KANSAS BANKERS ASSOCIATION

Date: **September 29, 2026**

To: **County Ag Key Bankers**

From: **J.W. Wells, Ag Division Coordinator & Government Relations Assistant**
Kansas Bankers Association

Re: **KBA Conservation Awards Program**

The Kansas Bankers Association is thankful for your continued participation in the KBA's Conservation Awards Program. We hope you will once again take the 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 category. The maximum number of awards suggested for each county is five.

Attached to this letter is 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 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 selects five or fewer recipients within your county for 2025 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, ranchers, or landowners for consideration may be made by you or any person in the county. **We encourage you to award only those you feel truly deserving.**

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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 ordering roadside signs. Metal roadside signs are available for the conservation award categories listed above. A sign order form is attached. There is a deadline for ordering signs, so please order early!**

Presentation

Certificates will be sent digitally to extension agents to ensure a timely arrival. Only the award recipient's name is printed on the certificate. Before the presentation, you and the county agent must fill in the place, date, and sign the certificate. For a more attractive presentation, we 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 spouses, 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 into your business!

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

Thank you for your important role in supporting KBA's Conservation Awards Program. Ag producers and landowners throughout the state have received this program extremely well, and it continues to provide an excellent public relations opportunity for your bank.

If you have questions or require additional information, please contact J.W. Wells at the KBA office at (785) 232-3444 or via email at jwells@ksbankers.com.