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# Journal of Agricultural Lending

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Dear Subscriber,

I am pleased to announce that the 42nd annual ABA National Agricultural Bankers Conference will be held Nov. 13-16, 1994, at the Broadmoor Hotel in Colorado Springs, Colo. This year's theme is: **Reach for the Peak; The Summit of Agricultural Lending.**

For those of you that know about the Broadmoor, I have some real good news! ABA has negotiated a \$95 room rate for the entire conference! The Broadmoor is an internationally known four star resort located at the base of Pikes Peak. The Agricultural Bankers Executive Committee held its summer meeting there last summer, and I can tell you that this is one of the most beautiful places in the country, and a perfect place for our conference. It also is surprisingly easy to get to. You can fly directly to Colorado Springs on one of eight major carriers, or you can fly to Denver's brand-new airport and take a very scenic 70-mile drive to Colorado Springs.

The Planning Committee has been hard at work arranging the program and making sure that it is the best program ever. On Sunday, Nov. 13, we are presenting the **Reach for the Peak Seminar**. This seminar will be limited to the first 100 people that register for the conference and will feature two of the highest rated speakers we have ever had from past conferences, **Professors David M. Kohl and Michael Boehlje**. If you attend this special seminar, you'll get in-depth credit analysis instruction, strategic marketing ideas and a look around the corner on the future of agricultural banking. Case studies and group problem solving will be major parts of the program.

Don't miss the ABA National Agricultural Bankers Conference this year! See you in November!



*John*

John Blanchfield  
Publisher



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