

# THE NAUTILUS

CHART YOUR COURSE



## 2012 Calendar Photo Contest

PAGE 3

## For Sale: Low-Cost Ways to Make Your Property Stand Out

PAGE 4

## Insurance Needs for Every Stage of Life

PAGE 7

## Help Us Help You

PAGE 8

## Enroll in E-Statements and you could win a Barnes & Noble NOOK Color tablet\*



When you choose to enroll in e-statements, you are choosing a service that is convenient and secure. When you sign up to receive e-statements between August 1, 2011, and September 30, 2011, you will also be entered to win one of five Barnes & Noble NOOK Color tablets.

With e-statements, you'll no longer receive paper statements in the mail. Instead, you'll receive a monthly e-mail reminder as soon as your statement becomes available through online banking, where you can access it wherever and whenever you need to.

**Enrolling is easy.** Sign-up today and be entered for your chance to win. Here's how—log in to online banking and select the User Services tab or click on Statement under the Accounts tab. Click on E-Statement Delivery and agree to the disclosure. Select **opt-in**. You can make e-statement selections for each account.

\*No purchase or payment necessary. By signing up for e-statements between August 1, 2011, and September 30, 2011, you will be automatically entered into the drawing. If you do not wish to sign up for e-statements, you may still participate in the contest by sending a postcard printed by hand (no mechanical reproductions accepted) with your name and address to: AnchorBank E-Statement NOOK Contest, c/o Marketing Dept., 25 West Main Street, Madison, WI 53703. All mail-in entries must be postmarked by September 30, 2011. Must be 18 or older to enter. Employees of AnchorBank and its affiliates are not eligible. Limit one entry per person. For a full disclosure of the contest rules, go to <http://www.anchorbank.com/nookcontest.asp>. NOOK is a trademark of Barnes & Noble. © 2011 AnchorBank, fsb. AnchorBank is a service mark of Anchor Bancorp Wisconsin Inc.





### A Letter From...

**Chris Bauer**  
AnchorBank  
President and CEO

**Dear valued customer,**

During the past few years banks in general, and AnchorBank specifically, have been in the news frequently as part of the continuing coverage of our economy. Because it is sometimes difficult to tell the entire story from the media coverage, I wanted to take this opportunity to talk about the strength and stability of AnchorBank.

This past fiscal year we have made a great deal of progress on the four key strategic initiatives we committed to last year. We have strengthened our management team, enhanced risk management, increased efficiency through improved core operations and realigned our balance sheet. We continue to improve operations to serve you better.

While our financial performance has not been what we would like the past few years during these tough economic times, we are working diligently to make the changes needed to attract capital and return to profitability. We have multiple investors interested in Anchor, and we are working to find a group that understands what we want to do to serve you, and one that understands banking.

As we continue to adapt and move forward, the banking industry and economy still face challenges, but one thing remains the same,

AnchorBank continues to draw on our more than 90 year history in Wisconsin to provide friendly, local service to our customers.

We've always been proud of our role in the community—from the jobs we provide, to the donations and volunteer hours we contribute to non-profit organizations, to the various financial services we offer. We feel very strongly about being a good corporate citizen.

I am also happy to say that I recently signed a new contract for a two-year extension as President & CEO, and I am excited about what the next two years will bring. The Board, management and I are squarely focused on the future and building on our results going forward. We have a very talented team of employees at AnchorBank that I am fortunate to get to work with, and I appreciate their dedication and hard work. Customer service is what AnchorBank is known for, and we plan on making it even better.

Thank you for your continued business and support.

Chris Bauer  
President & CEO

## INSIDE THIS ISSUE

3

### Anchoring Communities Together

Local Habitat Days

3

### AnchorBank 360°

Submit Photos to the 2012 AnchorBank Calendar

4

### Ask the Expert

Low-Cost Ways to Make Your Property Stand Out

5

### In the Money

Creating an Effective Facebook Business Page

6/7

### The Investment Center

How to Transition Into the Second Half Insurance Needs for Every Stage of Life

For questions, comments or more information on something you read, contact:  
Emily Campbell, Vice President of Marketing & Communications  
(608) 252-1436 • [ecampbell@anchorbank.com](mailto:ecampbell@anchorbank.com)





## Local Habitat Build-Days: Surprise Snow and Neighborhood Rehab

### April 20, Fox Valley

Siding was on the schedule for the day; however, snowy weather prevailed. Instead employees helped provide a much needed hot lunch to the builders who worked through the weather.

