



# Andrew McCrea

Keynote Speaker, Oscar-Winning TV & Radio Broadcaster

## FOCUS: Banking & Finance

Andrew McCrea is a frequent speaker for groups in banking and finance. Andrew's background in agriculture and rural America combined with serving as a board director of a billion dollar bank provides insights that organizations need. He helps groups see how they can become a catalyst to uplift their customers and communities and in turn, positively impact their bottom line.

Andrew's role in broadcasting also provides him with unique insights into trends in agriculture and finance that he shares with groups across the nation. He is also often asked to work with groups of lenders and bank employees on how they can better connect with their customers and provide value to their clients.

"Ordinary to Extraordinary: The Little Difference that Brings Success"

Have you wondered what helps some people reach success time and time again, while others seem to stand in place. Research tells us that the most important factors in success are things so insignificant they are often overlooked. Let Andrew help you find the qualities that produce extraordinary results.

"Critical Crossroads – Successfully Navigating Changes in Rural America"

Ag and rural economies sit at a unique crossroads. Farm economics are often not as closely tied to rural businesses as in the past. Smaller towns and rural America may be struggling to keep small businesses open, maintain quality schools and provide a place that younger people want to work and establish homes and families. What role do banks and financial institutions play in this process? Find real-life ways some places are surviving and thriving!

Building Value, Building Customers

Why should people do business with you? What value do you bring to a relationship that others do not? How do you cultivate and grow value within your organization? Andrew helps banks and financial institutions see ways they add value to those relationships and, in turn, add value to their bottom lines.

Here are just a few of our many banking and finance clients:

American Bankers Association  
Missouri Bankers Association  
Iowa Bankers Association  
FCS Financial  
Kansas Bankers Association  
Farm Credit Bank of Texas

North Dakota Bankers Association  
First Farmers Bank of Indiana  
CoBank  
BTC Bank  
Bank North  
Oregon Bankers Association