HOW DO YOU KEEP YOUR COMMUNITY BANK RELEVANT?

The Headache: There's a huge amount of noise, evolution, change--call it what you will--going on out there in financial services. One community banker recently said he was sure there were competitive factors he wasn't even aware of, the way things are changing.

Our Question: How can a community bank ensure that it remains relevant to its customers and its community?

Come see what other bankers think, and add your own views

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How do you keep your community bank relevant?

Community bankers face their share of challenges, a roundtable discussion of small bank executives recently found. Lots of players want to bite off this piece or that of financial services. Technology is a game where you have to keep on putting up an ante, to remain at the table. Large banks enjoy economies of scale. Dodd-Frank promises to cost big bucks when banks need them for other challenges.

What can banks do to remain relevant in this day and age?

Below is a sampling of what we've heard so far from community bankers. Add your own ideas and suggestions.

And if you would like to join our regular list of "prescribers," to whom we send questions, please email Executive Editor Steve Cocheo today.

Let's hear your views and ideas below! (Editorial Note: Contributions to Pass the Aspirin may also appear in our print edition. While we will ask for your e-mail address, this is only as an aid to verifying identity and will not be used for any marketing or promotional purpose. The e-mail address will not be published.)