

Community Minded, Just Like YOU

LOCAL TALK

3rd Quarter/ September 2004

Message
from
Mike Jacobson



Dear Valued Customers:

As another quarter comes to an end, we have continued to see significant growth in customer base and service volume. This growth has not only created the need to add staff, but also to improve our technology. I am happy to report that we now have an informational web site established www.nebraskalandbank.com to provide you with basic information about the bank.

We are projecting that by the second quarter in 2005 we will have an internet banking product available with all the latest bells and whistles. This will not only provide you with greater convenience but also allow the bank to become more efficient. We are also in the development stages of implementing imaging capabilities to provide for greater backroom efficiencies as well as provide you the customer with the ability to view the front and back of your checks on line 24-hours a day.

We will keep you posted over the next few months as these services are fully developed. If you have any ideas or concerns that can help us to provide better customer service please feel free to stop in or give us a call. Customer satisfaction will continue to drive our business decisions.

IMPORTANT NOTICES

- Club 55 has changed its name to the Advantage Club Account!
- Starting in September NebraskaLand National Bank will have monthly card parties for just Advantage Club Members!
- Next Advantage Club Event is September 21st from 2pm-4pm. Cards and ice-cream social at Hobb'E's Restaurant. Bring a friend and win some cool prizes!
- Customer Surveys should be returned no later than September 24th for the chance to win two Husker Football Tickets.
- Wal-Mart Hours have changed to 10am-7:00pm. Effective September 20th.

NebraskaLand National Bank is GROWING! Meet Our New Employees!



Gary Ott
VP/Senior Credit Analyst



Chrissy Weigand
Personal Banker



Dana Hurst
Marketing Coordinator

NebraskaLand National Bank is proud to be one of the top banks in North Platte. We could not have done it if not for our customers and employees. With the growth of our bank there has become a stronger need for more employees! We are very excited to welcome to our team, Teller Manager Angela Lauer, Item Processing Rebekah Smith and Courier Mary Nickolite. New Tellers are: Jodi Reif, Bonnie Pfannkuch, Kathy Hinrichs, Deb Barton, and Junell LaChepelle. Please join us in welcoming them!

TOP STORY

Sweet Beef Sticks for Everyone!

Thank you to everyone who supported Beef for the Troops II. The event was a success! We could not have asked for a better day with over 800 people attending and \$5000 in donations. We are in the process of planning a Beef for the Troops III. With encouragement and support from Nebraska Beef Council, Cattlemen, Cattlewomen, Governor Johanns and Brigadier General Robert Bailey we can now take this across the state. We have enough money to send one 8 ounce package to 690 troops. But there are close to 900 Nebraska Troops. All donations go to the Beef for the Troops Fund at NebraskaLand National Bank. Thank you for your continued support.



SSG Monty Woodward (left), CW2 Gregory Reicks (Center) and SGT Keith Dovenbarger enjoying some Sweet Beef Sticks!