### May 21, Milwaukee

This build-day was actually a rehab blitz at five neighborhood homes. Volunteers helped with power washing, scraping paint and applying fresh paint.

*Winter weather and dirty jobs didn't stop AnchorBank volunteers from helping out this past spring with Habitat for Humanity. Less than ideal conditions couldn't hinder efforts to improve community neighborhoods.*

## ANCHORBANK 360°

## Submit Photos to the 2012 AnchorBank Calendar

AnchorBank's fourth annual photo contest has begun searching for the best Wisconsin-based photographs to fill the pages of its 2012 calendar. The public is invited to submit their photographs to the contest by visiting [www.anchorbank.com/2011calendar](http://www.anchorbank.com/2011calendar) and uploading their high-resolution digital pictures by August 31.

Last year, the calendar included a variety of photos featuring landmarks, community events and beautiful scenery including Bear Creek in La Farge, Pfiffner-Pioneer Park in Stevens Point and a sunrise over Otter Lake in the Eagle River area.

At the end of the contest, one photograph will be chosen for each month of the calendar and another will get the special honor of gracing the cover. As photographs come in, AnchorBank's judges will periodically post photos to AnchorBank's Business Facebook page so Facebook users can vote on their favorites. Visit [www.facebook.com/anchorbankfsb](http://www.facebook.com/anchorbankfsb) and choose to "Like" AnchorBank to get involved in the voting process.

The AnchorBank 2012 calendar will be available for free while supplies last at all AnchorBank neighborhood locations beginning November 1, 2011.



Dragonfly rests on a clamshell in Neshanic - Taken by: Matt Frank, Neshanic, WI

## August

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Taken by: Joe Person

FRIDAY SA  
€ 3

10

17

24

31

3



Q

**Bill Ganshert, 1st Vice President of Regional Lending**

*"I'm thinking about putting my house on the market and I realize it's a difficult time to try to sell. What are some low-cost ways to make my property stand out?"*



A

A home is, for most of us, the biggest investment of our lives. When it comes time to sell, we should do all we can to protect and grow that investment. A bit of attention to detail can add hundreds if not thousands to the price you get for your home—with minimal expenditure.

Not selling? These are also great ways to add value to your home without taking on the stress of an extensive remodel.

**Curb Appeal** If funds are limited, focus your efforts on the front of the house. Paint the trim and front door. Potential buyers drive by before committing to an open house. General maintenance, like a freshly mowed yard, trimmed fence lines and planted flowers build interest by creating a welcoming effect.

**Kitchens & Baths** Not surprisingly, the two most important rooms—the kitchen and bathroom—are often the most remodeled to add value to the home. Not in the market for an overhaul? Consider painting cabinets for a fresh look. New hardware can also be a great way to update cabinets. Fresh towels and rugs can go a long way and replacing a shower curtain can be a quick, inexpensive way to modernize a small bath.

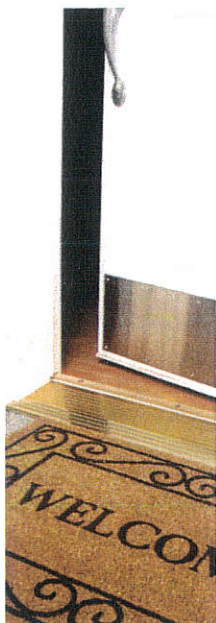
**\$0 Cost Improvements** There are a number of things that you can do to improve your home with a little sweat equity. Clean windows, gutters and appliances. Removing clutter can also make a home feel more spacious and tranquil.

**Ask for Help** If you are thinking about taking on a project yourself—a new backsplash in the kitchen, for example—box stores like Home Depot and Lowe's offer some additional services and classes. Clinics for adults and kids are usually offered on the weekends and are free.

**Did you know?** You have free access to a wide variety of financial-related resources on [anchorbank.com](http://anchorbank.com) whether you are thinking about buying, selling or remodeling. Visit the Financial Answer Center under the Investments tab to explore the tools and information available to you at no cost.

