



In your Interest

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Come Surf Our New Web Site

North Shore Bank has redesigned its Web site with you in mind, making it more informative and easy to use. We're excited to offer you more conveniences online.

Here are seven features we think you'll find worth exploring when you surf our site at www.northshorebank.com.

- 1. Open an account online.** Now, if you want to open a checking, savings or a certificate of deposit account – for yourself or your business – you can give us the information we need online.
- 2. Apply online for consumer and business loans,** as well as credit cards. You'll find information and easy-to-complete applications at your fingertips.
- 3. Find what you need with a click.** Not only is the site quicker and easier to navigate, but it's also easier to find the information you need with a North Shore site search, glossary of financial terms and a section with Frequently Asked Questions (FAQs).



- 4. Try our Online Banking** – it's easy and convenient! Whether you want to check your balance or pay some bills, you can do it online in a snap. You have the confidence of knowing that North Shore Bank uses the latest technology to ensure the security of account information. If you'd like to take a no-risk test drive, try our online demonstration. Just click on "Personal Services – Online Banking/Bill Pay" and it will walk you through the process.

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Welcome to the First Issue of *In Your Interest*

The reason North Shore Bank has created this new quarterly newsletter boils down to one word: **You**.

In each issue you'll find financial information, trends and tips to help you become a more informed consumer as well as convenient ways to help manage your money so it can work harder for you.

In Your Interest enables us to further our commitment to help you succeed financially by providing you with useful information. In this issue you can read about: the many features we've added to our improved North Shore Bank Web site; recent changes in IRS rules (page 2); and tips for teaching teens about investing (page 3). We hope you enjoy it!



New IRS Rules Help You Build Retirement Savings

Starting in 2002, you can save more money in tax-advantaged retirement accounts, thanks to changes made by Congress.

The legislation allows you to make higher annual contributions to your individual retirement accounts (IRAs). As an added bonus for people 50 and older, the legislation has a “catch up” provision allowing you to make larger IRA contributions than the rest of the population in order to boost your retirement savings.

Higher IRA Contribution Limits

The chart at right shows how contribution limits will be increasing, both for those under age 50 and for those age 50 or older, starting in 2002. NOTE: The numbers in each column reflect the maximum annual contribution an individual can make to any combination of traditional or Roth IRAs.

A Variety of Other Benefits

Various other tax benefits available under the new legislation include: increases in the contribution limits to employer-sponsored plans; easing of restrictions governing “portability” of plans (making it easier to consolidate different types of plans); and changes in distribution rules.



IRA Contribution Limits				
Year	Contribution Limit Under Age 50	Contribution Limit Age 50+		
2001	\$2,000	\$2,000		
2002-2004	\$3,000	\$3,500		
2005	\$4,000	\$4,500		
2006-2007	\$4,000	\$5,000		
2008	\$5,000	\$6,000		
2009+	Potential adjustments for inflation in \$500 increments			
<small>* Individuals age 70½ or younger with earned income, or their spouses, can contribute to a traditional IRA. Eligibility to contribute to a Roth IRA is limited by income. Consult a tax advisor for more information.</small>				

In addition, moderate-income taxpayers who contribute to an IRA or an employer-sponsored retirement plan may be eligible for tax credits on at least part of their contributions. For more details about how these changes may affect your tax situation,

consult your tax professional.

A North Shore Bank Personal Banker would be happy to help you set up a retirement account or answer questions about an existing account. Call **1-800-236-4672** to schedule an appointment.

Direct Deposit Your Tax Refund

If you're expecting a refund from the IRS on your 2001 taxes, be aware that in most cases the IRS can deposit your tax refund directly into your North Shore Bank account. Direct deposit is:

Safer – there is no check to get lost or stolen.

Easier – there's no need to arrange for a deposit or to make a special trip to the bank.

Quicker – according to the IRS, direct deposit of your return enables the IRS to deposit your refund up to three weeks earlier than if you were to receive it by mail. The money goes directly into your account and is recorded immediately. You can put your tax refund to work right away.

No Special Forms Needed

You can choose this service by simply including your bank information directly on your 1040 form in the section labeled “Refund.” (You don't have to file electronically.)

Questions? Talk with a North Shore Bank customer service representative to find out more about IRS Direct.



Parents and Teens

Don't Know Much 'Bout ... Investing

The "2001 Parents, Youth and Money Survey"^{**} finds that 94% of children look to their parents for financial advice and guidance, but only 31% of parents could cite two examples of providing any. Also, the survey suggests that parents overestimate their knowledge of money management.

With all the other responsibilities parents have these days, financial education seems to have slipped off the charts. Yet, it's an oldie but goodie that could make a comeback with a little help from parents. Learning about investing along with your children may give them an advantage in securing strong financial futures and give you the knowledge to help them along the way.

The Miracle of Compound Interest

Children as young as 7 years old can grasp the idea of buying stocks. By the time children are in junior and senior high school, they have the cognitive skills to understand more than the basics of investing. The biggest challenge for this age group, then, is convincing them to invest for the long-term.

