



Date: September 26, 2023

To: County Ag Key Bankers

From: J.W. Wells, Ag & Trust Division Manager - Kansas Bankers Association

Re: KBA Conservation Awards Program

The KBA Ag Bankers Division is thankful for your continued support of KBA's Conservation Awards Program. We hope you will once again take time to consider individuals in your county for the following six award areas:

- Energy Conservation
- Soil Conservation
- Water Conservation
- Water Quality
- Wildlife Habitat
- Windbreaks

Please note that you are not required to present awards for each of these categories. The maximum number of awards suggested for each county is five.

Attached to this letter you will find a copy of a letter sent by DeAnn Presley, Extension Specialist, Kansas State University, Manhattan, to all county agents in Kansas, announcing this year's conservation awards program. Also attached to this letter is an award category description sheet which outlines the scope and suggested criteria for each award category that may be given.

At this time, I would suggest that you contact your local county agent regarding the selection of award recipients. As in the past, your local county agent has been charged with organizing and chairing a Conservation Awards Committee. This committee is charged with the selection of five or less recipients within your county for 2023 conservation awards. As the County Ag Key Banker, you are an ex-officio, non-voting, member of the awards committee.

Nomination Process

Nominations of farmers for consideration may be made by you or any person in the county. **We encourage you to award only those you feel truly deserving.** Once again, you are not required to present awards if suitable candidates are not identified.

Awards Certificates and Roadside Signs

Your local extension agent is responsible for obtaining certificates that will be used at your local awards presentation event. **As the Ag Key Banker, you are responsible for placing the order for roadside signs.** Metal roadside signs are available to order for the conservation award categories listed above. A sign order form is attached. There is a deadline for ordering signs, please order early!

Presentation

Only the award recipient's name is printed on the certificate. Before the presentation it is necessary to fill in the place and date of the presentation. It will be signed by you and the county agent. For a more attractive presentation, we would suggest framing the certificates. The certificates will fit an 8-1/2" x 11" frame.

As the county key banker, you should coordinate the presentation of the conservation certificates at your local awards event. The key banker should make the actual presentation to the individual award winner or arrange for a representative of your bank to do so. You should also see that award recipients are notified and have made plans to be present with their spouse, who should also be recognized. Newspaper editors in your county should also be invited and encouraged to print stories and run photos highlighting the presentation. All bankers in the county should be urged to attend!

Below are tried and proven methods for your bank to add value to the KBA Conservation Awards Program. Feel free to incorporate these at your business!

- Displaying enlarged photos taken on recipient's property.
- Conduct tour of award recipient's farm to view conservation practices.
- Take photos or video of winning projects to show at meeting.
- Where banks are helping finance conservation practices, work this into your displays.
- Pictures of conservation projects can be permanently displayed in local banks in advance of the awards meeting. This makes the public more conscious of banker participation.
- Recognize previous winners with continued participation pins or stickers.
- Provide outdoor metal sign for posting at driveway entrance.

Thank you for your important role in supporting KBA's Conservation Awards Program. This program has been extremely well received by farmers and ranchers throughout the state and continues to provide an excellent public relations opportunity for your bank. If you have questions or need additional information, please contact J.W. Wells at the KBA office at (785) 232-3444.

Best Regards,

J.W. Wells
Ag & Trust Division Manager
Kansas Bankers Association

Cc: Mikel Hadachek, KBA-Kansas Ag Bankers Division President
DeAnn Presley, Extension Specialist, Kansas State University