



In your Interest

Inside

- 2 Long Term Care Insurance
- 3 College? Who, Me?
- 4 CDs – An Assurance of Safety
- 4 What's New at North Shore

North of Expected™

During Retirement...

Managing Your Investments

Managing investments is one job from which you never retire.

The transition from working world to the realm of relaxation isn't the only one you'll face when you retire.

Your investment strategy will likely need to undergo a major upheaval, as well.

Three Powerful Words

Your primary concern will no longer be maximizing growth; it will be how to make the money you already saved last. Three words will have a powerful impact on your future happiness.

The first word is a familiar one: **diversification**. In investments, there is safety in numbers. If one investment suffers a setback, your other investments may hold the line. If your entire future is riding on one or two investments, like company stock, you should consider spreading out that risk.

You may want to shift funds around to include more conservative and income-producing investments. Conservation of capital is most important when money is short.

A Steady Stream of Income

The second word is **annuitization**, the conversion of a lump sum of money into a regular income stream. People annuitize their savings so that their money will last as long as they do.

An annuity is really just a contract that allows you to receive a regular

check for a set period of time – even for your entire life, or the lifetimes of you and your spouse. You can pay in once, or over an extended period. But the payout to you continues predictably for as long as the contract directs. There are many kinds of annuities; check with a licensed insurance agent at North Shore Bank to choose the annuity option that matches your needs.

Making It Last

Finally, **budgeting**. Retirement means a shift from building resources to optimizing what you have set aside. The very best way to make your savings last as long as you do is to spend wisely.

Managing investments is one job from which you never retire. North Shore Bank is your first resource for ideas on how to make your retirement a successful one. Stop in or call **1-800-236-4672** and schedule an appointment.

Annuities are available through PFIC Wisconsin Agency, Inc., which is not an affiliate of North Shore Bank or North Shore Investment Services.

Annuities are:

- Not a deposit • Not FDIC insured
- Not guaranteed by the bank
- Not insured by any federal government agency • May lose value



Have you considered long term care insurance? See page 2.

Have You Considered Long Term Care Insurance?

Long term care insurance is something most of us don't want to think about. People often brush it aside, saying, "I'm too young to need it," or "My health insurance will cover that."

But before you do the same thing, consider this:

- Accidents and illnesses can strike at any age. While 60% of people who will need long term care are 65 or older, 40% are working age adults between the ages of 18 and 64.*
- Most health plans typically do not cover ongoing chronic care, such as an extended stay in a nursing home or a continuing need for a home health aide to assist you.
- Medicaid covers long term care services – but not until you've used up most of your own assets.
- Even if you're eligible for Medicare (primarily for people 65 and over) you can't count on it to cover your long term care needs.
- A semi-private room in a nursing home costs, on average, \$52,000 a year.** And home care, on average, costs over \$20,000 a year.**

Look to Us

To help our customers protect their assets, North Shore Bank now makes available long term care insurance through General Electric Capital Assurance Co., which has been providing long



term care insurance for more than 25 years.***

GE Long Term Care ChoiceSM offers many valuable features. Among them:

- Covered home care expenses are fully reimbursed (up to selected limits) from the first day, without an elimination period.
- There are no co-pays for home and community care, and homemaker and chore services are covered.
- The policyholder has control over who is selected as a care or chore provider. A "privileged care coordinator" (PCC) assists

in filling out claims paperwork and negotiating rates with care providers.

You can tailor a policy to fit your needs and budget. This includes picking a set daily benefit (up to \$240 a day) and selecting coverage for the time limit of your choice: 2-year, 4-year, 6-year or unlimited.

People ages 18 to 84 are eligible for coverage.† Couples discounts are available.

The Next Step

Call your local branch office or North Shore Investment Services at **1-262-797-3375** to be put in touch with a licensed agent who can give you more information about long term care insurance options.

* Source: The Federal Long Term Care Insurance Program, "Long Term Care Basics," www.ltcfeds.com.

** Source: MetLife Market Survey of Nursing Home and Home Care Costs, April 2002.

*** GE Long Term Care ChoiceSM is available through PFIC Wisconsin Agency, Inc., which is not an affiliate of North Shore Bank or North Shore Investment Services.

† Subject to underwriting requirements.

Long term care insurance is:

• *Not a deposit* • *Not FDIC insured* • *Not guaranteed by the bank* • *Not insured by any federal government agency*

What Home Buyers Want Most



According to a recent survey, here are some of the top items on new home buyers' wish lists:*

More space. Most want larger homes with roomy kitchens adjacent to family rooms. Forty percent want a minimum of four bedrooms.

Pleasant location. Park areas (62%) and walking/jogging trails (58%) are the top-rated community amenities influencing a purchase.

Plenty of storage. Walk-in pantries top the list of kitchen features, with 78% of respondents rating them desirable or

College? Who, Me?

Decisions you make as early as 8th grade may have an effect on your college choices. Here are steps you can take now to help pave your way to college.

1. Select classes on the college track. Most colleges require certain courses for admission. For example, you may need two years of a foreign language at some schools. Make sure you're taking the courses necessary for entrance.

