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First National Bank Encourages CPAs to Get ‘Unleashed’ After Busy Tax Season

(OMAHA, Neb. Apr. 6, 2009.) – First National Bank has started an initiative to reward CPAs for all of their hard work during tax season. “Unleashed,” is a campaign in which First National Bank business bankers will personally deliver gift baskets to a select group of 70 certified public accountants (CPAs) in Omaha and Lincoln, Neb., North Dallas, Texas and Council Bluffs and Glenwood, Iowa, announced Rolland Johannsen, senior vice president of the Retail Banking Group.

Johannsen said that First National Bank understands the long, stressful hours that CPAs have endured over the past few months and they want to recognize them for their hard work. The gift baskets, which will be delivered April 1 through April 10, include two tickets to the upcoming Fleetwood Mac shows in Omaha or Dallas as a part of its “Unleashed” tour.

“We recognize accountants have spent long hours away from their families throughout the busy season,” Johannsen said. “We want to give them something special they can enjoy with an associate, friend or family member.”

He said that as a part of First National Bank’s ongoing commitment to small business, it is important to acknowledge the positive role that CPAs play in helping the bank’s small business customers grow as well as help manage their businesses.

First National Bank is a subsidiary of First National of Nebraska, Inc. First National of Nebraska has grown into the largest private banking company in the United States. First National and its affiliates have \$21 billion in managed assets and nearly 7,000 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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