

MY DEAR FRIEND BETTY

I've written about my irreplaceable years at The Bank of Madison, where I worked after graduating from college in 1993. I cherish my 25 years at First Dakota and Dakota MAC, but there is something about that first true job and the lessons learned that are tough to replace.

This August, I was saddened about the passing of one of my co-workers at The Bank of Madison. Betty was also a relative of mine and became a dear friend. She taught me a couple of underappreciated and forgotten attributes in today's society.

I started at The Bank of Madison in January 1995, fresh out of college and on the fast track to success. Flashy olive green suit; did you know I subscribed to GQ? No office, not a problem. I got my tape out and made my own office, just like Less Nessman from the show WKRP in Cincinnati, smack dab in the middle of the lobby. No big title, just a matter of time before I am the Bank President (Sorry, Tim).

Not that there was a formal interview, but if there would have been, I don't think there was any mention of "other duties as assigned." Well, I was quickly assigned some of those "other duties." One of those was shoveling the sidewalk in front of the bank. I can still see the brown handle and bright red plastic blade. Let's just say I may have thought I was too good to be assigned the duty of shoveling, and my plan for snow removal was a little passive and not very proactive. Won't it eventually melt?

I grew anxious every time I heard it was going to snow. The snowflakes would start falling from the sky, and here she came across the lobby. Betty would look at me, grab that shovel and start heading out the door. The first couple of times, I thought to myself, "Go ahead and shovel away. It's supposed to snow all day; why don't you wait?"

I eventually decided that Betty shouldn't be shoveling. It was my responsibility and I should not be above shoveling. How would I ever lead if I didn't willingly demonstrate that I could do the underappreciated jobs? It became a race to the shovel with Betty, and she eventually gave in when she realized I learned a lesson.

At first, I thought the lesson of remaining humble was the only one she taught me, but I was wrong. It also taught me about client service. Betty went out there and shoveled the sidewalk because it was the right thing to do, but also because we had clients that wanted to get to the bank. It was part of what people expected and appreciated about banking there, and if I wasn't going to do it, she would.

I get it; I've never heard a testimonial that said, "Bank at First Dakota because we shovel our sidewalks," but let's think about that for a second. Do clients still appreciate little things?

Little things such as local ownership, the bank's commitment to agriculture or the commitment to hire and train a knowledgeable and accessible staff are BIG things. Low interest rates have been a big influencer for our record originations and growth, but I believe it is much more than just that. I hope I'm right.

Continued on next page

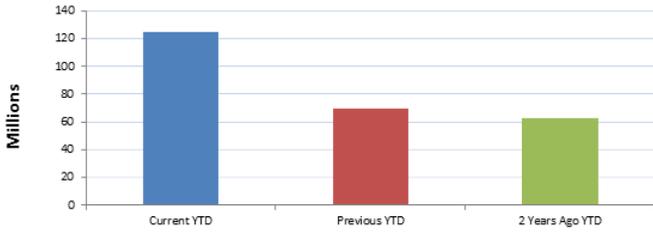


JEFF WOLFGRAM,
Dakota MAC Manager
& Senior Vice President
wolfgram@dakotamac.com
(605) 665-4990

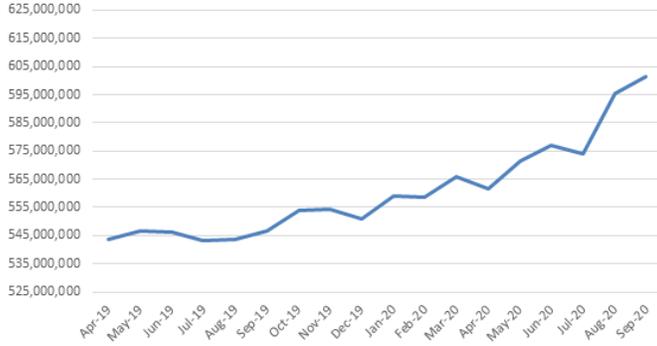
A DIVISION OF FIRST DAKOTA NATIONAL BANK



Year-to-Date Originated Volumes



Dakota MAC Growth



Competitive interest rates are important; I get it. I've challenged our LPOs and bankers not to lead with rate and offer more than just a low rate. "If you lead with rate, it will come down to rate," is something I've said. Yes, we have great rates, and much more – the best employees in the business!

Loyalty from our client base is something we all strive for, but it comes with a price. It comes with being there for our clients in all situations. It comes with being a committed business to our communities. It comes with hiring the best in the business, and having our clients "Experience the Difference!"

I'm confident all of us have someone like Betty in our life; that somebody that has kept us grounded and taught us life lessons. Take the time to thank them today for teaching you the value of hard work, loyalty, and compassion.

OUR LPO TEAM



JIM PERSINGER

jpersinger@dakotamac.com
(308) 529-1991



NICK LUCHSINGER

nluchsinger@dakotamac.com
(402) 740-6445

@DMAC93Nick



BOYD MIGNERY

dmignery@dakotamac.com
(402) 841-1897

Thank you to our growing number of loyal, passionate, and humble clients. Your business and partnership are sincerely appreciated.

Until the next DIRT. Stay safe and well.

Jeff

Welcome to the Dakota MAC team!



Help us welcome Rosalie Lammers to our team. Rosalie is originally from Vermillion. Her and her family live on a farm in northeast Nebraska, where they raise cattle and crop farm.

Rosalie joined the First Dakota team a year ago as a teller. She then transferred to Dakota MAC in August as a closing specialist. Rosalie is responsible for making sure your loan closes accurately, on time, and is recorded correctly.

Rosalie is a graduate of the University of South Dakota. Prior to joining First Dakota, she worked in retail for 11 years. Her and her husband find it fun and exciting to help and support their children in different activities around the farm. She also enjoys running, although there isn't always time.



For up-to-date Ag information follow us on Twitter at @DakotaMAC93.



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



COREY MAALAND

cmaaland@dakotamac.com
(605) 880-2585



NATHAN SPARKS

nsparks@dakotamac.com
(605) 770-1607

DAKOTAMAC.COM • 800-682-4578