



BANKERS' BANK OF THE WEST

## **FOR IMMEDIATE RELEASE**

September 2011

### **Longtime Ally of Community Banks Receives Industry Association Endorsement of Merchant Services Program**

DENVER, Colo. – Sept. 8, 2011 – Bankers' Bank of the West (BBW) President and CEO **William (Bill) Mitchell** announced the Independent Bankers of Colorado (IBC) has endorsed BBW's merchant services program.

"The endorsement means a lot to us as a correspondent bank. The IBC has championed the cause of community banking in Colorado for more than 35 years," Mitchell said. "We see this as an extension of the decades-long working relationship between our organizations—after all, we're both strong supporters and advocates of independent banks."

**Mary Ann Elliott-Supples**, senior vice president of BBW's Bank Card Division, noted that BBW began offering merchant services to community banks in 1992. It is the current provider for more than 3,600 merchants in the Rocky Mountain, Great Plains and western states region.

"Community banks need to know which service providers will deliver what they promise," she said. "The fact is, all merchant programs are not created equal. BBW's quick turnaround time, revenue-earning potential, training programs, efficient back-office support, and high-touch customer service all factored into the IBC's decision to endorse our program. That sends a strong message."

She also pointed out that BBW, as a noncompeting partner of community banks, never solicits business from its bank customers or offers preferential pricing to one merchant services customer bank over another—a policy followed by very few other merchant services providers.

*Founded in 1980, Bankers' Bank of the West was established to provide essential services and products exclusively to community financial institutions. To learn about BBW's merchant services program, call **1-800-601-8630**. For general information on BBW, email [info@bbwest.com](mailto:info@bbwest.com). Find out more about the Independent Bankers of Colorado at [www.ibcbanks.org](http://www.ibcbanks.org).*

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