

# OUR HERITAGE



AgHeritage Farm Credit Services | Winter 2018



*“Our investment in a new office and the expanded team in McGehee is an example of our commitment to our mission of serving local agriculture and rural communities.”*

GREG COLE  
President & CEO  
of AgHeritage Farm  
Credit Services



[www.agheritagefcs.com](http://www.agheritagefcs.com)



# OUR HERITAGE

Winter 2018

## Senior Leadership

Greg Cole  
*President and Chief  
Executive Officer*

Drue Ford  
*Senior Vice President  
and Chief Credit Officer*

Ken Sumner  
*Senior Vice President  
and Chief Financial Officer*

Cole Plafcan  
*Senior Vice President  
Chief Lending and Marketing Officer*

Leslie Brown  
*Vice President Human  
Resources*

## Board of Directors

### OFFICERS

Dwain Morris  
*(Northern Region)  
Pocahontas, Arkansas  
Chairman*

Jerry Burkett  
*(Southern Region)  
Stuttgart, Arkansas  
Vice Chairman*

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Russell Bonner  
*(Central Region)  
Brinkley, Arkansas*

Jesse Briggs  
*(Southern Region)  
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Mike Burkett  
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Chuck Culver  
*(Outside Director)  
Fayetteville, Arkansas*

Sandra Morgan  
*(Outside Director)  
Stuttgart, Arkansas*

Jeff Rutledge  
*(Northern Region)  
Newport, Arkansas*

Clay Schaefer  
*(Central Region)  
Hunter, Arkansas*

Michael Taylor  
*(Central Region)  
Bald Knob, Arkansas*

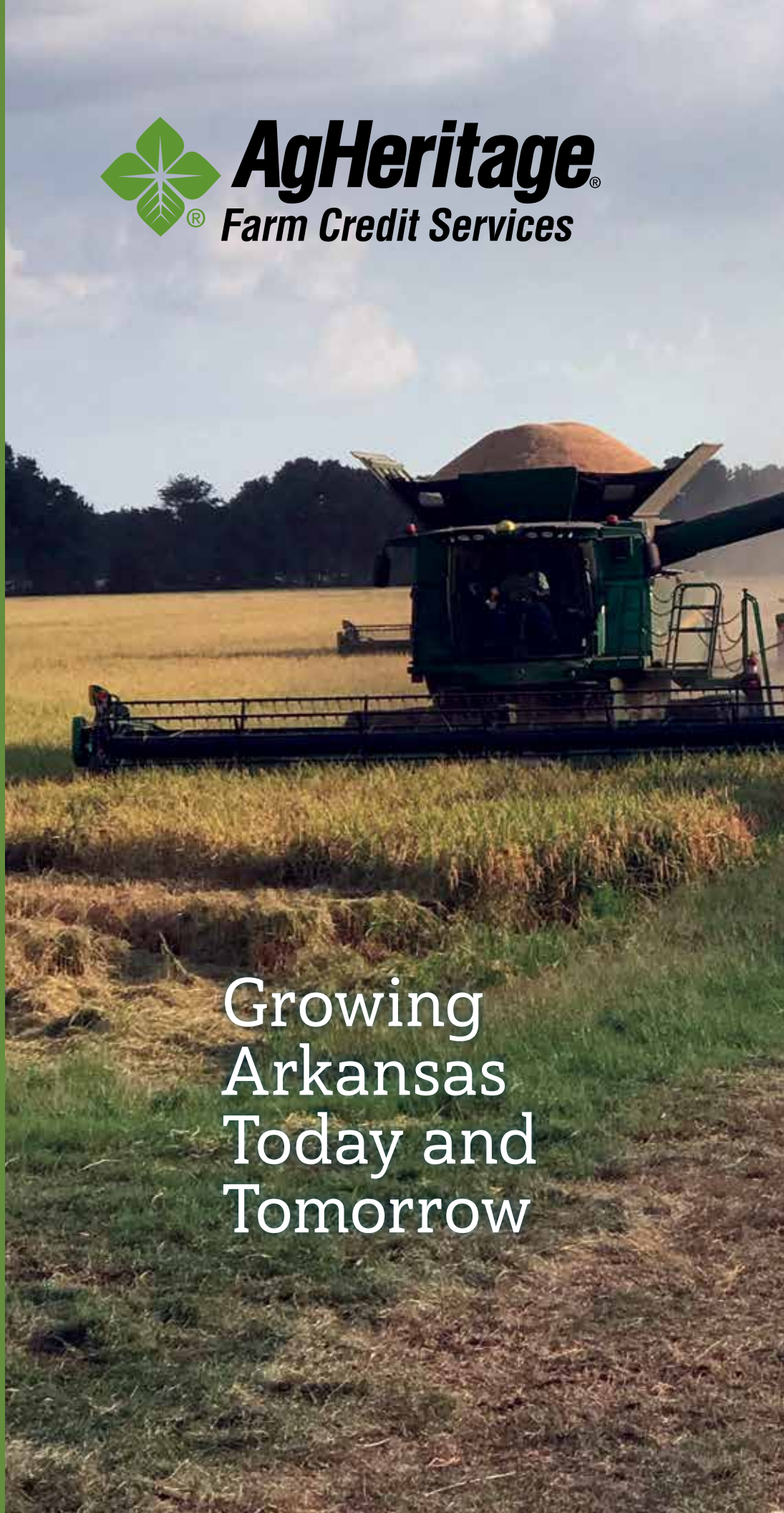
Keith Watkins  
*(Central Region)  
Griffithville, Arkansas*

