



NEBRASKALAND NATIONAL BANK

News

April 2010

Local People. Local Decisions. Local Ownership.



Mike Jacobson
President & CEO

Message from Mike

As the long winter season comes to a close, many of us are welcoming the warmer temperatures and the beginning of a new growing season. The U.S. economy is beginning to experience a similar result. The national recession has certainly impacted the number of unemployed, slow economic growth, and a period of almost unprecedented low interest rates. It seems clear that the recession has bottomed and we now are seeing early signs of recovery. Most economists predict that the recovery will take time and that we should not expect unemployment levels to fall quickly. However, the U.S. economy

is still the envy of the world and one that will recover. Meanwhile, we can take some comfort in the fact that Lincoln County, Nebraska was recently identified in a recent national research project regarding economic stress. Lincoln County was identified as one of the top 20 counties nationally (with populations over 25,000) who had the least amount of economic stress. This once again speaks to the strength of our Nebraska values and depth of our diversified economic base. The Union Pacific railroad and its labor force has long been a strong anchor for this community and our surrounding agricultural base has helped balance the industrial base seen through the railroad activity. North Platte also has a very strong medical community led by our regional medical center. We have a strong government presence: Federal office building, State office building, County seat, City government. Additionally, we are home to the Wal-Mart distribution center that is also a leading employer. Together, North Platte and the surrounding area have been able to weather the economic storms, and will in the future as well. As we look to the future, we need to continue to count our blessings. We are fortunate to live in an area where our citizens place a very high value on hard work and conservative investing. This fact is too often not fully appreciated.

Our bank continues to produce strong financial results and we are proud to report that our capital levels are the highest in the region. We are committed to providing you with the very best in financial services and recognize that staying strong is an important component.

As always, I look forward to your input and welcome any suggestions as to how we can serve you better.

Main Bank

121 North Dewey St.
Phone: 308-534-2100
Fax: 308-534-7596
Lobby Hours:
Mon - Fri 9:00 am to 5:00 pm
Saturday Lobby Closed
Drive-Thru:
Mon - Fri 7:30 am to 5:00 pm
Saturday 8:00 am to 12:00 pm

South Branch

3000 South Jeffers St.
Phone: 308-534-7908
Fax: 308-534-5302
Mon - Fri 9:00 am to 5:00 pm
Saturday Closed

Wal-Mart Supercenter

1403 South Dewey St.
Phone: 308-534-0828
Fax: 308-534-0320
Mon - Fri 10:00 am to 7:00 pm
Saturday 10:00 am to 3:00 pm

North Branch

1020 North Jeffers St.
Phone: 308-534-2870
Fax: 308-696-0064
Mon - Fri 8:00 am to 5:00 pm
Saturday Closed

Mullen Branch

101 NW 1st St.
Mullen, NE
Phone: 308-546-0600
Mon - Fri
Lobby: 8:00 am to 4:00 pm
Drive-Thru: 8:00 am to 5:00 pm



Member FDIC



www.nebraskalandbank.com

Customer Corner

The United States Mint will release the following new Presidential \$1 Coins in 2010:

Franklin Pierce May 20
 James Buchanan August 19
 Abraham Lincoln November 18



What Customers are saying about Free Mobile Banking:

"I applaud NebraskaLand National Bank for staying on top of cutting edge technology and making it easier for customers like me to operate in a mobile environment."

M.H.

Our Employees Make It Happen

My Fair Share

On February 11th, NebraskaLand National Bank hosted the Rape and Domestic Abuse Program, Gift of Hope and Bridge of Hope organizations for a check presentation. Every year the employees are given the opportunity to donate a percentage of their annual income to any of the organizations nominated. In 2009, employees donated a total of \$7,500.00. The three worthy organizations selected to receive the donations in 2009 were very thankful for the generosity of the staff at NebraskaLand National Bank.



Soup N' Clay Souper Bowl Cook off

NebraskaLand National Bank participated in a Souper Bowl Cook off on



Friday, March 5th. The North Platte Community College Student Senate hosted the soup cook off for their first community service project. The event was a fundraiser to benefit the Lincoln County Connection Homeless Shelter. The team at NebraskaLand National Bank won the title of Best Soup with their chicken tortilla recipe.

Community Minded

VFW presents Business of the Year Award to NebraskaLand National Bank

On Monday February 8th, 2010 the Veterans of Foreign Wars presented the Business of the Year Award 2009 to Mike Jacobson, President & CEO and Kim Schroll, Executive Vice President. NebraskaLand National Bank is the only business to have received this award twice for the continued support of the VFW and community. NebraskaLand National Bank was honored to accept the recognition.

Corporate Sponsor for Rail Fest 2010



NebraskaLand National Bank presented a check for \$12,000 to Rail Fest for the Co-host sponsorship of 2010. Dave Harold, Rail Fest and Original Town member, accepted the check with great

enthusiasm. NebraskaLand National Bank is looking forward to another successful celebration that highlights the benefits and history of the Union Pacific Railroad in North Platte.