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**NEWS:** For Immediate Release

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**In a Post-Recession World, Community Bankers Can Survive and Grow with Proven Relationship-Building Strategies, Says Rennhack Marketing Services**

*Discussing Incentive-Based Growth Strategies at the 2011 ICBA National Convention in March*

**Grapevine, Texas -- March 14, 2011** – Community bankers know that building relationships, especially in a post-recession economy, is key to their success. According to [Rennhack Marketing Services Inc. \(RMS\)](#), an [incentive marketing](#) firm working exclusively with financial institutions, with the limitations and increasing cost of cash as an incentive, gifting-based customer acquisition and retention programs are proven in effective relationship building. However, measuring and optimizing their performance with carefully researched metrics can really drive business results. The company developed a set of metrics and a proprietary methodology to help gauge the success of such programs and improve their effectiveness. While exhibiting at the 2011 ICBA National Convention in San Diego, California, March 20-24, RMS will share the latest in their research-backed strategies that help community banks acquire new customers, strengthen existing relationships and build customer longevity.

“While community bankers struggle with regulation pressures, they are still in a position to grow by leveraging effective relationship building,” notes Michael V. Howe, President and CEO of RMS and Travel America. “Our incentive-based programs are designed to help them do that. Our proprietary research indicates best practices for creating cost-effective acquisition and loyalty campaigns.”

ICBA attendees will have the opportunity to hear and discuss RMS insights on:

- Strategies for maximizing results with gift-based incentives
- Turn-key programs for driving branch traffic
- Best practices for creating customer loyalty
- Building a bank’s brand equity

At the ICBA National Convention, RMS can be found at booth #825.

**About Rennhack Marketing Services Inc. (RMS)**

RMS helps financial services clients attract, retain and grow customers with branded, merchandise-based incentive programs. The original "toaster company," RMS now brings science and metrics to incentive marketing by incorporating proprietary consumer behavioral analytics and insight. Through the unique power of this insight-driven incentive marketing, RMS helps deliver a measurable return on marketing investment. To learn more, visit [www.rennhack.com](http://www.rennhack.com).

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