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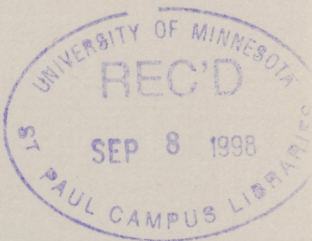
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American Bankers Association

Journal of Agricultural Lending



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Summer 1998

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The Chicago Mercantile Exchange Chicago, Illinois

Dear Reader,

This year's National Agricultural Bankers Conference is *The Value-Added Ag Banker*. Our planning committee insisted on developing a conference that would not only help the attendee discover new ways to add value to their bank and customers, but we were also to find ways to *add value to the conference experience*. This year we have:

- Over 40 hours of programming packed into two and-a-half days;
- More than 50 outstanding speakers on every aspect of creating *the value advantage* – ways to set your institution apart from the rest
- Everyone who attends will get a copy of the best selling book, *Nuts!*, the story of how Southwest Airlines created their unique value advantage and has grown to be one of the most successful airlines in America today. Author Kevin Freiberg will be our keynote speaker.
- Thanks to our friends at Marquette Bankshares, some very special guests from the Minnesota Twins Baseball organization will be on hand Wednesday morning to talk about the value of teamwork.
- And, someone who attends the conference this year will win a brand new 15 hp New Holland LS 35 Yard Tractor with a 42" mower deck. Thanks to New Holland North America we're able to bring you this very special value added incentive.

The conference will be held at the Hyatt Regency in Minneapolis this November 8-11. You will find additional information about it in this issue of the *Journal*. Please call me if you have any questions. I'll see you in Minneapolis this November!

John Blanchfield
Manager, Agricultural Banking and Rural Development



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