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Bank Investment Consultant Magazine Recognizes First National Investments and Planning as a Top Investment Program

(OMAHA, Neb. Aug. 18, 2008)-- *Bank Investment Consultant* magazine has named Dennis Tygart, CFP, managing director of First National Investments and Planning, a division of First National Bank, as one of the Top 20 Program Managers in the nation, announced Greg Schilling, vice president and division head, Wealth Management Group.

The publication invited banks across the country to submit their programs for consideration, said Schilling. Tygart was ranked No. 2 overall, with the ranking based on the average production of the advisors working under each program manager. Tygart said there are many reasons why First National Investments and Planning has been recognized with this ranking.

“Our approach is analogous to a physician’s practice,” Tygart said. “Everyone needs a primary care physician, but when there is a need for more advanced treatment, you expect your physician to bring in a specialist.”

He said the same is true for Investments and Planning: many of the division’s financial consultants have an area of specialization and are available to assist each other, functioning as a team of experts on behalf of their clients.

When Tygart became managing director in 2006, his first priority was to segment Investment and Planning’s target markets with specific marketing strategies and develop partnerships with other areas of First National Bank in order to provide clients with a comprehensive service experience.

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Through hiring and training staff, Tygart worked with the bank's retail division to develop a group of premier bankers to work in concert with his financial consultants. He also took steps to ensure that his senior financial consultants would be included in new private-client relationships. He said that transforming the approach into a consultative one with First National's private bankers has increased sales.

"Another key to our success is that our financial consultants average more than 11 years' experience in financial services, with some having as many as 20 years of experience," said Tygart.

First National Bank has a 150-year history of commitment to its customers and Tygart said it is important to continue to deliver that tradition of superior customer service because their clients deserve the best.

"The Investments and Planning team demonstrates professionalism and a dedication to serving our clients and making a difference in their lives," Tygart said.

He said that future plans include expanding their business partnerships to better serve clients' financial needs. In fact, they are forming a Small Business Partnership that will bring together all of First National Bank's business-related services to increase the value they provide to business clients. A series of educational workshops for business owners named "Navigating the Future of Small Business" will soon be incorporated as an element of the partnership.

In the future, Investments and Planning will introduce planning services that focus on the retirement market to help customers prepare for retirement while maintaining their current lifestyles, Tygart said.

About Bank Investment Consultant

Bank Investment Consultant, a SourceMedia publication, is the industry's leading publication for financial advisors and senior sales management in bank investment programs<one of the fastest growing areas of the financial services industry. Every month, over 26,000 readers turn to Bank Investment Consultant for trusted information they can use to increase sales, build effective client relationships, and increase their business. For more information, visit www.bankinvestmentconsultant.com.

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About First National Bank

First National Bank is a subsidiary of First National of Nebraska, Inc. First National of Nebraska has grown into the largest privately owned banking company in the United States. First National and its affiliates have \$21 billion in managed assets and more than 8,000 employee associates located in 35 states. Primary banking offices are located in Nebraska, Colorado, Illinois, Iowa, Kansas, South Dakota and Texas.

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