



# Think Small, Not Big

**Andy Max**

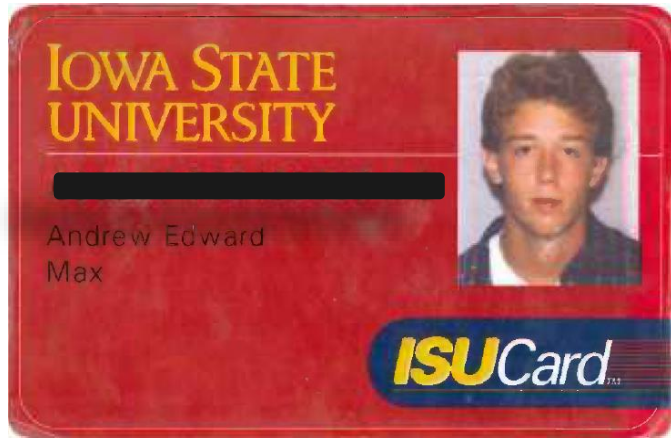
Director – Pricing Strategy & Performance, First National Bank

# First National Background

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- Founded in 1857
- Sixth generation family owned business
- America's largest privately-owned bank holding company
- Operating Regions
  - Nebraska, Colorado, Illinois, Kansas, Texas, Iowa, South Dakota

# My Background



2				7		5
					3	
		1	2	8		
7				3		1
		2				6
	6			1	4	
		4	1	6		8
		8			7	
	5					9



# What I learned...

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- Integrations are the key to adoption
- Company Culture is everything
- Find vendors that you trust and can partner with
- Think Small, Not Big

# What I learned...

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**It's All About People**