



## fTLD .BANK Registrant Newsletter – June 14, 2017

### fTLD Releases Quick Start Guides for .BANK

New to .BANK? The Quick Start Guide released in May highlights the basic steps required to begin using your new domain name. Whether you intend to use your domain name now or later for your website and/or email, the Quick Start Guide covers the key steps to follow to leverage the domain's security features and promote your new online presence.

Read more about the Quick Start Guide [here](#) or access the Quick Start Guide for .BANK [here](#) and get started!

### .BANK in the News

.BANK was featured recently in several articles that provided additional information about how banks can use a .BANK domain. Be sure to take a quick look at these stories, if you haven't already seen them:

**Federal Reserve System** – *Community Banking Connections* "[Consideration for Banks Thinking about Migrating to a Dot-Bank Domain Name](#)" examines the issues that banks should consider when contemplating the switch to .BANK.

**Iowa Bankers Association** – *Iowa Bankers Exchange* "[Survey: Where do Iowa Banks Stand on .BANK Domain?](#)" A recent Iowa Bankers Association survey of its members reflects the number one reason for registering a .BANK domain is to enhance the security of the bank and its customers. Read more about the results of that survey and resources for banks considering a switch to .BANK.

**ICBA** – *Independent Banker* "[A new domain](#)". ICBA's President and CEO Cam Fine shares his thoughts about the importance of the .BANK domain for community bankers. Security and marketing improvements were just some of the values he sees in using the .BANK domain.

**Wisconsin Bankers Association** - *Wisconsin Banker* "[Entering a New Domain](#)". The banking industry is embracing .BANK as the place for banks and their customers to interact online including early adopters of .BANK by WI banks [Badger Bank](#) and [Choice Bank](#).

## **.BANK Influencer Interview Series in May & June**

fTLD's new .BANK Influencer Interview Series kicked into high gear with five additional interviews from those in the fintech and banking communities. Each of these individuals shares their unique experience and knowledge of the financial services industry in these quick checks on current – and future – issues facing the industry. These interviews are available on the LinkedIn .BANK Showcase page so please follow us [there](#) to be the first to see new interviews as they are added.

**Bailey Reutzell**, finance and fintech journalist, shared her thoughts on emerging technologies, what fintech strategies banks should adopt and how to adapt to the changes coming within the banking industry. Read the full interview [here](#).

**Tanya Andreasyan**, editor of Banking Technology, talks about industry trends and new technologies in financial services. Read the full interview [here](#).

**Cam Fine**, President and CEO of ICBA, shares his perspectives on how community banks are adopting new technologies as well as the biggest regulatory hurdles that banks are working to overcome. Read the full interview [here](#).

**Chris Lorence**, Executive Vice President of Member Engagement and Strategy for ICBA, provides his insights to marketing, social media and what new opportunities - and challenges - community banks are facing and adapting to. Read the full interview [here](#).

**Rob Nichols**, President and CEO of ABA, shares his thoughts on the opportunities for banks and their customers because of innovation in the sector as well as the importance of staying ahead of cybersecurity challenges. Read the full interview [here](#).

## **.BANK Success Stories**

As more and more banks take the steps to migrate to .BANK for their websites and/or email, they are stepping forward to share their Success Stories with fTLD. Each story is somewhat different and there are several common themes that have been shared as "Lessons Learned":

- They are pleased with the security and branding aspects of .BANK domain.
- They are getting good support from their registrars and core processors during the migration.
- The process is much easier and less expensive than they had thought it would be.

We recently shared stories from these banks:

**Mansfield Bank's** ([www.mansfieldbank.bank](http://www.mansfieldbank.bank)) John Korona, President & CEO, shared "Using a .BANK domain confirms that we are looking out for the security of our

customers and identifies us as a proactive leader in banking and in our community.”  
Read more about Mansfield Bank [here](#).

**TruBank’s** ([www.trubank.bank](http://www.trubank.bank)) Becky Needles, Vice President, stated “.BANK sets banks apart from other domains because of its security and because it allowed us to show our support for the banking community. Having this option for banks is a special opportunity.” Read more about TruBank [here](#).

**First State Bank’s** ([www.bfirst.bank](http://www.bfirst.bank)) Darla Kauffman, AVP of Electronic Services, shared “We wanted to show our customers that with .BANK we are investing in an online environment to provide them the security they want and need from First State Bank.” Read more about First State Bank [here](#).

Be sure to contact us at [fTLD@fTLD.com](mailto:fTLD@fTLD.com) if you want to share your .BANK Success Story!

Thanks again for your continued support and interest in fTLD’s efforts to support the financial services community with the .BANK domain.

**Trusted. Verified. More Secure.**

The fTLD Team