



## MISSION STATEMENT

As the voice for the Nebraska banking industry, our mission is to provide extraordinary service for extraordinary members.

## VISION STATEMENT

Our vision is to be the foremost resource and advocate for Nebraska's banking industry.

## THE VALUE STATEMENT OF THE NEBRASKA BANKERS ASSOCIATION IS:

- To promote integrity and a sense of equality and accountability.
- To treat each other and our members with respect.
- To exude passion for our members and maintain banker involvement.
- To foster an open and mutually supportive environment.
- To inspire a culture of creative thinking.
- To motivate each other to embrace challenges and opportunities.
- To strive for personal excellence and encourage self improvement.

## MEMBERSHIP GOAL

To maintain, serve, and support an active and involved membership to ensure continued association excellence and industry prosperity.

## GOVERNMENT RELATIONS GOAL

To advocate for pro-banking and pro-business policies and a legislative and regulatory environment supportive of our member financial institutions.

## EDUCATION GOAL

To educate the financial services industry by offering quality, cost-effective educational programs and products through a variety of delivery formats.

## COMMUNICATIONS GOAL

To enhance and showcase the importance and value of NBA membership and promote the image of the Nebraska banking industry.

## OPERATIONS GOAL

To develop and maintain effective and efficient operations to support NBA staff for the benefit of our membership.

*Extraordinary Service for Extraordinary Members*