



News and views from your agribusiness partners at First Dakota

March 2022

A Unified Voice

Happy National Ag Week! This Ag Week, I'd like to give you something to think about. Does our industry have a unified voice? As demographics continue to increase the number of citizens in our country with little to no connection to the farm, are we effectively telling our story? We see plenty of opportunities for confusion with the marketing strategies utilized across the food industry. What is the average American hearing? What is forming their opinions about what you do? Is our message about thanking ourselves or educating the public? Are we talking to them at their level or just talking to ourselves? In this country, we have been so blessed that we often take our food for granted. Due to the pandemic and threats of war, recent times have given us reason to be reminded of the vital importance of our basic needs like "food." Is this an opportunity?

Over the years, I've often been impressed with the work of our commodity organizations. They have specific purposes for their existence. They have had significant positive impacts on the demand for our products. A



BY NATE FRANZEN,
AGRIBUSINESS DIVISION PRESIDENT



few past and present campaigns that stand out to me include: "Pork. The other white meat.", "Beef, it's what's for dinner.", "It's about time.", "This is farming.", "Hungry for truth.", "Got milk?", "Build your base.", and "It all starts with a seed." We have sincere and enthusiastic volunteer producers and industry representatives engaged with qualified full-time staff carrying out good work. This is undeniable.

As our demographic trends continue and the beliefs and perceptions of our consuming public change and evolve, I believe we must challenge the status quo. Are we unified enough? Are we maximizing our resources to send the clearest and best messages? I'm hoping these questions give you all pause and help us identify new opportunities. I've been observing a movement among our Ag groups to work more together, to aim outward better, not inward, and to be even more laser-focused on our target audiences. I must say, this gives me significant excitement and enthusiasm for our future. This National Ag Week, I encourage all of you to look in the mirror and think about what we can do better to further our Ag industry. It is definitely a worthy cause!

The Ag Banking team at First Dakota sends you all a heartfelt thank you for what you do. We are so proud to work alongside the farmers and ranchers of our region. Thank you for leading the world in safe, sustainable food production in abundant quantities. Wishing you all the very best as we enter the 2022 growing season. Your First Dakota Ag Banking team stands ready to help you meet each day's challenges.

It's Not Too Late to Lock in Interest Rates



BY JEFF WOLFGRAM
SVP - DAKOTA MAC MANAGER

You've all heard the saying, "Hindsight is 20/20," and if you locked in an interest rate in the past 24 months to take advantage of all-time low rates, pat yourself on the back and know that you

made a sound business decision. You were one of

many that took advantage of all-time lows in long-term interest rates.

On the contrary, if you are still in need of financing and locking in rates, I have great news for you - *it's not too late!*

We are still experiencing historically low-interest rates, but don't wait. Get to your First Dakota or Dakota MAC banker and talk about financing a purchase, or maybe your balance sheet could use a restructure. Don't wait in case the "experts" are accurate on their prediction for significantly higher long-term rates in the future.

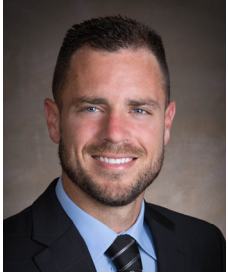
TO UNDERSTAND
IS TO
UNDERSTAND

agriculture
life

This Ag Week, we would like to
Thank You
for producing the food and fiber so vital to our
communities, country, and world.

When you think about it, every week is an ag week
everywhere, for everyone. On behalf of everyone —
We Thank You!

The Power of a Positive Attitude



BY ADAM GOEKEN
VP - YANKTON



BY DUSTY ANDERSON
SVP - YANKTON

Having a positive attitude can be the difference between living a life filled with enjoyment and happiness or one filled with sadness and despair. Our attitude determines what we experience regardless of the actual circumstances. A key reason for having a positive attitude is that our decisions and actions will differ from those decisions with a negative attitude. We will experience different outcomes as a result of those decisions.

Once we understand this concept, we can know that we are in control of our lives. While we cannot control outside circumstances and events, we can control our reactions and responses. Our decisions ultimately determine our destiny, but our attitude determines our choices. This is why having a positive mentality is so critical to experiencing a happy life.

So, what are some things we can do to improve our attitude? First, we must acknowledge that we control

our decisions and our actions. For example, think about how you handle a situation where someone cuts you off while driving. You can do one of two things. You can get mad at the person that cut you off, raising your blood pressure and anxiety or you can take a deep breath and be thankful that you didn't get into an accident. How you handle the situation determines the outcome.

When we are working towards a goal and things do not turn out as we may have wished, we need to decide whether to press on or feel sorry for ourselves. By having a generally positive outlook on life, we will be much more apt to determine what will eventually lead us to achieve our goals. Setting goals and reaching them is not always easy. In fact, most of the time, it's hard. Whether or not we achieve that goal heavily depends on our attitude.

Here are a couple of ways to continue working on and developing a positive attitude.