Scott Young  
*(Southern Region)  
Portland, Arkansas*



# AgHeritage<sup>®</sup>

## Farm Credit Services



# Growing Arkansas Today and Tomorrow



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President & CEO  
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Credit Services*
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### **AgHeritage Farm Credit Services**

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ON FRONT & BACK COVERS:  
Grand Opening of new branch  
office in McGehee



PROUD MEMBER OF  
THE FARM CREDIT SYSTEM

# OUR CEO



Greg Cole, President & CEO

I am excited to highlight our new branch office in McGehee. The office opened in September and is ready to serve area farmers. The decision to relocate our Dermott office was made because we feel McGehee is strategically positioned to be the agricultural commerce hub of Southeast Arkansas given the strong presence of other agribusinesses. Our investment in a new office and the expanded team in McGehee is an example of our commitment to our mission of serving local agriculture and rural communities. We hope you will take the opportunity to stop by and tour the facility.

Crops are in the bin after one of the longest harvest periods in some time. This has been a wet year with many challenges. Some of the challenges farmers faced were the delay in harvest causing crop damage and low prices brought on by excess global supplies and the trade war with China. Also, Congress passing a new Farm Bill has been long and laborious. While these events have created some uncertainty, your association is financially strong and is equipped to help you weather the uncertainty. Our lenders are ready to work with customer-owners in assessing the outcome of 2018 and formulating a plan for next year.

Results of our annual customer satisfaction survey are detailed on page 8 of this magazine. These results continue to be exceptionally strong with 97% of our customer-owners stating they are either satisfied or very satisfied with the service we provide. Achieving good results requires hard work, planning, coordination, teamwork and strong leadership at all levels. We appreciate the feedback and the opportunity to get better at meeting your needs.

At AgHeritage, serving agriculture and rural America is not just our mission; it's our passion.

Greg Cole, President & CEO  
*AgHeritage Farm Credit Services*



# OUR NEW FACES

## **Ethan Adams Joins AgHeritage Brinkley Branch**

Ethan Adams has recently joined AgHeritage Farm Credit Services Brinkley Branch as an Ag Lending Officer. Adams previously worked at Rees Law Firm as an Office Assistant. Adams attended Arkansas State University where he earned a Bachelor of Science in Economics Degree. He currently resides in Forrest City.



*Ethan Adams*

## **Jamie Moore Joins AgHeritage Central Office**

Jamie Moore recently joined the AgHeritage Farm Credit Services Central Office as a Lending Specialist. Moore has a Master of Business Administration Degree from the University of Central Arkansas. She previously worked for AgHeritage as a Customer Specialist at our Lonoke branch. She and her family currently reside in Beebe.



*Jamie Moore*

## **Brandy Almarri Joins AgHeritage Central Office**

Brandy Almarri recently joined the AgHeritage Farm Credit Services Central Office as a Lending Specialist. Almarri previously worked at One Bank and Trust, N.A. where she was a Commercial Loan Assistant III. She and her family currently reside in Jacksonville.



*Brandy Almarri*

## **Jessie Plunkett Joins AgHeritage McGehee Branch**

Jessie Plunkett recently joined AgHeritage Farm Credit Services as a Customer Specialist. Plunkett is working out of the company's McGehee branch, reporting to VP of Lending & Branch Manager Bill Stephens. Plunkett previously worked for A&F Castillo where she was a bookkeeper. She and her family reside in Tillar.



*Jessie Plunkett*

## **Gayla Bogy Joins AgHeritage Pine Bluff Branch**

We are pleased to welcome Gayla Bogy as a new Customer Specialist at AgHeritage Farm Credit Services. Bogy brings 23 years of ag lending experience from her role as an Agri Administrative Assistant in the Simmons Bank Ag Department. She most recently worked for FBT Bank & Mortgage where she was a Sales Representative. She will be located at our Pine Bluff branch. Bogy and her family currently reside in Pine Bluff.



*Gayla Bogy*

## **Seth Speight Joins AgHeritage Pine Bluff Branch**

We are pleased to welcome Seth Speight as a new Ag Lending Officer at AgHeritage Farm Credit Services. Speight most recently worked in Lonoke for the Lonoke County Co-op, Inc. where he was a Seed Business Manager. He has a Bachelor of Science Agricultural Business Management and Marketing Degree from the University of Arkansas. He will be located at the Pine Bluff branch. Speight currently resides in Lonoke.



