

## Community banks can do this too!

More than one of my readers have mentioned that some of my blogs suggest technology possibilities that are beyond their ability or too sophisticated to get done. To them I say, "Au contraire, mon ami!" Implementing a digital native centric technology is not hard. It just requires a little homework, some preparation and the confidence that you too can do it! Being a community financial institution means you have tremendous flexibility to try new things.

Just think about it, establishing a text messaging program focused on reaching out to the digital native can be as simple as finding a viable internet application. How about a Google search, asking the vendor some tough questions about security, creating a marketing strategy and asking for your customer's cell phone number? You can even create some buzz around the campaign by offering free ring-tones or a gift card in exchange for the number.

It is just not hard as much as it is stepping out of your comfort zone and getting excited about something new and engaging. Let's face it, we as an industry need to step it up when it comes to trying new stuff. Of course we need to consider the risk implications, but then again, that is a regulatory requirement applied to the entire organization, and not just emerging technologies. More importantly, what could be construed as exciting new stuff could transform the entire psyche of your financial institution.

The other aspect to consider is the cost for you to experiment and try something new. It can be fraction of what the "BIGs" would spend and you can get it done faster! Don't miss the opportunity to "Carpe Diem." Seize the moment and make a difference. Change the momentum in your organization by placing in your strategic plan one new technology to try in 2010! Mobilize your organization with a new idea that introduces a new perspective on banking. I am certain it will be inexpensive and fun. You, too, can do this stuff!

— Dan Fisher, The Wombat!

### About the Author

Dan Fisher is president and CEO of The Copper River Group, a consulting firm headquartered in Fargo, N. D., that focuses on technology and payment systems research and consulting for community financial institutions. For nearly 30 years, Fisher has worked in the financial industry using technology to improve the bottom line. He was CIO of Community First Bankshares (now part of BancWest), has served as a director of the Federal Reserve Board of Minneapolis, the chairman of the American Bankers Association Payment Systems Committee, and was a member of the Independent Community Bankers of America Payments Committee. Fisher has written numerous articles on banking technology and the payments system. He has authored or co-authored six books and recently published a book titled, "Capturing Your Customer! The New Technology of Remote Deposit." You can contact Fisher at [dan@copperwombat.com](mailto:dan@copperwombat.com).

P.S. To understand Dan's nickname, check out "About the Wombat" on his website, [www.copperwombat.com](http://www.copperwombat.com)