

Bank of America spokeswoman Anne Pace said the bank isn't aware of losing accounts due to fallout from the bailouts.

"Obviously, we listen to our customers, and our customers are not mentioning this to us," said Pace.

She said the bank's deposits have been stable, and it has seen deposit increases in the first quarter in California.

Still, at least some consumers are moving to community banks.

"I'm hearing about it from branch managers," said Tom Meuser, chief executive officer of **El Dorado Savings Bank** in Placerville. It has 35 branch and is one of the banks that shows up when doing a local ZIP code search on moveyourmoney.info.

"It is working. People are actually moving their money," Meuser said. "We are not part of this. It just started, and we are a beneficiary of it."

It's impossible to track a dollar amount or the number of accounts moving as a result of the grass roots movements. Some customers mention it, others just move the money, he said.

What is clear is that the bank's deposit growth has been above average through the first quarter.

But not all banks have noticed the trend. **Bank of Sacramento**, which is included on the list of banks recommended by Move Your Money, is not seeing the effects.

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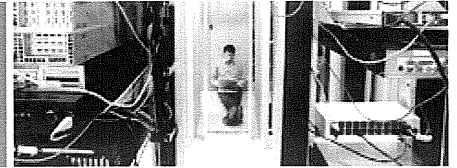
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Community alternatives

Banks that show up on a Sacramento search of MoveYourMoney.info and are selected by being the top-ranked for safety by Institutional Risk Analytics. The banks listed by ibanklocal.org are members of Western Independent Bankers and California Independent Banker.

Bank deposits (in billions)



*Includes local and out-of-market deposits, as of June 30, 2009 reported by Federal Deposit Insurance Corp.
(M) MoveYourMoney.info (I) ibanklocal.org

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BANKING & FINANCIAL SERVICES

Friday, May 21, 2010

Banking & Finance

Community banks reap rewards of customer revolt

Many cite increase in deposits from people angry over 'too-big-to-fail'

Sacramento Business Journal - by [Mark Anderson](#) Staff writer

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"We've had some phone calls about it, but I honestly don't know if we had anybody move money," said Bill Martin, CEO of Bank of Sacramento. "Honestly, we would have no way of tracking it, but I can assure you that we have not had millions of dollars of new deposits flow into the bank."

Adding fuel to the fire

Wherever the money is coming from, it is moving, community bank executives, say.

"Without question, people are moving their money. People have referred to it when they are opening accounts," said David Taber, CEO of [American River Bank](#).

As part of its marketing, American River put a picture of a pink piggy bank on a skateboard under the banner "Move Your Money" on its website.

"We track what is happening on our website, and that is being clicked through often," Taber said.

Customers are bringing up the differences between the giant banks and community banks, Taber said, "Which is great. Finally customers are being able to separate the big banks that took big risks from the community banks that didn't."

A couple of years ago, all banks and bankers were "the scourge of the earth," he added.

Now people are differentiating between big and small banks.

Some customers are moving their accounts to protest the bailouts, and some are leaving the big-six banks because they just don't want their money there anymore after all that has happened, Taber said.

"Because of technology, it really has leveled the playing field completely," Taber said. With the Internet and remote capture, banks of all sizes can offer pretty much any product.

Online, American River even eggs people on with the questions: "Has the name of your bank changed lately?" and "Is your bank in the news for all the wrong reasons?"

Some customers making the move are looking for more personal contact than a nationwide bank might offer, said Ryan Emmert, financial services manager of the El Dorado Hills branch of Mechanics Bank.

"When they come in they are already geared for a relationship institution as opposed to a big transaction-oriented institution," Emmert said. "I've had people move from other

MEDIA



Community alternatives

Bank of Sacramento (NYSE:BSAC) is a community bank serving the Sacramento area. The bank is a member of American River Bancorp, a community bank serving the Sacramento area.

Washington State Bank (WSB)	\$4.00
Washington Bank (WB)	\$2.20
Tuolumne Bank (TB)	\$1.74
First and Merchants Bank of Central California (FMC)	\$1.34
Central Bank (CB)	\$1.24
American River Bank (ARB)	\$0.87
Bank of Sacramento (BS)	\$0.00
The Western National Bank of Sacramento (WNBS)	\$0.00
Community Business Bank (CBB)	\$0.00

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banks who say: 'I've been with them for 30 years, and they don't even know me.'"

And when those people move their money, it tends to be the entire relationship, Emmert said. "They are not just moving one or two accounts. They pull everything out. Checking accounts, lines of credit, business accounts, savings. I even have people who want to move their mortgages."

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