



Date: August 22, 2018

To: County Ag Key Bankers

From: Brenda L. Unruh, Kansas Bankers Association

Re: KBA Conservation Awards Program

Let me begin by thanking you for your continued support of KBA's Conservation Awards Program. I 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. Also, the maximum number of awards suggested for each county is five. The number of award categories was increased a few years ago to make it easier to identify and recognize farmers and ranchers that have implemented conservation practices deserving of special recognition.

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. You will also find attached awards category description sheets that outline 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 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 the county) for 2018 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 on 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 the county agent and you. 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!

Other methods that can be used to spice up your awards meetings include:

- Displaying enlarged photos taken on recipient's property.
- Conduct tour of award recipient's farm to view conservation practices.
- Take color 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.

Once again, 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 Brenda L. Unruh or LeAnn Mott at the KBA office at (785) 232-3444.

Please find below links to placemats that you may choose to use for your county awards banquet.

Visit the sites below to download either the 11" x 17" version or the 8.5" x 14" version that you may print on your own paper in the quantity that's best for your event.

11" x 17" Placemat: http://www.ksbankers.com/userfiles/KABDivision/Placemat_11x17.pdf

8.5" x 11" Placemat: http://www.ksbankers.com/userfiles/KABDivision/Placemat_8.5x14.pdf

ONCE AGAIN, THANK YOU KEY BANKERS FOR PARTICIPATING IN THE
CONSERVATION PROGRAM!!

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

Enclosures