#### Here's a checklist of items to consider:

- Paint trim & shutters
- Wash aluminum siding & windows
- Replace loose or damaged shingles
- Clean gutters
- Repair holes in screen doors & windows
- Get rid of clutter & unneeded furniture
- Prune shrubbery / plant small evergreens
- Plant inexpensive flowers along entry-way
- Keep lawn mowed and well-manicured
- Replace rusty mailbox
- Replace old doorknobs & cabinet pulls
- Replace broken window panes
- Brighten up rooms—use lighter curtains
- Increase light bulb wattage
- Clean carpeting / remove pet odors
- Keep porcelain fixtures shining
- Repair leaky faucets & toilets
- Keep appliances clean
- Repair holes, scratched woodwork, moldings, paint flaws
- Keep backyard clean & orderly
- Keep fresh flowers inside the home
- Keep immaculate bathrooms & kitchen
- Clean out closets—lose the clutter
- Use air fresheners and light colored towels
- Oil squeaky doors / replace switch plates
- Buy a new doormat & trash cans







# Creating an Effective Facebook Business Page

As social media becomes a more central part of the online experience, creating a Facebook page for your small business is an easy and valuable way to reach out to customers and prospects, and to strengthen your company's brand identity. Creating a Facebook page offers small companies a helpful customer engagement and lead generation tool you shouldn't ignore.

If you have a company website, do you also need a Facebook page? Yes, because you're looking to reach as broad an audience as you can, and having both is an important way to reach Facebook users.

A Facebook page supplements your website or blog with information that people interested in you or your business can find easily, without having to remember to check out your site or blog directly. Posting good content where people are gathering online is usually more effective than hoping lots of people find your great content.

People sign up to follow your page by "liking" your business and your updates appear in their Facebook news feeds, which their friends can see (and hopefully then decide to check out your page). Most companies start with a small group of people who like them, but your audience can quickly grow.

In addition, a Facebook page for your business helps your search engine optimization efforts by allowing you to create links to your website's content. Posting content to your website and your Facebook page at least weekly (even if it's the same content) makes both stronger, and they'll reinforce each other by driving traffic both ways.

A Facebook page also helps you demonstrate some of the personality behind your business. You don't have to make your personal life an open book, but, all things being equal, people like to do business with people they like or who share their interests. Putting a bit of yourself online, along with your products and services, makes your company a more accessible and attractive option.

## Populating Your Page

What you say on your page will depend in part on your industry and customer base. Start with some information about your company, and its employees, location and hours. Some other ideas can include importing posts

## AnchorBank's Photo Sharing Success on Facebook

For the past couple years, AnchorBank has taken its annual calendar contest to its Facebook page. Photos submitted for the calendar are uploaded into an album where fans can vote on their favorites by clicking the "like" feature. Fans can easily share their favorites with their friends and encourage them to vote as well.

Not only does this method add fans to AnchorBank's page, it gets fans involved and invested in the entire project. It also builds anticipation for the release of the calendar—something that wouldn't be possible without social media integration.

Check out photos for the 2012 calendar at [facebook.com/anchorbankfsb](https://facebook.com/anchorbankfsb)

from your company blog talking about industry or community issues, or offering advice to help people use your products or services more effectively.

Don't overlook the power of photos or video in attracting fans and customers. If you attend an industry conference or a local community event takes place near your business or office, take lots of photos and share them on your company's Facebook page. Sharing photos is a great way to make connections and highlight your involvement with your professional or local community.

You can also look for Facebook pages for businesses similar to yours for ideas. You're not looking to use the content directly, but if you see interesting ways a company is attracting an audience, see if a similar approach will work for you.

The idea is that you're trying to engage customers in a two-way dialogue. Pay attention to the "social" aspect of social media, which builds relationships and offers powerful benefits in lead generation as well as customer satisfaction and retention.



## How to Transition into the Second Half

The second half of 2011 will be a time of transition. The uncertainty this creates is compounded by the already long list of uncertainties that include the lingering aftermath of the earthquake in Japan, devastating tornadoes and floods in the central and southern portions of the United States, turmoil in the Middle East and elevated energy prices.

The uneven data points accompanying the transitions taking place may prompt many investors to remain on the sidelines leaving a volatile, but directionless summer and fall for the major stock and bond market indexes. However, investment opportunities are still present. We believe focusing on the beneficiaries of reflation will help investors navigate volatile markets.

Furthermore, stocks and bonds have achieved much of the single-digit returns we forecasted for 2011 and total returns may be limited, putting the focus on volatility. A tactical approach adding economically sensitive investments during periods of weakness and trimming risk after periods of strength may prove valuable.