*Seth Speight*

# NEW FACES (CONTINUED)

## ***Evan Staton Joins AgHeritage Pine Bluff Branch***



*Evan Staton*

We are pleased to welcome Evan Staton as a new Ag Lending Officer at AgHeritage Farm Credit Services. Staton most recently worked for Helena Chemical in their Pine Bluff and Sherrill locations, where he was a Precision Ag Technician. He has a Bachelor of Science in Agricultural Business Degree from the University of Arkansas at Monticello. He will be located at the Pine Bluff branch. Staton currently resides in White Hall.

## ***Lee Thielemier Joins AgHeritage Pocahontas Branch***



*Lee Thielemier*

Lee Thielemier has recently joined AgHeritage Farm Credit Services Pocahontas Branch as an Ag Lending Officer. Thielemier previously worked at Integrity First Bank as a Commercial/Consumer Loan Officer. He attended Arkansas State University, where he earned a Bachelor of Science Degree in Business Management. Thielemier and his family reside in Pocahontas.

## **ISBELLS NAMED 2018 FARM FAMILY OF THE YEAR**

Congratulations to AgHeritage customer-owners Chris and Judy Isbell of Isbell Farms of Humnoke in southern Lonoke County, who were named the 2018 Arkansas Farm Family of the Year at the Arkansas Farm Bureau Annual Luncheon in Little Rock on December 6.

The Isbells, along with son Mark, son-in-law Jeremy Jones, and cousin Shane Isbell, grow premium-quality rice specifically for sake production on 3000 acres.



# 2019 COLLEGE SCHOLARSHIP PROGRAM

AgHeritage proudly invests in the next generation through our scholarship programs. Our annual scholarships include:

- Ten \$1,000 scholarships are offered through the AgHeritage Customer Scholarship Program. This program is available to dependent children and grandchildren of AgHeritage stockholder customers.
- One \$1,000 Ken Shea Scholarship awarded to McGehee and Star City area dependent children and grandchildren of AgHeritage stockholder customers.

- AgHeritage also offers a \$2,000 Scholarship to a current college student studying in Agriculture at an Arkansas University or College. Students do not need to be a customer of AgHeritage to apply for this scholarship.

Scholarship applications will be available at [AgHeritageFCS.com](http://AgHeritageFCS.com) in January 2019.

Deadline to apply is March 15, 2019.

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# BENCHMARK UPDATE

The Randolph County Benchmark (BM) update is one of the three cropland benchmarks that had a slight decrease in value (1.32%) in the past 12 months (the first decrease of over 1% in the past 10 years). As has been the case with other agricultural benchmarks in AGFCS service area, the Randolph County Benchmark has had strong increases in 2014 and 2016. There was a noticeable amount of sales activity in the immediate area of the Robinett Benchmark over the past year. The majority of the sales involved the same seller, but the farms sold to different buyers who were all local: either producers or local landlords. These properties were not professionally marketed, but it was well known in the area that they were available for sale. Although the change is negative, it is, nonetheless, considered to be a nominal amount and indicates the land values in this market area are, overall, rather stable.

The part-time farm benchmark, White County, which was first introduced in 2017 consists of 32 acres and has a more rural location than the previous benchmark. The chart to the right reflects an increase of 4% since the 2017 update. Virtually all of the increase can be attributed to the increase in land values during that timeframe. In 2017, the contributory value of the land contained on the BM property was at \$2,927/ac VS the 2018 update reflecting a per acre value of the land being \$3,340/ac reflecting 14% increase in the land value. The dwelling value, on the other hand, only increased \$2,000 overall since last year's update.

Relative to recent years, sales activity in the Leno County benchmark market's area has slowed significantly over the past 12 months. Reduced activity can mean one of two things: either demand for similar properties has slackened (fewer buyers), or that supply of similar properties is largely unavailable (fewer sellers). Based on the limited sales data available, it is our opinion that it is the latter, rather than the former, at work in this market. It would be reasonable to assume that sellers are demanding higher prices before being compelled to release supply into the market. This assumption (that ag values are increasing) would be premature, however, because it does not address the

fact that very few buyers have shown themselves willing to pay what it would cost to stimulate the release of additional supply. It is our opinion that the lack of sales data is not indicative of low demand in general, but of low demand at the price most sellers are willing to receive.

## AgHeritage Appraisal Department



Jake Minton  
Senior Certified Appraiser



Drew Vance  
Senior Certified Appraiser



Jon Plafcan  
Chief Appraiser



Tyler Hipp  
Appraisal Trainee

The current 2017 Monroe County Benchmark update indicates a slight decline of -1.28%. Sales data in this Benchmark area was very limited over the past 12 months. As such, three sales from a similar competing area (Woodruff County) were referenced. The analysis of the two Monroe County sales, along with the Woodruff County sales, indicated that land values are stable in this area. Buyers ranged from local producers to non-local investors.

The Lincoln County Benchmark is the third of three cropland BM farms of the six cropland BM properties that showed some downward movement. It appears that the market has remained largely unchanged since the 2017 report for this BM farm although this benchmark continued to show some decline, 1.48%, for the second year in a row. The market area for the Lincoln County Benchmark has primarily been a cotton, rice, soybean, and corn producing area. Corn and cotton compete for acreage in the subject's market area. Cotton acreage has been down for several years, but appears to have rebounded somewhat in 2017 - there is noticeably more cotton in the subject area in 2017 than in recent years.

