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# NEWS

For Immediate Release

Contact: Bob Wolff

(213) 972-0521

[robert.wolff@bankofthewest.com](mailto:robert.wolff@bankofthewest.com)

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## **Bank of the West to Host Free Seminar on Elder Financial Abuse Prevention**

*Will help seniors identify warning signs of financial abuse*

Des Moines, IA – (March 31, 2008) – Bank of the West will host a free seminar to help seniors identify the warning signs of financial abuse. ‘**Be Aware! Protect Your Assets**’ takes place on April 10, 2008, 9:30 a.m. at Downtown Central Library located at 1000 Grand Ave., Des Moines, IA 50309.

“Today’s criminals use the phone, the internet and the mail to commit crimes against the elderly,” says Christine Hensley, Community Affairs Regional Officer at Bank of the West. “We want to help our seniors understand how to avoid becoming victims of financial fraud, especially at a time when they should be enjoying their golden years.” Those planning to attend the event are invited to bring documents and junk mail that require safe and secure destruction. Bank of the West will park a mobile industrial shredder truck, courtesy of Shred-It USA, Inc., in front of the seminar site. “It’s a way for our seniors to publicly demonstrate that they won’t tolerate this kind of financial abuse,” said Jodi Beller, Senior Vice President and Regional Manager at Bank of the West.

Jenefer Duane, CEO and Executive Director of the Elder Financial Protection Network will deliver keynote remarks at the event and following her presentation will be a panel discussion of local resource representatives including:

- AARP – Iowa State Office
- Aging Resources of Central Iowa
- Des Moines Police Department – Financial Investigations Bureau
- Iowa Department of Elder Affairs
- Iowa Legal Aid
- Polk County Attorney’s Office – Dependent Adult (Elder) Abuse Unit

Lunch will be provided free after the panel discussion and Bank of the West will give away a free paper shredder and gift cards to local retailers as door prizes. Des Moines-area Bank of the West managers and other representatives will also be in attendance. Seniors or their caregivers interested in attending should call Marjorie Burgess, Bank of the West, at (515) 883-1953 by April 7. Seating is limited.

Founded in 1874, \$61.8 billion-asset Bank of the West offers a full range of business, corporate, personal, trust and international banking services and currently operates more than 700 banking locations in 19 Western and Midwestern states, including 45 in Iowa and 13 in metropolitan Des Moines.

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