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DakotaMAC DIRT



A DIVISION OF
FIRST DAKOTA NATIONAL BANK



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Product or People Based Business?

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What's more important to your identity, brand, and success; having great products or great people? And if you had to choose between the two, which one would you select?

How does this apply to agriculture and banking? First Dakota's CEO, Larry Ness, has said for many years - "Our money is the same color as the competition." So, what is it that differentiates Dakota MAC from other lenders and keeps you coming back? Is it our products or is it our people?

Take a moment and think about your business and the people you surround yourself with. Who is on your "team"? Is your banker on your team? Do you even have a team or is it just you? Including and consulting with others will not only lead to better decision making, but it can also be therapeutic and provide a platform for you to share your vision. Is your labor force a part of your team? The answer should be **yes**. Labor will continue to be a major risk to American Agriculture in the 21st century. Our viability and sustainability will be directly linked to our ability to find competent and committed employees.

Take a moment and check out our team at www.DakotaMac.com/about-dakota-mac/our-dakota-mac-team. Our success is because of each member on our team. We have now surpassed \$525 million in managed assets and are positioned for more growth opportunities.

I'd like to take a moment and brag about our Dakota MAC team. I'll start with our foundation, which is our Executive team. Think of them as the owner of a sports team that is very aware, accessible, and committed - but you rarely see them on the sidelines coaching (i.e. Jerry Jones.) They believe in hiring great people and giving them the tools to lead their respective teams.

Our Loan Production Officer team is the face of the franchise and many times they receive the notoriety for successes, but they are also accountable for any failure that may occur. Think of them as the golfer with a 10-foot birdie putt to win the Masters on the 18th hole. If they make it, they are the Masters champion, but what happens if they three-putt? Some may think golf is an individual sport, but they are grossly mistaken. Without a great team of supporters, coaches and advocates, no golfer (i.e. LPO) can have long-term success.

Our support team is an anomaly when it comes to sports. I compare them to a pitcher who always throws a complete game, can throw a 100mph fast ball or a change-up or even the brush back pitch when needed; yet rarely do they make the headlines in the paper. We have over 100 years of ag banking experience on our support team in Dakota MAC. They make us all look good in the field even though many times their efforts are done in an anonymous fashion to our clients.

Products are important, but not as important as people. People-based companies, like Dakota MAC and First Dakota, will continue to demonstrate there is a difference between doing business with us and our competitors.

Bottom-line is that **no one** creates success alone and before I close I almost failed to mention a very important member of our team - **you!** Your passion for what you do and who you are is part of our identity. Thank you for trusting us with your business and it is an honor to have you part of our team.

Until the Next DIRT.

Jeff



Listen to Husker football on Husker Sports Network. Dakota MAC, a proud supporter of Husker football

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Taking Time for Yourself by Nathan Sparks

Summer can be a very busy time for farm or ranch operations, but be sure to take time for yourself, spouse, and kids. One can certainly get lost in the duties of the day or week and forget about a baseball game, birthday, anniversary or other events going on in your life. Little things like taking your spouse to dinner or a movie or visiting the neighbors by surprise can go a long way in keeping yourself healthy. Leave the stress of daily chores behind for a day and enjoy your family.

I certainly understand the phrase “make hay when hay needs to be made,” but when you get a moment to decompress try to disconnect as well. I try to disconnect myself from the everyday activities by putting my phone down from time to time to just relax. Some of the best vacations I’ve experienced with my family did not include a cell phone.

Rightsizing with Dignity by Nick Luchsinger

Difficult markets in Agriculture require difficult decisions. If paying off your operating line annually has been a struggle or if your earned equity position has slipped the last few years; you may be faced with some hard choices moving forward. Does the thought of rightsizing or more specifically, selling real estate, cattle and equipment to stay viable, give an operation a tarnished look or feel in your mind?

The definition of dignity is “the state or quality of being worthy of honor or respect.” Is respect and honor possible after rightsizing? At Dakota MAC, we truly believe it is and see these challenging times in Agriculture as an opportunity for operations to bend with the times and not break.

Do not let your pride get in the way of moving your operation into the future by making difficult decisions to stay viable and relevant. And at all times, remain vigilant, honest, and transparent in all decisions you make.

Meet Stephanie Siebrandt, Servicing and Special Projects Coordinator



Stephanie began her career at First Dakota National Bank at the end of May 2018 when she joined the Dakota MAC team as a Servicing and Special Projects Coordinator. Her primary responsibilities include handling the servicing requests that come after a loan is closed, such as partial release requests, easement requests, assumption requests, etc.

Stephanie graduated with bachelor degrees in Animal Science and Agricultural Journalism from the University of Nebraska–Lincoln in 2013. Before coming to Dakota MAC, she worked at the Boys & Girls Club of Yankton.

Stephanie and her husband, Jacob, live north of Yankton where they raise cattle and goats. They enjoy spending time with family and friends, being active, and the outdoors. Stephanie is also involved as a volunteer leader for the Yankton County 4-H Junior Leaders group and enjoys gardening and photography.



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