

*The mission of Great Plains Ag Credit is to provide a dependable source of financing and related services to the area's agricultural producers.*



## LANDSCAPES: Our Gift to You

Dear Stockholder:

Great Plains Ag Credit is extremely proud to serve agriculture and rural America, and our pride is reflected in Landscapes magazine, which celebrates its 15th anniversary this year.

Landscapes is our gift to you. It was launched in 1998 to showcase the agricultural industry and the rural people served by Farm Credit, while also providing helpful information and association news to our customers.

Over the years, Landscapes has grown in size. It has won numerous awards, and we've published it online, so that readers around the world can learn about our business. The magazine's focus hasn't changed, however; it continues to spotlight the wide variety of agricultural operations that Farm Credit finances — everything from cotton farms to feedlots and dairies to ranches on the rim of Palo Duro Canyon.

We hope that you enjoy Landscapes and share it with your friends, neighbors and family members. The magazine is a great tool for educating the public about the agricultural industry and spreading the word about Great Plains Ag Credit and the Farm Credit System; so when you are finished with your copies, please pass them along to others in your community.

On behalf of our board and staff, I would like to thank you for your business and your involvement with our financing cooperative. For Great Plains, 2012 was another solid year of growth, both in loans and capital. Income exceeded budget projections, which allowed us to declare patronage benefits for our 13th consecutive year. Each year we set goals for the association but one objective never changes, that of serving all your needs and retaining your business.

It is a privilege to work with you and our many other customers, who together contribute to the success of Great Plains Ag Credit. Our mission is to provide a dependable source of financing to the agricultural producers of the Texas Panhandle. You can count on it.

Sincerely,



Tim McDonald  
Chief Executive Officer



Part of the Farm Credit System



## Longtime Stockholder Honored

In recognition of a 75-year business relationship with Great Plains Ag Credit, Clarence E. "Buster" Bertrand was presented with a Texas flag and a certificate stating that it was flown over the state capitol in his honor.

Great Plains Ag Credit's Brad Thacker, left, and Bertrand enjoy a visit at the 2013 annual stockholders meeting, where the flag was presented. Brad is the assistant vice president of lending in the Amarillo office.

## Glenn Schur Named 2012 TALL Alumni of the Year

Great Plains Ag Credit customer Glenn Schur of Plainview was honored in March by the Texas Agriculture Lifetime Leadership (TALL) program as the 2012 TALL Alumni of the Year.



A 1980 graduate of Texas Tech University with a degree in agricultural economics, Schur farms 1,800 acres near Plainview, including 650 acres of cotton, 200 acres of grain sorghum, 350 acres of wheat, 500 acres of seed crops and 100 acres of sunflowers. He also manages 100 registered Limousin cattle.

Since his graduation from the TALL program, Schur has been an active farm and community leader, from the local level to the national level. Among his numerous leadership activities, he is president of the United Farm Industries Co-op, serves as board chairman for the Texas Alliance for Water Conservation, and is a board member for Panhandle Parade of Breeds and Plains Cotton Growers.

TALL is a two-year leadership development program, coordinated by the Texas A&M Extension Service, for adult professionals in Texas agriculture. The program develops understanding and encourages positive action on key issues, theories, policy and economics to advance the agriculture industry. The program has trained more than 300 people who are now serving in industry leadership roles.

## Insurance Payments to Customers Total Nearly \$38.4 Million for 2011 and 2012

Insurance is an important service provided by Great Plains Ag Credit. And the true testament of the service is the volume of payouts to customers in recent years, according to Rachel Myers, the cooperative's director of insurance services.

Speaking at the Great Plains Ag Credit annual meeting, Myers said that 2011 and 2012 will likely go down in the books as two of the hardest years for the insurance industry. "In 2011, our team worked more than 800 claims, and unfortunately, we hit the 800 mark again in 2012," she said.

Depending on crop prices, Great Plains Ag Credit services between \$13 million and \$16 million worth of gross premiums annually, which returns about \$1.3 million to the association.

"Beyond those numbers, though, there is a more important statistic in the back of my mind. In the last two years, we've paid out \$38,379,348 million dollars in insurance indemnities to our customers," reported Myers.

### Insurance Staff of Eight

The Great Plains Ag Credit insurance department has grown in recent years from a staff of one to a staff of eight outstanding folks who work in three offices — Amarillo, Muleshoe and Plainview. At the same time, the cooperative's product line has expanded to include multi-peril, crop hail, livestock, pasture and life insurance.

"Our stockholders are the reason for our success. You have embraced our vision to be the best crop insurance agency in the Panhandle, and you have put your trust in us," Myers said. "I truly believe you'll have to look a long way to find a group of more dedicated agents and staff with a passion for agriculture, and a desire to see you succeed.

"When times are tough, we hope that by doing our job precisely, we deliver what you need most. While the revenue from our services strengthens our association, our services protect your livelihood," she noted.

This was the first year that crop insurance-only customers attended the association annual meeting.