The Grand Prairie market area is, when compared to other agricultural areas in AFCS' market, fairly unique. By far, the market on the Prairie - when compared to our other markets - tends to be comprised almost exclusively of local participants. The buyers are typically local, are oftentimes farmers themselves, and generally do not purchase properties outside this particular market. The majority of buyers on the Prairie, then, are either the former tenant on the purchased land, own adjoining land to the purchased acreage, or own other properties in relatively close proximity. Because of this, most properties that transfer on the Prairie are not exposed to the open market; very few, in fact, are listed with a broker. After a slight decrease of 1.35% in



the 2017 BM update, this year's update has rebounded by 1.37% and back to the same per acre value from 2016.

The Broiler Farm Benchmark update for the past four years has indicated only one change in value, a downward 3.13% in 2016 that was primarily attributed to physical depreciation not being offset by building cost increases over the past year. It should be noted that over the past few years, this broiler farm has deteriorated and not been updated to current industry standards (This farm was established as the AGFCS BM broiler farm in 2006 and, at that time, had all current industry standard modifications.). In addition, there have been no recent arms-length sales of broiler farms in the subject's market area. Due to labor/processing issues with Tyson's in Pine Bluff, broiler farms in this area have experienced extended out-times for quite a while. The uncertainty in this particular market (but not in the overall poultry

market) has caused lower demand for poultry farms and also created an environment where financing potential purchases are difficult. All of the broiler sales in this market (to our knowledge) over the past 20 months have been distressed sales (properties re-acquired and then sold by a bank). For these reasons, we have expired the old broiler farm in our Southeastern territory and chosen to replace this property with a broiler farm in our Northern territory (specifically, Lawrence County) where two primary integrators (OMP and PECO) are located and where there is a more competitive poultry market.

The Ashley County Benchmark update indicated an increase of 7.14% over the past 12 months (-1.28% last year and -2.33% in 2016). Without this significant

*Continued on page 7*

## AgHeritage Farm Credit Services Benchmark Update Values

BENCHMARK	County	2014	2015	2016	2017	2018	TOTAL %	AVG %
		% CHANGE \$ PER UNIT Cap Rate	% CHANGE \$ PER UNIT Cap Rate	% CHANGE \$ PER UNIT Cap Rate	% CHANGE \$ PER UNIT Cap Rate	% CHANGE \$ PER UNIT Cap Rate	INCREASE 2014 to 2019	Last 5 Years (Simple) \$ PER ACRE
#472	- Randolph Co 200 Ac	11.58% 5,250 3.18	0.00% 5,250 2.76	8.57% 5,700 2.70	0.00% 5,700 2.80	-1.32% 5,625 2.75	18.84%	3.77% 5,505
#364	- White Co 30 Ac * * total value	0.00% 186,000 2.59	2.15% 190,000 2.51	-5.26% 180,000 2.65	RETIRED	RETIRED		
#135	- Cleburne Co 32 Ac* * total value				0.00% \$375,000 1.61	4.00% \$390,000 1.46		
#375	- Lonoke Co 280 Ac	0.00% 3,393 3.33	3.15% 3,500 3.20	3.06% 3,607 3.00	0.00% 3,607 2.94	-1.58% 3,550 2.94	4.63%	0.93% 3,531
#487	- Monroe Co 287 Ac	8.01% 3,763 4.05	2.79% 3,868 3.67	-1.73% 3,801 3.60	-1.26% 3,753 3.70	0.00% 3,753 3.69	7.80%	1.56% 3,788
#490	- Lincoln Co 162 Ac	14.89% 4,198 3.48	2.93% 4,321 2.90	0.00% 4,321 3.10	-2.85% 4,198 3.25	-1.48% 4,136 3.25	13.49%	2.70% 4,235
#185	- Arkansas Co 308 Ac	10.42% 4,302 3.79	7.16% 4,610 3.06	4.23% 4,805 2.90	-1.35% 4,740 2.78	1.37% 4,805 2.75	21.83%	4.37% 4,652
#488	- Cleveland Co 40 Ac* * total value	0.00% 800,000 17.21	0.00% 800,000 15.70	-3.13% 775,000 16.00	0.00% 775,000 16.00	RETIRED	-3.13%	-0.78% 787,500
Broiler BM #144	- Lawrence Co 70 Ac* * total value				0.00% 2,870,000	0.00% 2,870,000 13.00	0.00%	
#460	- Ashley Co 320 Ac	12.20% 4,600 3.16	2.59% 4,719 3.05	-2.33% 4,609 3.15	-1.28% 4,550 3.15	7.14% 4,875 2.99	18.31%	3.66% 4,671
<b>Cropland BM Only - Avg Increases</b>		<b>9.52%</b>	<b>3.10%</b>	<b>1.97%</b>	<b>-1.12%</b>	<b>0.69%</b>		<b>2.83%</b>
<b>Cropland BM Only - Avg \$/Ac</b>		<b>\$ 4,251</b>	<b>\$ 4,378</b>	<b>\$ 4,474</b>	<b>\$ -4,425</b>	<b>\$ 4,457</b>		
<b>Last 5 yr /Ac Average for Cropland</b>								<b>4,397</b>

# BENCHMARK (CONTINUED)

increase, the six cropland benchmarks would have actually shown a very modest decrease overall. The uptick in both sales volume and land values proves that demand remains strong in this particular area. It is not felt, however, that heavy ground in this market area has increase.