One way to overcome this is to impress teens with the miracle of compound interest. For example, a one-time \$100 investment earning an 11% annual return will grow tax-deferred to \$6,500 after 40 years.^{**}

Ways to Get Started

Once you've convinced your children to invest their money, they should make lists of financial goals and timelines. Then, begin researching and investing. There are a number of great resources available to help you and your teen.

You can get a good start by taking an investing class through a community education program. You also may want to watch for seminars and workshops sponsored by local businesses or a chapter of the National Association of Investors Corp.

Subscribe to financial magazines, newsletters or newspapers. These give overviews of the economy and securities markets, as well as personal finance tips. Catch a personal-finance show on TV or radio.

The Web offers many valuable sites for investing, research and information, but stick with reputable sources. Some good sites to check out are: Investing for Kids, library.thinkquest.org/3096; The Motley Fool, which has a teen section,

www.fool.com/teens/; and Jump\$tart Coalition, www.jumpstart.org. There are a number of good stock market games on the Web, as well.

You may want to plan trips to visit companies in which you own stock and attend their annual stockholders' meetings. Consider touring a stock exchange.

You've Got a Friend

As a client of North Shore Bank, you already have a great resource to teach your teen about investing. Call or stop by for educational and planning materials about investing. Our financial specialists are happy to help you put financial education back on the charts. Call **1-800-236-4672** and schedule an appointment with a North Shore Investments Specialist.

* Source: "2001 Parents, Youth and Money Survey" released by American Savings Education Council and Employee Benefits Research Institute, underwritten by TIAA-CREF Institute.

** Figures are for illustration only and do not represent the return of any particular investment. Returns will vary.

Investment products are:

- Not a deposit.
- Not FDIC Insured.
- May Lose Value.
- Not Bank Guaranteed.
- Not Insured By Any Federal Government Agency.

Subscribing to financial magazines, newsletters or newspapers is a good way to learn about investing.



Travel with Generations Gold®



Generations Gold® has an exciting line-up of trips in 2002. Best of all, they're hassle-free. We'll take care of everything from planning to luggage handling. All you have to do is hop on the bus and have a good time.

"This is a great opportunity for our customers to see area sites, get to know each other and have fun," said Mary Ott, director of the Generations Gold® program at North Shore Bank.

Most trips depart from Green Bay, Appleton, Milwaukee and Racine. Transportation is on a deluxe motor-coach and is provided by Lamers Tour and Travel.

Take Advantage of Your Member Discount

Although you don't have to be a Generations Gold® member to take a trip, members receive a discount. For trip information or to reserve a seat, call **1-800-428-6686**.

Generations Gold® membership offers many benefits including discounts on airfare, hotel and car rental, as well as long-distance telephone service, entertainment, prescriptions and more. To find out about membership, talk to a Personal Banker at any North Shore Bank office.

Generations Gold® Trips for 2002

Mall of America March 20-21

Along with shopping at more than 500 stores, you have the choice of an evening at Mystic Lake Casino or Old Log Theatre.

"South Pacific" April 6

See this timeless musical and enjoy lunch at the Marcus Center in Milwaukee.

Ho-Chunk Casino May 30

We're off to Wisconsin Dells for the day to try our luck.

Galena and the Mississippi June

Enjoy three days touring along the Mississippi River area and Galena, Ill.

"Sound of Music" August

The Fireside Dinner Theatre in Fort Atkinson presents Rodgers and Hammerstein's most popular show ever. Lunch is included.

Door County Fall Tour October

From Sturgeon Bay to Washington Island, see the most vibrant fall colors in Wisconsin on this three-day tour.

Shop 'Til You Drop November

Just in time for the holiday season, we're heading to Gurnee Mills or Chicago's Michigan Avenue.

New Web Site ...Continued from page 1

5. Figure out your finances with our many calculators. We have almost tripled the number of financial calculators we offer to help you with decisions related to mortgages, consumer and business loans, savings, investments and retirement. Our "Lease vs. Buy" calculator and our "College Savings Plan" calculator are just two of the 30 calculators available on our site.

6. Make home buying easier with our online tools. You can use our Mortgage Qualifier Calculator to estimate how much you can qualify for on a home loan. Also, if you're a



first-time home buyer, check out our Financial Library for home-buying tips.

7. Find answers to basic questions such as "What time does that branch open?" With a click of your

mouse, you'll see a photo of each of our bank offices, along with directions, a map and hours. You can also pull up a list of our additional ATM locations and area maps.

Tell Us What You Think

We've been in business for almost 80 years and are always looking for ways to serve our customers better. Let us know what you think of the newly improved Web site. Click on the "Contact Us" link in the Web site and send us your thoughts and suggestions. Thanks.



New Account/General Information

1-800-236-4672 (During business hours)

1-262-785-1600 (In Milwaukee area)

Consumer Loans

Apply 24 hours a day,
seven days a week 1-800-292-9370

North Shore Bank Web Site

www.northshorebank.com

Mortgage Lending

New loan inquiry information
1-877-672-4663

E-mail Us at

contactus@northshorebank.com