- Read positive books and messages. Many books and articles are available that can help us see life from a different perspective. It can even be as simple as reading positive daily quotes or listening to audio programs and podcasts.
- Another powerful action is to surround yourself with positive people. We indeed become who we surround ourselves with. When we hang around people who have a positive outlook on life, their thinking will likely translate to us. Those people can also encourage us to strive for our goals instead of putting us down.
- By constantly feeding our minds with positive material, we will develop a strong, positive attitude that will most definitely change our lives for the better.

Growing American Farmers and RanchersSM

AGRIVISIONS[®] 2022 EMERGING FARMER PROGRAM

Our sixth class of the AgriVisions Emerging Farmer and Rancher program will start March 22, 2022. Our goal is to provide training and a skill set to increase the odds for long-term success. If you see any of the participants listed below, please take a moment to congratulate them.

- Austin Backman - Peever, SD
- Adam and McKenzie Bormann - Stickney, SD
- Zach Bosworth - White Lake, SD
- Blake and Rachel Carda - Yankton, SD
- Tyler and Hannah Carda - Yankton, SD
- Austin and Baylee Carlson - Garretson, SD
- Kylee and Tyler Dolieslager - Davis, SD
- Joseph Eichacher - Salem, SD
- Blake Foxley - Mitchell, SD
- Colin and Courtney Geppert - Estelline, SD
- Brent and Mollie Greenway - Mitchell, SD
- Cecil Gylfe and Kara Mulheron - Elk Point, SD
- Andrew and Abby Heine - Vermillion, SD
- Robert and Laura Huiten - Salem, SD
- Cody Kerfeld - Albany, MN
- Leo Kerfeld - Albany, MN
- Justin and Krista Krell - Armour, SD
- Matthias Kunerth - Brewster, MN
- Michael Livermont - Murdo, SD
- Kady Nielsen - Draper, SD
- Maddie and Bryce Rabenhorst - Salem, SD
- Cole Sonne - Mount Vernon, SD
- Matthew and Emily Stern - Freeman, SD
- Byron Storm - Corsica, SD
- Andrew Streff - Salem, SD
- Deon and Carima Walters - Chamberlain, SD
- Christina and Logan Winckler - Olivet, SD



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Elk Point	605-356-0289
Kimball	605-778-6218
Mitchell (North)	605-996-3364
Mitchell (Norway)	605-996-3364
Parkston	605-928-3077
Pierre	605-224-5817
Salem	605-425-3111
Sioux Falls (Downtown)	605-333-8200
Sioux Falls (East)	605-333-8282
Sioux Falls (Louise)	605-333-8295
Sioux Falls (South)	605-333-8210
Vermillion	605-624-5555
Wagner	605-384-5456
Yankton (Downtown)	605-665-7432
Yankton (North)	605-665-4999

Loan Production Offices

Columbus, NE	402-563-2326
Hastings, NE	402-463-4637
Ogallala, NE	308-284-3260
Watertown, SD	605-753-5880

And the celebration has started!

First Dakota National Bank started in Yankton and is recognized as the first bank in the Dakota Territory. There were some private banks that existed before First Dakota was founded in 1871, but it is the oldest bank still in operation. Predating the gold rush era by a few years, the history of First Dakota is filled with many interesting stories. Early bank records show accounts for officers serving with General George Custer, who came to the Yankton area in the early 1870's. Other historic bankbooks show financial records of a long list of steamboats that traveled the Missouri River. First Dakota was chartered under the laws of the Dakota Territory on December 7, 1872.

After mergers and acquisitions, the bank, which had assets of \$38,810 when it was founded, now boasts assets exceeding \$2.4 billion. Today, 150 years later, First Dakota consists of 17 banking locations in 12 southeastern South Dakota communities along with Loan Production Offices in Watertown, SD, and Columbus, Hastings, and Ogallala, NE.

For 150 years, we've sought to support local dreams and communities with dependable banking. And we've built some incredible relationships along the way. That's why we are dedicating 2022 to the countless customers who have trusted First Dakota all these years. Here's how we are celebrating with you.

- **Give a Ford F-150:** Help us by nominating a deserving person or organization to win a new Ford F-150 pickup. Tell us who is making a difference in your community or in Agriculture. Tell us about a community leader, a dedicated volunteer, an unsung hero, and all they are doing.
- **Try Dakota Thirst or Cash Flow:** We partnered with Ben's Brewing Company to bring you two new beers. Best of all, \$1 of every can purchased goes to the South Dakota Community Foundation's Stronger Communities Fund. This fund will be one of the ways First Dakota can give back to people, organizations, and communities that make this such a fantastic place to live and grow.
- **Anniversary Cookbook:** Help us explore not-so-secret recipes that celebrate our South Dakota way of life. If you have a favorite recipe to share, go to FirstDakota.com/cookbook.



Go to FirstDakota.com to see how we are celebrating in 2022!