In conclusion, this year's update appears to be, when compared to recent years, a continuing return to a more stable / static level (for comparison, consider the 2016 and 2017 updates which reflected a modest 1.96% upward move - 2016 - and then a negligible 1.12% decrease - 2017 - for all of our agricultural benchmark properties). It must be noted, however, that the uptick in just one of our benchmark areas, though positive, is seen as an exception and not the rule for the overall negligible increase of this year's update. It is our feeling that we are static overall and down on small, below-average quality farms.

Over the past five years, which includes this current update, our benchmarks have shown an overall annual percentage

increase of 2.83%. Our current five year average cropland value is \$4,397 per acre which is 2.73% higher than the five year average in 2017. Last year we stated that it certainly doesn't hurt to have a stabilizing year. It is our opinion that over the past two years that moderate, steady increases are indicative of a land market that, while not increasing rapidly, is healthy and is a market that does not point to a precipitous drop in value in the near-future. With this year's modest increase, however, and as stated in last year's summary, it appears that we have seen a continued hesitant market over the past several months which did, nonetheless, show some upward turn. There have also been signs of a possible boost for the land market with very positive stock market increases along with other indicators reflecting growth in many sectors of the nation. The benchmark update provides a good, annual baseline on agricultural land values in our area and is a useful tool not only in recognizing past trends, but also in attempting to predict what the future may hold.

## Mark Your Calendar:

- January 5-6: Arkansas Agriculture Aviation Association Convention and Trade Show - Little Rock Marriott Downtown
- January 8: Arkansas Rice Annual Meeting, Grand Prairie Center, 2709 Hwy 165 S, Stuttgart
- January 12: 2019 Coon Supper - Gillett High School Gym
- January 15: 2019 Winter Production Meeting with Lonoke and Prairie Counties
- January 16: Arkansas Soybean Annual Meeting - Grand Prairie Center, Stuttgart
- January 25: Slovak Oyster Supper - Slovak Parrish Hall
- January 25: The Woodruff Co. Ag Expo - Three County Fairgrounds, McCrory
- January 28: White County Row Crop Production Meeting, 9AM - 2PM at Eagle View, 450 Fairview Rd., Searcy
- January 30: Arkansas Soil and Water Education Conference & Expo, First National Bank Arena Convocation Center, Arkansas State University
- February 13: Arkansas State University Agribusiness Conference, ASU, Jonesboro
- February 19: Annual Agri-Business Breakfast - Jonesboro Regional Chamber
- February 21: The Prairie County Conservation District Conservation Day - Kenneth Caviness Shop - Hazen
- February 28-March 2: Commodity Classic - Orlando, Florida
- March 1-2: MidSouth Farm & Gin Show, Cook Convention Center, Memphis, TN
- March 12-13: Arkansas Women in Agriculture Conference: Wyndham Hotel, North Little Rock
- March 15: Application Deadline for Scholarships

# OUR LEGISLATIVE EFFORTS –

Farm Credit board members from across the state met with Arkansas legislators to discuss issues that impact Arkansas agriculture.



Jeff Rutledge, AgHeritage FCS Director, and Congressman French Hill (R-AR)



Senator John Boozman (R-AR), Dwain Morris, AgHeritage FCS Board Chairman, and Marion Fletcher, Outside Director of Farm Credit Midsouth

## Spring 2019 – Annual Stockholders Meeting and Director Election

HELP SELECT THE LEADERSHIP OF YOUR ASSOCIATION.

The Annual Stockholders Meeting will be held in April. Watch your mailbox for more information about the meeting and the annual director election process. As a customer-owner of AgHeritage Farm Credit Services, you play a vital role in helping select the leadership of the Association by casting your vote in the election.

If you or someone you know who is a stockholder in the Association has an interest in becoming a board member or serving on the nominating committee, please contact your local branch office.

## CUSTOMER SURVEY = POSITIVE RESULTS

In order to determine how well AgHeritage Farm Credit Services measures up, each year we conduct a survey of randomly-chosen customer-owners, because there is no better group to tell us if we are meeting your needs than you. The Arkansas Household Research Panel at the University of Arkansas conducted the survey and received an outstanding return response rate of 25%.

The survey indicated that 97% were satisfied with AgHeritage as a source of financing for their agricultural operation. The vast majority (97%) also indicated their expectations were met with 52% of those indicating AgHeritage was exceeding what an ag lender can and should do.

