

From: FNBSGT-CLARK [mailto:chervert@fnbord.com]
Sent: Monday, September 27, 2010 1:59 PM
To: Overdraft Comments
Subject: NO more OD regulations!

My comment letter today is in response to the FDIC's Financial Institution Letter on Overdraft Payment Programs and Consumer Protection (FIL). The FIL goes much too far, proposing burdensome new regulatory requirements that will add significant compliance burdens (and the huge costs) to the detriment of consumer choice. We are a small, rural ag bank in Nebraska. We have 19 employees and have served our area for over 127 years. We received an "outstanding" CRA rating and we offer overdraft protection programs because it is a service our customers value. But as these types of regulation multiply they cut deep into bank earnings and threaten the existence of small banks like our. The [*Name of Institution*] of our world won't come to our small communities and help our customers as we do.

We have recently spent significant expenditure of time and resources required to make the required operational changes, to train employees, and to engage in customer outreach to ensure that your customers accurately understood the changes to your overdraft program and to ATM and point-of-sale debit card transactions. Once again, this regulatory burden disproportionately impacts our small bank and costs our customers instead of benefiting them.

Please do not impose new monitoring and follow-up requirements. The ATM/one-time opt-in was a huge, confusing and costly mess. The burden of implementing additional tracking and follow-up regime to communicate with each consumer that has six overdraft transactions in a rolling 12-month period would be worse. Unlike large banks, we know virtually every customer that enters our door. We already reach out to repeated overdrafters. We have a smaller customer base to spread this cost over but must comply with the same regulations.

Sincerely,
Clark Hervert
First National Bank in Ord
chervert@fnbord.com
308-728-3201