

SUMMER EDITION

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THE INDIVIDUAL

The State Bank Of Wynnewood - 117 S. Dean A. McGee, Wynnewood, OK, 73098 - (405) 665-2001 - SBWOK.com

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Fraud among the elderly still a reality in U.S.

According to the Better Business Bureau (BBB) of America, financial frauds targeting senior citizens remain a current threat in the United States.

The BBB added that millions fall prey to scams each year despite continual warnings.

"Having a serious conversation with your elderly (family members) about how they are managing their money is not easy," said Alison Southwick, BBB spokesperson. "But it is extremely important in order to help protect them from unscrupulous crooks."

A June 2010 survey conducted by the Investor Protection Trust revealed that more than 7.3 million senior citizens—about 20 percent of Americans, 65-years-of-age or older—have already been "taken advantage of financially" to include outright fraud.

"Anyone, young or old, can be targeted," wrote Jessica Silver-Greenberg, *The New York Times-Business Day* reporter. "But for several reasons—financial worries, age, loneliness—older people are particularly vulnerable to what is known as mass market fraud."

She added that this type of fraud can occur by telephone, mail and online.

According to the National Consumers League (NCL) of America, five common frauds among the elderly include: 1. charity scams; 2. investment offers; 3. lotteries and lottery clubs; 4. magazine sales; and 5. prizes and sweepstakes.

"Fake check scams continue to be the most frequent type of complaint," reports the NCL website, "accounting for nearly a third of all (frauds in recent years)."

The NCL added that senior citizens continue to be targeted by scam artists.

Further, the league stated that "while the web (remains) the prime venue for fraud... scammers are increasingly using the telephone to find victims."

"Anyone, young or old, can be targeted."



Three tips for avoiding personal fraud

According to Roger Wohlner, U.S. News & World Report reporter, while financial scams are prevalent in the United States, there are ways to prevent personal fraud; he shared these tips:

- review account statements on a regular basis—in addition to monitoring expenses, potentially fraudulent transactions are less likely to go unnoticed when personal account history is known;
- don't invest in, or give to, what you don't understand—details are often vague or altogether withheld by scammers. "If something sounds too good to be true it probably is," Wohlner said; and
- make use of third-party involvement—contact your bank and/or credit card provider if a possible scam is suspected; thieves often only know what they're told online and/or over the telephone by potential victims.

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Upcoming holidays and events

SBW Staff Development, Wednesday, August 7

The bank's drive-thru and lobby will close at 4 p.m.

The State Bank of Wynnewood's work force takes time each year to gather off-site for staff development, personnel training and team building exercises.

Classes resume for Wynnewood Public Schools on Thursday, August 15.

Labor Day, Monday, September 2

The bank's drive-thru and lobby will be closed.

A federal holiday in the United States, Labor Day became an official holiday in 1894; the national day-of-rest celebrates the economic and social contributions of workers across the nation.

Tips from the Bank Kitchen: Time saving tips in the kitchen

Did you know? According to the Organization for Economic Cooperation and Development, Americans spend an average of 30 minutes each day preparing their food. Of 29 countries polled, the United States spends the least amount of time cooking compared to Turks who spend an average of 74 minutes each day preparing their meals.

With less than an hour to cook, here's how to make time in the kitchen go further:

1. Pre-heat the oven—food cooks unevenly in a cold oven; roasting, baking and broiling work best in a warm oven;
2. Mise en place—means "putting in place" in French; it can also imply "a place for everything and everything in its place" when cooking. Cutting, chilling, thawing, measuring and/or gathering ingredients before dinner begins can keep meal prep on time and a meal on the table; and
3. Plan menus in advance—it saves time and money at the grocery store; it can also remove the guesswork when faced with hungry family members and friends around the kitchen table.

Watch these tips and more online at **YouTube™** [.com/sbwok](http://www.youtube.com/sbwok)

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