The survey also indicated that an impressive 96% of current

customers said they would “definitely” or “probably” acquire another loan from AgHeritage if they required agricultural financing in the future.

Donations were made on behalf of the customer-owners of AgHeritage Farm Credit Services in appreciation of your support of the customer survey. Donations of \$500 were made to Arkansas Foundation for Agriculture, Future Farmers of America and to the Arkansas 4-H Foundation.

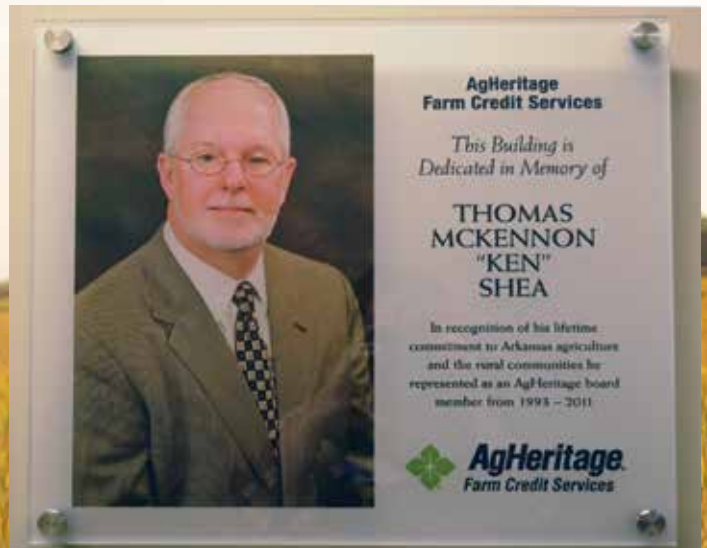
“At AgHeritage Farm Credit Services, our mission is to be the provider of choice for financial solutions to our rural and agricultural markets. And, we strive to make a positive difference in the business affairs of our customer-owners. We are very pleased with these results,” said Greg Cole, President & CEO of AgHeritage.

# OUR GRAND OPENING IN MCGEHEE

The ribbon cutting for the new McGehee Branch office was held on Tuesday, October 9. "It was an honor to dedicate the building in memory of Ken Shea, who had a lifetime commitment to Arkansas agriculture and served on the AgHeritage board from 1993-2011," said Greg Cole, President & CEO of AgHeritage. "We look forward to even further immersing our company in the McGehee community and surrounding areas."



Greg Cole welcomes visitors to the new Branch office.



The building is dedicated to the memory of Ken Shea (pictured above), a prominent Dumas civic, agricultural and business leader. Ken's wife Debbie and daughter Sarah Helen (pictured below) were in attendance at the dedication.



This plaque adorns the front of the new building.





The new building also features a community room available for meetings and events.



Many decorative touches add to the comfortable atmosphere.



Customer Specialist Jessie Plunkett greets guests as they tour the building.



A buffet lunch was catered by Hoots BBQ & Steaks.



McGehee Mayor Jeff Owyong, Greg Cole, Bill Stephens and other AgHeritage board members and staff prepare to cut the ribbon.

# FAMILY FLYING BUSINESS STILL GOING STRONG AFTER 50 YEARS

By Rebecca McGraw

## Customer Spotlight: Hartley Flying Service Stuttgart Airport



When James Hartley was a teen, he and his friends would travel to Pine Bluff to fly airplanes.

“Flying was something I’d always wanted to do,” recalls James. “Some of my friends had an airplane at Pine Bluff, and they kind of talked me into it. I started flying at age 17...Mama had to sign for me to fly solo, since I was a minor. I’ve been at it ever since.”

Flying was a natural career choice for James. After a stint as a pilot in Korea, he went to work as an agricultural pilot. “I flew for a company in Pine Bluff, then for another local company. I went into business for myself in 1968.” He opened Hartley Flying Service Inc., now in its 50th year of business, at the Stuttgart Municipal Airport, providing Grand Prairie-area farmers with seeding, fertilizing, and herbicide and insecticide spraying services.

“We were flying Grumman AgCat biplanes then. We started off with four AgCats...now we have four Air Tractor 802s.”

Sons Todd Hartley and Cole Hartley are also part of the family business. Todd started flying in 1980, and Cole in 1996. A third brother, Michael, used to fly, but left the business after walking away from a plane crash. “He took it as a sign,” says Cole.

Hartley Flying Service has four pilots; brothers Todd and Cole, plus two hired pilots. The service covers Arkansas, Prairie, Lonoke and Monroe Counties, as well as parts of Jefferson and Pulaski Counties.

The bulk of the work is seasonal, starting in March and ending in late summer, and takes dedication. The workdays are long during peak season; the Hartleys and the other two pilots arrive at the hangar two hours before sunrise and work till about three hours after dusk.

“It’s hard to plan the day, because whatever you plan will depend on the weather. You get here intending to spray a section of field, but the wind will change direction and that affects our work. If it gets too windy we switch to fertilizing. Later in the day the wind will die back down so we can go back to spraying,” says Cole.

