



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

THE BOTTOM LINE

SEPTEMBER & OCTOBER 2021



COO CORNER

by ED MEYER
Chief Operating Officer

As summer slowly comes to an end, we look forward to the fall and the future. CHB knows that markets can change with the seasons, but we remain ready to serve you with our expertise and exceptional customer service. Helping you navigate equipment finance solutions is what our team does best!

We had our 3rd annual Broker Weekend last month in Jackson, WY; the event was both a business and relational success. We look forward to this event each year which provides us, and our brokers, the chance to strengthen our partnerships. We appreciate the loyalty and dedication of all our customers, but especially our brokers. We know there are lots of choices when it comes to funding partners and we sincerely appreciate the opportunity to work with our numerous brokers and you, our loyal customers.

Thank you for trusting CHB with your equipment finance needs. We look forward to working with you in every season of your business.

TALK LESS & SAY MORE

by KIT WEST
Business Development Director

In this world filled with distractions, it has become apparent that our words have so much more meaning if we just stop. Stop talking and be present with the world around you. Seek the silence and you will see so much more. Your perspective will open up and the world around you will be filled with possibilities. Now you can talk, but only after realizing that the empathy and compassion, you have found, has given you something to say.

Are you making a Point or are you making a Difference? Ask yourself this when you are getting ready to "cut loose" with a barrage of words without thought. By talking less, we are making a difference to the people around us. Are we changing their minds - No, but we will have an impact, and an impact is far greater than a point. A point is made by showing power, a false power, that goes so far as to humiliate, belittle, or even bully the people we are making a point to.

The Difference - is positive and meaningful. It Says More....

The Cowboy Code goes even deeper - As it guides us to say more by doing. By jumping in and making a difference without ever saying a word. The actions are evidence that we mean well and we are here to make a difference.

One can argue that their perspective does not match up with ours, but as long as that argument is meant to make a difference, then we can build upon that common ground. It is when we feel that we need to "Make a Point" that things go array and we talk more and say so much less. People then shut down and all positive attributes are lost.

By practicing and being aware of our surroundings (people, places, things) to see the difference and have empathy and compassion for people and their perspectives, then can we fully grasp the other person(s) ideology and see through their eyes. See what they see to make a difference for not only you but the people around you.

All this is done by Talking Less < Saying More.



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 or Kit at kwest@chbef.com



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CHB CHATTER

featuring... CYNTHIA HOLOMON



I joined the CHB family in the client services department in March of 2020. It gave me the opportunity to speak with and connect to our customers all over the country. Presently I work as a loan technician preparing applications for lender review. I didn't really give much thought to equipment finance before. Now whenever I see semi trucks on the road or farmers working out in the field I appreciate what they do for us all and am grateful that I get to assist people with getting the equipment they need for their livelihood. I feel so lucky and blessed that I get to work with the amazing team at CHB!

I was born here in Wheatland at Platte County Memorial Hospital. After graduating high school I moved to Colorado where I pressed ceramic parts for a variety of applications, put beer in cans, bottles and boxes at Coors Brewing Company, managed apartment communities and provided sales support for a liquor distribution company. After 20 years of city life I returned home to Wyoming.

I love the outdoors here. There's always something to do no matter the season. I am so lucky that I get to be here with my family and the people I love most!



CHECK OUT OUR
FUNDING INSIGHTS BLOG
LOCATED ON OUR WEBSITE
www.chbef.com

