



What a great summer we had! For the most part, the weather was nice and there were plenty of activities and events. I had the pleasure of attending a few sesquicentennials in our area this summer

and everyone did a great job with their celebrations. The one that really amazed me was Mt. Carmel. They really went above and beyond and had an impressive celebration. This all took place within a community of less than 75 people and only about five streets. They had the "Iowa Nice Guy" host the parade which had over 135 entries and were prepared to entertain thousands over the weekend. Success like this just doesn't happen overnight. I was told they started planning two years ago.

Like with anything, life success comes from preparing and planning. Whether we are preparing to go back to school, starting a new sports year, or even spring cleaning to get ready for summer, we need to apply our efforts and attention to our future goals and outcome. As I am writing this article, I stopped to think that this might be a good time to start pre-planning for the 2020 crop year. One can argue that we really don't know or control the pricing of a commodity to fully understand our future revenue, however; at minimum, we can understand and know what our costs per acre or per head will be so we are not completely shooting in the dark. Planning helps us be

in the right mindset and focus on a target or goal we want to reach. Planning ahead also helps separate emotions from the logic in your decision making process. We know, at times, if our emotions are too strong, we sometimes make unwise decisions we later regret.

As you are running in the fields this fall, please take a minute or two and think about next year's productions and ask yourself some simple questions:

1. Do I know the true cost of my crop or livestock operation?
2. Should I be cautious with the volatility in the markets?
3. Is my margin going to be shrinking this upcoming year due to all the uncertainty in our economy?

At any time, if you have any questions or concerns, please do not hesitate to contact your UBI lender. The staff at UBI are truly an asset in your operation to help guide and prepare you in overcoming obstacles you might face. As always, on behalf of the staff of United Bank of Iowa, it is our pleasure to serve you. I wish all of you a safe and plentiful harvest.

To my friends in Mt. Carmel, thank you again for your hospitality and small town pride! There is no place like the Heartland.

Jim Friel
V.P. Regional Branch Manager
Carroll Office



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