“That lasts for about a hundred-day stretch, over and over for what just feels like an eternity,” says Todd. “You put in so many hours during the busy season. You hardly ever have a day off, because the crops have to be sprayed and fertilized. And even if the weather is bad, there are still things to do. You just can’t leave that time of year.”

Even though work starts to slow in October, it’s still busy at the hangar. “It gets easier in the fall, and we can kind of catch our breath,” says Cole. “We’ll do a little bit of flying but mainly it’s maintenance on the aircraft. This time of year Todd and I can handle the flying on our own, so our other two pilots go to the Midwest to help with the corn crop.” Corn needs fungicide for about 30 straight days, and there are not enough local pilots to get so much work done in such a short span of time. “So they hire pilots and equipment from out



The Hartley office is decorated with many photos and clippings from over the years.



Todd, James, and Cole Hartley with AgHeritage Farm Credit Services Stuttgart Branch VP of Lending & Branch Manager Kyle Stovesand by one of their Air Tractor 802s.

The off season is a good time to service and maintain the fleet.

of state to help out,” says Todd. “The people up there don’t see many crop dusters and are not used to seeing so many planes in the air at once! They’ll call the sheriff to report a plane crash in a cornfield, when we’re really just spraying.”

Hartley Flying Service Inc. has been a dedicated customer-owner of AgHeritage Farm Credit Services since March 2004. “As airplanes have gotten bigger, they’ve also gotten more expensive,” says Todd. “A top-quality aircraft will go for \$1.5 million or more. That’s not pocket change,” he laughed. “You can’t just go pick one up and hope to pay it off inside a year. You’d want to finance it out over a longer period of time.” At the time the Hartleys were trying to finance aircraft, the local banks were not interested in providing longer-term financing

options. AgHeritage stepped up. “They offered a program to lock in an interest rate for a longer term, up to 10 years if we wanted. Obviously that was very attractive to people in our business.”

The support of AgHeritage was also helpful in rebuilding after a surprise tornado flattened the office and hangar in October 2004. “It came up at lunchtime, and that’s why no one was hurt,” recalls Cole. “We were all in town getting lunch, but it destroyed all the buildings and damaged the airplanes.” Despite the setback, the Hartleys rebuilt in time to fly the 2005 season. The current office and hangar location is mere yards from the original site; a weather-beaten AgHeritage windsock flying alongside.

When asked about the biggest change in agricultural piloting over the years, the brothers laugh. “GPS is the best thing to come along,” says Todd. “It

used to be you’d have a person down in the field with flags to guide the pilot.” “That was a bad idea!” agrees Cole. “If the wind changed direction the person doing the flagging was liable to get sprayed, and that would be no fun. We’ve both done our share of flagging in the past, and GPS guidance is so much better.”

James Hartley has over 20,000 air hours and has been retired from flying for some time, but still maintains a presence at the flying service which bears his family name as much as his health allows. Todd and Cole have over 25,000 and 15,000 air hours each, respectively. “Flying is a young man’s game, for sure,” says Todd. “It’s hard on your body.” Still, he says, they love flying and the service they provide to Grand Prairie farmers. “It’s kind of neat to come to work and do something you really enjoy doing.”



An AgHeritage wall clock hangs front and center in the Hartley Flying Service office.



Damage at Hartley Flying Service from the October 18, 2004 tornado.

“It’s neat to come to work and do something you really enjoy doing.”  
- TODD HARTLEY

# WE APPRECIATE OUR CUSTOMERS

## ***Lonoke Customer Appreciation Event***

AgHeritage customers enjoyed catfish, chicken and all the trimmings catered by King Kat at the Annual AgHeritage Farm Credit Services Lonoke Customer Appreciation luncheon held Wednesday, July 11, at the Lonoke Community Center. "AgHeritage Farm Credit Services has a great appreciation for our customer-owners," said Griffin Golleher, VP Lending & Branch Manager, "It was an honor to share this meal and lots of good conversation with our customers at this event. We are pleased that so many could join us."



## ***Brinkley Customer Appreciation Event***

AgHeritage Brinkley Branch hosted friends and customers at its annual Customer Appreciation Luncheon held on Monday, August 13 at the Brinkley Convention Center. "We had a terrific time enjoying good food and great company" said Kevin Simpson, VP Lending & Branch Manager, AgHeritage Brinkley. "We had a good turnout and the luncheon provided an opportunity to show our gratitude to our customer-owners."





# STOMERS

## ***Star City Customer Appreciation Event***

AgHeritage Star City Branch held its annual Customer Appreciation Dinner as a thank you to its customer-owners. The event was held on Tuesday, October 23 at the Star City Civic Center. Guests were treated to a meal of barbecue chicken, baked beans, potato salad, rolls, and peach cobbler with ice cream, catered by Cater Rita. In addition to the meal, guests in attendance were able to register to win a \$100 Visa gift card, with Debbie Record being the lucky winner.



## ***McGehee Customer Appreciation Event***

A nice-sized gathering of friends and customers enjoyed food and fellowship at the first annual McGehee Customer Appreciation Dinner, held Tuesday, November 6 at the McGehee Men's Club. "We were very excited about the turnout," said Bill Stephens, VP Lending & Branch Manager, AgHeritage McGehee. "We enjoy this event every year, but especially this one because it's the first one after our grand opening of our McGehee branch office."



