



C.H. Brown Co., LLC - A Platte Valley Company

# THE BOTTOM LINE

JULY & AUGUST 2021



## COO CORNER

by ED MEYER  
Chief Operating Officer

Summer is in full swing as the world returns to more normal, pre-COVID conditions. This means busy roads and crowded events. Best wishes for safety and good health during this travel and 'grilling' season.

Speaking of summer, 4th of July is right around the corner; have fun as you celebrate the 245th birthday of USA! CHB will be closed Monday, July 5th in recognition of this holiday.

Unfortunately, CHB's planned online account access feature has been delayed until January 2022 due to the roll-out of our new backend data system; however, we will introduce two new capabilities in August. Both Remote Online Notarization and Remote Ink Notarization are two new tools that will enhance our operations and improve the overall customer experience.

Thank you for trusting us to be your lender of choice. We are grateful for the opportunity to serve you.

## RIDE FOR THE BRAND

by KIT WEST  
Business Development Director

In the days of the cowboys and the wild west, standing for something that you believe in, defines who you are. If you believe in yourself, your company, the people around you, and what you do for a living everyday, then you are "Riding for the Brand".

By defining what you stand for and the process for getting there, you have a critical & powerful tool in your arsenal. This will help you to grow and develop into the person that you want to be. This will also further help you to develop your professional career choice and your "Personal Brand"



Your Personal Brand will be how you define yourself. In return the people around you will see you in this light and develop their definition of you. This will help you in your community, personally, and spirituality.

When you are having a tough time, your personal brand will be there to guide and help point you in the right direction. Read and trust it, knowing full well, that you wrote it just for this reason, to help you through the tough times.

The processes you develop for your personal brand will be exponentially more powerful than the goals that you set for yourself. By determining the process of your personal brand, you will have a road map of what the definition of success looks like and how to get there. Some key points to start developing your personal brand:

1. Never Stop Learning
2. Let people know what you have learned (Boast)
3. Get a .com domain name of your "Name"
4. Write about what you have learned
5. Post your writings on your blog named after you
6. Volunteer in your community
7. Write about your experiences

These points are made for you to start thinking about you. Keep the writing short and simple. As you build this habit, your skills will enhance and your thoughts will become clear and relevant.

Ride For YOUR Brand.

## EQUIPMENT FOR SALE

2015 WILSON DWH-500 PACESETTER  
HOPPER BOTTOM GRAIN TRAILER

\$29,750.00



43' x 102", tarp system, 2 hoppers

Interested? Contact us today!

Kathy at [kprice@chbef.com](mailto:kprice@chbef.com) or Kit at [kwest@chbef.com](mailto:kwest@chbef.com)



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## CHB CHATTER

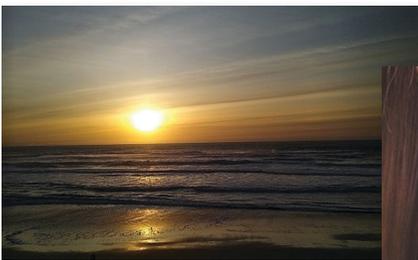
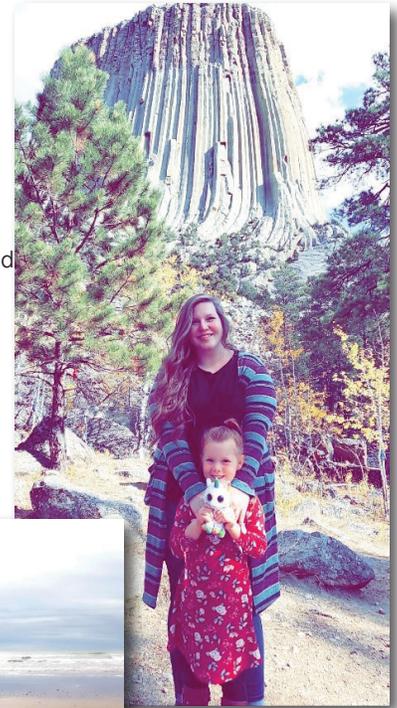
### featuring... KRISTA BETTS



I have been at CHB for almost 2 years in the Client Services Department, and it is definitely never boring. We get daily surprises and overcome them all no matter the situation. I have mostly worked in hotels before starting my career with CHB, and I think it really helped prep me for the understanding and patience one has to have to work in this department. It has been a real journey helping our borrowers get the answers they need and deserve during testing times we have had over the past year, but I have really enjoyed my time here so far! And I am so thankful to be part of the CHB Family.

In my time away from work I really just enjoy being a mom more than anything! I was born in Georgia, but I have lived in Wyoming most of my life. I enjoy the open nature and the beautiful mountains Wyoming has to offer. I

really enjoy fishing, kayaking, hunting, but most of all traveling. I want to take my daughter all over the world, we have already been to see the ocean and fell in love! She loves traveling as much as I do and we can't wait to see the world! 2020 was a very trying year, but I hope everyone isn't too socially awkward now and can enjoy every little thing 2021 has to offer!



## SPECIAL HOLIDAY HOURS MONDAY, JULY 5<sup>th</sup>

We will be **closed** in observation of  
**INDEPENDENCE DAY**

Land of the FREE, because of the BRAVE.