Investments focused on this theme include the following:

### Commodities Asset Classes and Precious Metals

Perhaps the most dominant aspect of reflation is that of a weaker U.S. dollar. We adhere to our forecast for a falling dollar in 2011 given the combination of Fed policies which are relatively different from other countries, rising inflation, lingering fiscal imbalances and other factors. Most commodity prices are denominated in U.S. dollars and a weaker dollar provides a favorable tailwind for returns of these investments.

We favor precious metals within commodities. Not only does gold benefit as a store of value as inflation creeps higher and the dollar weakens, but also gold benefits from periods of safe-haven buying that accompany volatile markets.

### Commodity-Sensitive Stocks

As a corollary to our broad commodity view, we believe commodity-sensitive stocks, such as those in the Materials, Industrials and Energy sectors, may also provide opportunity. Profit margins of commodity-sensitive companies are likely to benefit from elevated commodity prices. These companies are also more likely to successfully pass on higher costs to end users. Commodity-sensitive stocks also benefit from the stronger growth of emerging market countries.

In general, we recommend considering a modest portfolio underweight to stocks overall. The prospect of limited returns and volatile markets limits their appeal relative to the more attractive risk-reward opportunity of commodities and commodity-sensitive stocks.

### High-Yield Bonds

Several factors support our favorable view of high-yield bonds for the second half of 2011.

- Valuations remain attractive with an average yield advantage, or spread, of greater than five percent to comparable Treasuries. Such a yield spread more than compensates for the current level of defaults and provides an income advantage in what is still a low-yield world.
- Default rates declined sharply and are projected to fall further over the balance of 2011.
- High-yield companies have taken advantage of historically low yields to refinance existing debt obligations, extend debt maturities and lower overall interest costs. These credit quality improvements provide a solid fundamental backdrop for high-yield bonds.

In addition, the relatively high yield on these bonds will help buffer the volatile markets that may surface over the remainder of the year and is likely to keep total returns positive.

### Bank Loans

Bank loans benefit from many of the same fundamental underpinnings of high-yield bonds, but possess virtually no interest rate risk. The lack of interest rate sensitivity and moderate yields provide a potential opportunity in the environment we foresee in the second half. In particular, we view the defensive characteristics of bank loans as attractive and may benefit investors when bonds ultimately come under pressure again from rising interest rates.

*Michael Henschel is a financial consultant at Anchor Investment Services, a division of AnchorBank. He has been in the investment services industry since 1998.*



The fast price swings in commodities and currencies will result in significant volatility in an investor's holdings. Precious metal investing is subject to substantial fluctuation and potential for loss. High yield/junk bonds (grade BB or below) are not investment-grade securities, and are subject to higher interest rate, credit, and liquidity risks than those graded BBB and above. They generally should be part of a diversified portfolio for sophisticated investors. Bank Loans are loans issued by below investment-grade companies for short-term funding purposes with higher yield than short-term debt and involve risk. This research material has been prepared by LPL Financial.



# Insurance Needs for Every Stage of Life

*Who needs life insurance? These days, the answer is, "Almost everyone." That includes:*

**Young Adults** As you might imagine, parents of minor children are at the top of the list of those who probably need life insurance. If one "breadwinner" were to pass away, life insurance payments could make it possible for the survivor to maintain the family's quality of life, send the children to college, and continue to set aside money for retirement and other long-term goals. But young adults don't necessarily need children to need life insurance. For example, newlyweds might purchase life insurance so that if one were to die, the other could use the proceeds to help repay significant debts, such as a mortgage or car loan. Generally speaking, life insurance is cheaper and more easily obtained at younger ages.

**Empty Nesters and Retirees** Even if your children are grown up and financially self-reliant, life insurance may still be an important part of your financial strategy. After all, a widow or widower may still need to pay off a mortgage and other debts as well as continue to plan for a comfortable retirement. Naming grandchildren or adult children as beneficiaries of your life insurance policy may also enable those family members to accomplish important goals long after you're gone. Also, life insurance can help you accomplish a number of estate planning goals.

**Business Owners** Offering life insurance as a workplace benefit can help a business owner attract and retain valuable employees. Also, naming the business as the beneficiary of a policy on a key employee can make it financially possible for the business to hire and train someone to replace that individual after his or her death. Life insurance proceeds can also make it possible for surviving partners or family members to eventually purchase a deceased owner's share of the business.

