

WHAT'S THE IMPACT? The Thumbprint Signature Program and Check 21

By now, everyone has heard about Check 21. The purpose of Check 21 is to improve the efficiency of the nation's payments system by facilitating check truncation and authorizing a new negotiable instrument, the "substitute check".



Several bankers and members of the law enforcement communities have inquired about the impact of Check 21 on the Thumbprint Signature Program.

The purpose of the Thumbprint Signature Program is to provide a simple, effective and inexpensive method for preventing and deterring check fraud. The Thumbprint Signature Program's value lies in its deterrent effect on check fraud. The posted "Thumbprint Signature Participating Member" signs on your bank's front door and teller windows alone will help stop fraud by showing criminals that if they seek to cash a check in your bank, something extra—their fingerprint—will be required.

The next stage of fraud deterrence occurs when non-account holders seek to cash a check. In addition to asking for other forms of identification, tellers ask the person to place their thumbprint on the face of the check. At this stage, criminals seeking to cash fraudulent checks will almost certainly decline to put their thumbprint on bogus checks. The key value of the Thumbprint program is deterrence.

Now that Check 21 is the law-of-the-land, it is important to note that Check 21 *allows* checks to be truncated at any point in the payment process but does *not require* banks to truncate checks. Original checks can continue to be presented for collection. Paper checks will continue to be presented for payment and deposit for several years. As before, some of those checks will be fraudulent and the Thumbprint Signature Program benefits continue unchanged.

Check 21 allows banks to reconvert a check to a "substitute check" at any time in the process; however, the bank that creates the "substitute check" must make warranties and indemnities about the legality of the item. As the implementation of Check 21 moves forward, the original check—with the actual thumbprint—may never leave the depository bank. The Thumbprint Program will then become even more valuable as the time period required to detect and pursue a criminal with the original item is dramatically shortened.

For more information on the Thumbprint Signature Program, contact **Lori Chamberlain** at the Oregon Bankers Association at (503) 581-3522 or by e-mail at lchamberlain@banc-source.com. ■

Check Program Highlights

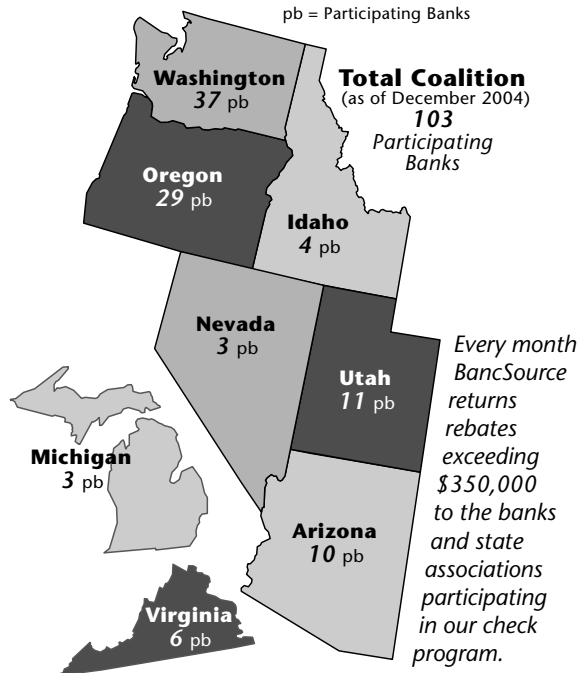
Welcome New Participants!

We are proud to announce that the following banks have recently joined the BancSource check program coalition:

- **Blissfield State Bank** •
Blissfield, Michigan
- **Citizens State Bank** •
New Baltimore, Michigan
- **Firstbank Corporation** •
Alma, Michigan
- **Prime Alliance Bank** •
Wood Cross, Utah
- **Anchor Bank** •
Aberdeen, Washington
- **First Mutual Bank** •
Bellevue, Washington
- **Phoenix Savings Bank** •
Lynnwood, Washington

BANCOURCE CHECK PROGRAM

pb = Participating Banks



HARLAND BUSINESS SOLUTIONS

Building Your Business Through Superior Service

BancSource is proud to spotlight a value-added check program option – *Harland Business Solutions* – provided by Harland, our respected business partner and supplier to the banking industry for more than 80 years.

Harland Business Solutions (HBS) is a referral program designed to be an easy and effective way to provide for your business customer's check printing needs. Bankers simply need to make the referral, give Harland a call and they do the rest.

Most small business customers have begun using accounting programs to help them manage their businesses, requiring checks compatible with their computer software. Harland is the leading provider of checks and forms to the personal and small-business accounting software industry. HBS provides banks with an expert resource!

Compatibility with popular brands such as Quicken® and Quickbooks®, Peachtree, Great Plains, Microsoft Money®, and many others is absolutely guaranteed. HBS also offers one-write and voucher products for customers using those systems.

Competitively priced and easy to order

During the new account opening, bankers simply advise the customer of the convenience and speed of using Harland Business Solutions to order computer checks, one-writes and vouchers. The bank can offer to place the call to HBS right then for the customer.

Three easy steps to order

1. Call toll-free 877.ASK.4HBS and provide the HBS representative your security code to ensure that your branch receives proper credit.

2. Note the branch security code that is printed on the back of sales brochures for HBS – you can give this code to your customer for reference.
3. The HBS telesales professional will take it from there, asking the right questions and counseling the customer to quickly close the check order.

The result is a happy customer! Plus, your branch receives revenue credit and you save valuable time by outsourcing the complicated business check ordering process.

If your offer to phone HBS is declined:

- Ask if you can arrange a call from Harland Business Solutions directly to the customer. If your customer agrees, pass the referral on to Harland and they will follow-up quickly and professionally with the customer.
- If the customer declines this offer, go ahead and provide a product brochure and encourage them to call HBS at their convenience.

Additional benefits to your business customers:

- Quick turnaround – most orders ship within three business days.
- Easy ordering – Harland will take the new check order right over the phone.
- Satisfaction and compatibility are 100% guaranteed.
- Ordering through the bank provides an added measure of security.
- Customers choose their preferred payment option.

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Virginia Banking Veteran Joins Harland Team

This past December, Harland announced that **Maria Littreal** joined the sales team in Virginia as a senior sales executive for the community bank market. Littreal lives in Mechanicsville, Virginia (metropolitan Richmond) and comes to Harland with an extensive background in banking.

Some of Littreal's previous experience includes positions as vice president and regional sales coordinator for BB&T, the nation's ninth largest banking company, and senior vice president of retail banking for Citizens and Farmers Bank – a community bank based in Virginia. Her previous banking experience in training, marketing, sales, sales management, e-commerce will cross over very effectively to her role at Harland. Littreal

was also actively engaged in the development of business growth goals, and seeing that these strategies were successfully implemented.

Littreal's addition will provide a strong resource for the partnership between the Virginia Bankers Association, BancSource and Harland – contributing to our efforts to add community and regional banks to our mutual customer roster.

Littreal's territory will include a large portion of Virginia, and will complement the efforts of the Harland professionals already in the field serving the banking industry in Virginia. Littreal can be reached at (804) 559-7772 or via email at mlittreal@harland.net. ■