



Words from the Golden Brothel

By Barrie Richardson

The cheque is in the mail: I will still love you in the morning: RBC will bring you better service: *famous lies*.

A few weeks ago, I watched and listened to Canada's largest, most profitable Bank explain to us (in a presentation at the NKCC) why they are pulling their "People, bricks and mortar" out of Apsley. The initial appeal of the presenters was to tell us of their attachment to Apsley, through life experience and in some cases, work experience for the same Bank. What couldn't be dragged out of the presenters was an admission that this decision, along with 24 others across Canada is to benefit the financial performance of the Bank in terms of Profit and Loss.

One had to admire the deftness with which the Banks main proponent put his head in the "lion's mouth" and maintained his aplomb despite the criticism and sarcasm of the Bank's customers who were present to be told that April 20, 2018 will bring Branch closure and it was a DONE deal. The term, "Shareholder Benefit" was never mentioned by the presenters.

I have observed many situations where financial distress or corporate greed prompted a decision to reduce services. In some cases, such as this, a well-choreographed "information meeting" was used to settle the tempers of those who were affected, either by a loss of their investment in a company, or the problem caused by the removal of the service.

If there is any small measure of revenge to be had, those who do the explaining are frequently determined to be also expendable and they find themselves with a "Package" and a shocked physyce. Bank employees do not find it easy to find other jobs in the Banking cartel.

So, as it stands, RBC is determined to drag us all into the electronic age. Never mind all the promises to bring your Banking almost to your door, or that "Smart" ATMs will do anything a personal banking specialist can do for you. Service and advice brought to your front door would cost more than operating a true Branch. Tell that to an advanced Senior or a person in a wheelchair. RBC promotes a chimera composed of smoke and mirrors.

Bringing the Voices of the Kawarthas to You

Above: From November 2, 2017 - several residents attended a public meeting held by RBC to explain why the RBC Apsley sub-branch will be closing in April, 2018. Photo by Jim O'Shea.

While most people believe that deposits and withdrawals are the main business of the bank, (and for which service charges apply) the principal activity of banks is to lend money for homes, vehicles, construction ventures, plant & equipment purchases, investment services and in some cases, the financing of corporate takeovers. Can you imagine trying to negotiate such a relationship with an ATM? Alternatively, how do we, in rural Ontario, get in front of the powerful lenders who actually decide the efficacy of a given project that needs Bank financing? Unless that access is possible the heart of a town will stop beating. Rick Woodcock was right: The Banks should create a distinct "Rural Strategy" to exploit and mobilize rural business development. The gnomes in Royal Bank Plaza have no feel for *us in the country*.

The Royal Bank Plaza (at Bay & Front streets in Toronto) is a stunning architectural and construction creation. RBC had pure gold flakes mixed into the glass that makes the entire exterior of the building shine like a beacon on a sunny morning. Two or three windows would finance a Branch for over a year. Royal Bank Plaza is, in reality a temple to avarice and money. It is the home of the second and third "Oldest Professions".

The 'first' oldest we all know about. The 'second' was lawyers, who were needed to get the 'first' profession out of jail. The 'third' profession was Banking, a need created for the first two professions to hold and manage their money. Obviously, this relationship involved dealings among amongst all three, and it is no accident that the ethics of each became a behavioral mixture practiced by all three. When you s--- people for money, your professional roots suddenly appear. A pox on all their houses.

Editor's Note: *Kawartha Credit Union has branches in Coe Hill and Bancroft. Hmm ... how about Apsley? Recently, North Kawartha Council had a meeting to discuss and consider the pursuit of "every possible option" going forward.*