**Long-Term Care Insurance** is another important option to consider. Thinking about the need and the costs of long-term care is enough to make anyone uncomfortable. But while it's a difficult subject to talk about, it's also a topic that often generates lots of questions and misunderstanding.

Consider this: The average cost of nursing home care in the United States now exceeds \$70,000 per year, with wide ranging variations from state to state.\*

\*Source: AARP, 2007, <2010 Standard & Poor's Financial Communications. All rights reserved.

**Who Pays?** For the most part, those who need long-term care are left to foot the bill on their own. Neither Medicare, nor Medicare supplemental coverage ("Medigap"), nor standard health insurance policies cover long-term care unless you are impoverished. That's why long-term care insurance is so important. Since premium costs are based on your age and health at the time of purchase, the younger and healthier you are when you purchase a policy, the lower the premium you're apt to pay during the life of the plan.

As you evaluate long-term care insurance, keep the following variables in mind:

- **Coverage Parameters.** Policies will differ in the types of services they support. Be sure to choose a policy that best meets your particular needs.
- **Benefits Payout.** How much does the policy pay per day for care in a particular setting? How does the policy pay out? (e.g., a fixed daily amount, as reimbursement for the cost of care up to a daily maximum?) Does the policy have a maximum lifetime limit?
- **Eligibility.** Does the policy use certain "triggers" to determine benefits eligibility, such as the formal diagnosis of an illness or disability? What is the maximum issue age for the policy?
- **Women May Need More.** Longer life spans for women may signal the need for additional coverage.

Finally, keep in mind that most long-term care policies sold today are federally tax-qualified, which means premiums paid and out-of-pocket expenses are deductible. Also, long-term care benefits received are not taxed as income up to certain limits.

For information on the uses and benefits of life insurance at every stage of life, as well as long-term care insurance, please contact your registered representative.

*Debra Carter is a financial consultant at Anchor Investment Services, a division of AnchorBank. She has been in the investment services industry for more than 32 years.*



**For a complimentary consultation with an AIS financial consultant, call 1-800-236-6789.**

The opinions in this material are for general information only and are not intended to provide specific advice or recommendations for any individual. To determine which investment(s) may be appropriate for you, consult your financial advisor prior to investing.

Securities and insurance products are offered by, and financial consultants are registered with UVEST Financial Services and its affiliates, member FINRA/SIPC. UVEST and AnchorBank are independent entities.

**Anchor Investment Services**

A DIVISION OF ANCHORBANK, fsb

Not FDIC Insured

Not Bank Guaranteed

May Lose Value

Not Guaranteed by any Government Agency

Not a Bank Deposit





25 W. Main Street, Madison, WI 53703

PRESORTED  
STANDARD  
US POSTAGE  
**PAID**  
ANCHORBANK

NAUTILUS  
DROP: 8/10/2011 QTY: 17,416  
SAMPLE A. SAMPLE  
1706 ANYWHERE STREET  
ANYTOWN, US 45678

 facebook.com/anchorbankfsb

 twitter.com/anchorbank

## NEWS YOU CAN USE NOW

### NAUTILUS SURVEY

## Help Us Help You

AnchorBank is committed to providing customer service and we would like to request your feedback on this publication to make sure we are meeting that goal. As your financial partner, we want to ensure we are covering the trends you are interested in and providing the information you need to make sound investment decisions.

The *Nautilus* launched in 2005 and is currently a printed, quarterly publication. After six years of providing you this financial resource, we wanted to reassess whether we are meeting your expectations and how we can improve going forward.

We want to know what topics you'd like to see in future *Nautilus* issues and give you the opportunity to let us know how we are doing.

Please participate in a short survey about the content, frequency and format of the newsletter online at [www.tinyurl.com/nautilussurvey](http://www.tinyurl.com/nautilussurvey) by 5 p.m. on Friday, September 16, and you'll automatically be entered to win one of five \$10 iTunes gift cards. Look for the winners to be announced in the fall edition of the *Nautilus* as well as highlighted on AnchorBank's Facebook and Twitter pages.

**You could win a \$10  
iTunes gift card just for  
filling out our survey!**

[www.surveymonkey.com/s/V2B5LVS](http://www.surveymonkey.com/s/V2B5LVS)



*Five winners will be selected.*