# Commitment to Excellence

by Tim McDonald

*“The secret of joy in work is contained in one word — excellence. To know how to do something well is to enjoy it.” – Pearl S. Buck*

As a part of our initiative, for the past two years we have asked staff to vote for the individual team member who most exemplifies Commitment to Excellence, and this year’s recipient is Jill Graves. Her title is customer service representative, but her duties are as diverse as they are important. In a single day, she can accurately receipt millions of dollars in loan payments, help a member by phone with their AgBanking Online account, restock the supply shelves after picking up an order at Sam’s, and sit cross-legged on the floor to entertain a stockholder’s young child while the parents take care of their loan business.

The core values we set in our commitment to excellence initiative include communication, customer service, accountability, integrity and teamwork. If you have stepped through the doors of the Amarillo office of Great Plains Ag Credit or called on the phone, then it is likely you have observed these values in action. In fact, you have probably made a new friend.



*Customer Service Representative Jill Graves receives a Commitment to Excellence award from CEO Tim McDonald.*

## Promotions Announced

Eddie York, chief lending officer, recently announced employee promotions.



**Jason Stroud**, senior credit analyst, was promoted to director of the credit analyst department. Jason has been employed in the central office since 2009. He came

to the co-op with six years of accounting experience in the business sector. He holds a master’s degree in accounting from West Texas A&M University, and recently completed requirements of the Farm Credit University with David Kohl. Dr. Kohl is professor emeritus of agricultural and applied economics at Virginia Tech and a leading instructor of the Graduate Schools of Banking at Colorado and Louisiana State University (LSU).

As director of the credit analyst department, Jason will supervise the flow of work to enhance efficiencies, help maintain a balanced workload within the department, and oversee product quality delivered to the lenders. “Jason has the leadership and management skills that make him a great choice for this position,” said Eddie.



**Heath Wilson**, Amarillo branch office manager, was promoted to senior vice president of commercial lending. He has been employed with Great Plains since 2002,

immediately following his graduation from West Texas A&M University with a BBA in finance. In 2011, he graduated from the Graduate School of Banking at LSU.

In his new position, Heath will continue to manage the Amarillo branch office, originate loans and service an existing loan portfolio. “Heath has demonstrated leadership skills proven by the many projects he has led to completion,” said Eddie.

Heath will also be taking on the responsibility of overseeing and servicing an existing portfolio of Capital Markets loans as well as building relationships within the Capital Markets arena. Over the past few years, Heath has developed the skills needed to manage a Capital Markets portfolio, and has established relationships throughout the Farm Credit System necessary to achieve this goal.

## How Our Credit Analyst Team Works for You

Every business and profession seems to have a language all its own. Credit analysis is no exception. The following describes what a credit analyst does and how he or she helps you, our member-borrowers.

Our team of four credit analysts receives the financial reports you submit. They do their accounting magic and provide a thorough and consistent analysis to the internal loan committee and credit desk. They also look for developing trends in the credits they review.

The credit analyst helps you by freeing up the loan officer to focus on other matters. By not spending too much time poring over your financials, your loan officer can do a better job of managing your loan relationship and taking care of your needs. The time spent with your lender is more about you than your paperwork.

It’s also to your benefit that the credit analyst — who’s a specialist in reviewing ag loans — can quickly spot negative trends in your reporting. Addressing problems on the horizon as soon as possible is a big advantage of doing business with an “all ag lender”!



At the close of 2012, three staff members of Great Plains Ag Credit reached an anniversary date in their Farm Credit careers. Recognized for their years of service at the 2013 annual stockholders meeting were:



**Gerrod Salyer**, assistant vice president in the Dimmitt branch office – **5 years**



**Heath Wilson**, senior vice president/ Amarillo branch manager – **10 years**



**Cliff Daniel**, vice president/Plainview branch manager – **25 years**

## Meet Our New Staff Members

As the association grows, so does the staff. At the beginning of 2013, we welcomed several new employees to Great Plains Ag Credit. Stop by and meet them yourself!



**Sarah Medley** began work in the Plainview branch office in February as insurance administrative assistant. She is a graduate of Wayland Baptist University. Sarah enjoys playing with her nieces and nephew, and spending time with family and friends. She loves anything involving movies — trivia, quotes, paraphernalia, etc. — and enjoys watching baseball and college football.



**Janell Turner** is the new insurance administrative assistant in the Amarillo insurance office. Previously, she was employed with Go Texan, a support partner developed by the Texas Department of Agriculture to assist producers in marketing Texas agricultural products. Janell has a bachelor of science degree in agriculture communications from Texas Tech University.

Originally from Matador, she now lives outside Claude with her husband, Cobey, and son, Hadley, 2. Cobey works for Myers Cattle Company in Claude.



**Kylie Pope** is the new loan administrator in the Dumas office. She came to Dumas in January from Oklahoma City. Kylie has an associate degree in applied science from Oklahoma City Community College. Her husband, Keaton, works for Crop Quest as an agronomist and graduated from West Texas A&M University. They are big OU football fans!



**Kendall Wallin** joined the Amarillo branch office in January as vice president of lending. Kendall has been in the banking industry for many years at banks in southwestern and eastern New Mexico. Prior to banking, Kendall was in public accounting. He is married to Kimberly, and they have a son, Kolton, 21, and a daughter, Lexi, 17. He enjoys playing golf and spending time with family and friends at the lake.