2019 to be eligible for this drawing. Winners will be announced in the next quarterly publication of Stars and Stripes.



June 2019

On Deck with Jim Henderson

As a sports reporter in New Orleans - which I was for nearly 40 years - you often work shoulder-to-shoulder with your competition. They are your rivals to be sure. But in my case, they become your friends. Those are friendships forged while facing similar challenges, knowing that the professional pitfalls another might suffer could easily befall you.

And so it was with particular sadness that so many of us past and present greeted the news that The Times-Picayune newspaper had been acquired and would merge with the Baton Rouge Advocate. The entire staff of 161 employees would be laid off beginning July 1st. Thereafter they could apply for any additional openings. But only about 10 to 12 rehires were anticipated and those at probably significant reductions in salary.

One current employee told me it was the closest thing to the aftermath of Katrina any of them had encountered. Suddenly what you might have done; your entire adult life was taken from you and the prospects for at least remaining in your profession elsewhere grow more remote daily with other newspaper around the country cutting back or closing the doors. Imagine being in your mid-fifties with retirement on the horizon if you can just have another ten years or so in the workforce having to learn another profession for which your lifelong skills don't apply.

The Time Picayune was beset with numerous problems that imperiled its existence. One was unique: Hurricane Katrina which cost the paper approximately two-thirds of its circulation. The speedy onset of other problems were those by which the entire newspaper industry was ambushed.



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The internet revolution of the 1990's further impacted newspapers as consumers' dominant source of news which television had already begun. Classified ads accounted for as much as 70 percent of some paper's revenue. Free internet services like Craigslist decimated that revenue source.

Department store consolidations reduced the number of potential advertisers.

The internet became the primary source of news among consumer - especially the young ones advertiser covet - who wanted their news fast... and free.

Newspapers couldn't ... and still largely haven't figured out how to make their forays into digital distribution profitable enough to expand or often just to survive.

The result was a perfect storm which has swallowed much of the print business in its vortex.

As investor Warren Buffet has said, "If cable and satellite broadcasting had come along first, newspapers as we know them probably would never have existed."

And soon one we've known in New Orleans and it's surrounding communities for nearly two centuries will exist no longer. Perhaps that's just business but I feel sorry for the paper. But for its employees, I grieve. Their family has been forever torn asunder. It's a family as we as fellow journalists were a small part of but share in it's pain as well.

God Bless,

Jim Henderson

Helpful HURRICANE tips to protect your valuables and your finances:

- ★ Preparation should include insuring that your finances are safe, secure and accessible.
- ★ Safe deposit boxes are a good way to protect valuable items.
- ★ Plan ahead by getting cash.
- ★ Make note of all the banking center locations.
- ★ Create an emergency fund.
- ★ Prepare early. Apply for a First American Bank Equity Line of before storm hits, you'll be ready with cash on hand if you need it.



The **Team Spirit Award** is presented to an employee who provides excellent customer service and promotes teamwork.

JANUARY



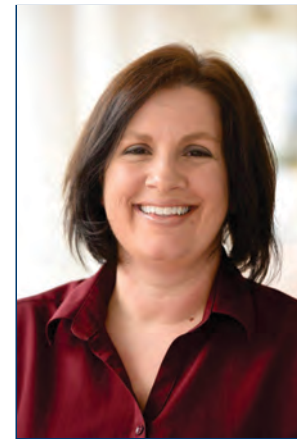
Lyddy Cheramie

FEBRUARY



Pam Harris

MARCH



Vanessa Chiasson

APRIL



Brandy Falcon