2. Study diligently. Grades make a difference, especially when the competition is tough for the school of your choice. Students with good study habits and above-average grades are better prepared to meet college expectations.

3. Get involved. Colleges look for students who are active in their high schools and community. Whether your interests include music, sports or student council, involvement in extracurricular activities builds leadership skills, positive attitudes and well-rounded individuals. Likewise, a student's community involvement

and volunteerism are considered heavily by the National Honor Society, scholarships and college admissions when looking for promising prospects.

4. Read all you can. In addition to your homework, reading for 30 minutes or more each day pays off. When it comes to taking college entrance exams, you'll simply know more and understand better how the world works.

5. Seek assistance. Visit your high school guidance counselor for advice about preparing for college. He or she is experienced and should be able to guide you.



Paying for College

Whether college is a few years away or just around the corner, you'll find lots of useful information on North Shore Bank's Web site.

From our home page at www.northshorebank.com, click on "Personal Services," then on "College Financial Planning."

There you'll find:

Saving for College, where you can compare 529 College Savings Plans and Coverdell Education Savings Accounts.

College Financing Options, with information about federal loans, alternative loans, grants and scholarships.

Education Related Links, offering links to numerous Web sites that help with career planning, college selection, financial aid and much more.

What are you waiting for? Check out the College Financial Planning section of our Web site today.

essential. Eighty-eight percent want a linen closet.

High ceilings. Two-thirds of respondents wanted nine-foot or higher ceilings on the first floor.

Roomy garages. Most (54%) want a two-car garage, but one-fourth prefer a three-car or larger garage.

North Shore Bank offers fixed- and adjustable-rate mortgages in a variety of terms with competitive rates. When it's time to seek out your dream home, visit with one of our loan originators for mortgage loan preapproval and take the first step toward homeownership.

You can prequalify for your

mortgage 24 hours a day by visiting us online or by phone. Online, just go to www.northshorebank.com and click on the free mortgage prequalification request on the home page. By phone, call toll-free **1-888-437-4524**.

* Source: "Housing Facts, Figures and Trends 2001," National Association of Home

Certificates of Deposit

An Assurance of Safety

Knowing exactly what your return will be on a given date is not too much to ask — that is, if you have your savings in CDs.

When you open a CD, you know what rate your money will earn and how much you'll have when your CD matures. CDs offer a safe and secure means of building your savings, and are available in a variety of rates and terms. Be sure to choose a term that matches your needs, because there may be a penalty for early withdrawal.

Interest rates on CDs are higher than on typical savings accounts, and you don't have to give up any security, as CDs are insured by the FDIC up to \$100,000.

Tailored to Your Needs

CDs allow you to lock in your interest rate for years at a time, if you wish, instead of earning the market's prevailing rate, which fluctuates. On the flip side, if rates are low and you think they will rise soon, you have the option of setting up short-term maturities for now, and then locking in a higher interest rate down the road.

If you are using CDs to stash your retirement nest egg, you

might choose to have earned interest deposited periodically into your checking account to create a steady income.

Consider laddering your CDs to make your money more accessible if you intend to use the principal.

Money Market Accounts

Another option is to open a money market account as well as a CD, making your funds even more liquid. Money market accounts allow you to add to your funds at any time, while offering a solid rate of return. Accessing your accounts is also easy. You can use an ATM card any time of the day, or our online banking to transfer funds.

Contact Us

Find out how CDs and money market accounts can help you reach your savings goal. Stop in at North Shore Bank today to learn more, or visit us at www.northshorebank.com.

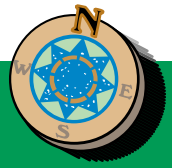


New Rising Rate CD

**Living on interest income and need more?
Looking for a safe, insured investment?
Looking for a better and guaranteed return?**

Ask about our new five-year Rising Rate CD, offering interest rates that are guaranteed to increase every year. Plus, you can withdraw your money once each year for any reason ... so you really can't lose. See your neighborhood North Shore Personal Banker for more information and current rates.

What's New at North Shore



Green Bay Area Branch Opens

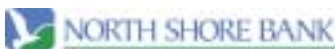
North Shore Bank recently opened a new branch in Howard, Wis., in the Green Bay area. It is the bank's 39th branch. It opened in November in the new Piggly Wiggly super-market, 2465 Lineville Rd. (at Velp Street). It's conveniently open seven days a week and features a two-lane drive-up with an ATM lane, as well as the in-store bank with another ATM.

Matricula Checking Offered

For Mexican immigrants working to obtain their green cards or U.S. residency, a North Shore Bank Matricula checking or savings account can offer a safer way to send money to family members in Mexico. Account holders can receive two ATM cards, one of which can be sent to family in Mexico to access funds from there. For more information, visit www.northshorebank.com or call **1-800-236-4672** and ask to speak to someone about Matricula accounts.

Reorder Checks Online

For your convenience, you can reorder your checks online from North Shore Bank. You'll find our Express Check Orders service handy when you have no changes to your order. Or you can use our Flexible Check Orders to make personal selections from dozens of check styles and a variety of type styles and checkbook covers. From our home page, www.northshorebank.com, use "Search North Shore" by typing in "reorder checks."



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