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