## ***Newport Customer Appreciation Event***

The Newport Branch Customer Appreciation Luncheon was held Friday, November 2, at the Iron Mountain Depot in Newport. A lunch of catfish, chicken and all the trimmings was catered by King Kat. “We had a great crowd,” said Todd Hulett, VP of Lending & Branch Manager, AgHeritage Newport. “It was great to share this time visiting with our customer-owners and to have the opportunity to express our appreciation.”



## ***Pocahontas Customer Appreciation Event***

A large crowd gathered at The Studio in Walnut Ridge on Thursday, November 29, for the Annual Pocahontas Customer Appreciation Dinner. “We had a fun evening of delicious food, live music and great door prizes,” said Bo Tretenburg, VP Lending & Branch Manager, AgHeritage Pocahontas. “We were glad to have this opportunity to visit with and thank our customer-owners.”



## ***Searcy Customer Appreciation Event***

Searcy area friends and customers enjoyed good food and fellowship at the branch's Annual Customer Appreciation Dinner held Tuesday, December 4, at Dondie's White River Princess in Des Arc. "We were very excited about the turnout," said Bert Leder, VP Lending & Branch Manager, AgHeritage Searcy. "It was wonderful to be able to show appreciation for our friends."



## ***Stuttgart Customer Appreciation Event***

AgHeritage Stuttgart Branch friends and customers enjoyed the Annual Customer Appreciation Luncheon held on Wednesday, December 12, at the Grand Prairie Center in Stuttgart. "We had an excellent turnout this year," said Kyle Stovesand, VP Lending & Branch Manager, AgHeritage Stuttgart. "We always enjoy visiting with our customer-owners, and appreciate the opportunity to express our gratitude."



# AGHERITAGE IN ACTION

## *Batesville Branch at the Independence County Fair*



*Nanette Peifer, Customer Specialist with the Batesville Branch, at the 98th Annual Independence County Fair.*

## *National Black Growers Council Model Farm Field Day, Altheimer*



*DeWayne Goldman of Dell-Cam Farms, Kyle Stovesand, VP Lending & Branch Manager, AgHeritage Stuttgart, and Phillip (JP) Haynie III, Chairman of the Board of National Black Growers Council. Dell-Cam Farm is one of five model farms on the 2018 NBGC tour.*

## *Randolph County Annual Meeting*



*Greg Cole, President & CEO of AgHeritage Farm Credit Services, was a guest speaker at the Randolph County Farm Bureau Arkansas Annual Meeting in August.*

## *Rice Field Day*



*Attendees enjoyed hearing an overview on Arkansas crops from Dr. Jarrod Hardke and Dr. Trent Roberts at the Rice Research and Extension Center in Stuttgart. Pictured above with Dr. Hardke are Kevin Wingfield, Ag Lending Officer, and Kyle Stovesand, VP of Lending & Branch Manager, Stuttgart.*

## Congratulations to this year's Adam McClung Scholarship recipients!

Winners were announced at the 60th Annual Arkansas Cattlemen's Association Convention and Tradeshow. AgHeritage Farm Credit Services is a proud sponsor of the Adam McClung Scholarship.



Allyson Sellers graduated from Vilonia High School and plans to attend Fort Scott Community College in Kansas, majoring in Animal Science and Agricultural Business. Upon graduation, she plans to pursue Master's degree in Animal Nutrition or Reproduction.



Sarah Gardner is a recent graduate of Fayetteville High School and plans to attend the University of Arkansas majoring in Agricultural Leadership and International Economics and Business with minors in Spanish and International Economic Development. Upon graduation, she plans to pursue a law degree.

## Delta Scholarship Golf Classic



AgHeritage was a proud sponsor of the Delta Scholarship Golf Classic, held in July at the Ridges at Village Creek in Wynne. Pictured are Josh Cunningham, Joey Bednar, Chad Gentry and Chad Nesbett.

## 2018 Arkansas Realtors Convention



James Crabtree and Andrea Leding from Western Arkansas and Darlene Crawford from AgHeritage man the Farm Credit booth matching the convention's theme "The Winner's Circle" at the Hot Springs Convention Center.

## 2018 National Farmers' Market Week



Representatives of the Farmers' Market Association meet with Governor Asa Hutchinson in August at the Arkansas State Capitol. A portion of the grant AgHeritage gives to the Arkansas Agriculture Department supports the Farmers' Market grant program, as well as the Farmers' Market bag program.

## Ag Technology and the Law: Advancing American Agriculture Conference, Little Rock



Wes Ward speaks at the conference, which was co-hosted by the National Agricultural Law Center, the National Association of Attorneys General, and Arkansas Attorney General Leslie Rutledge. Griffin Golleher, VP of Lending & Branch Manager, Lonoke, attended.

## John Reidhar Farms



The Reidhar kids in Des Arc, whose parents are AgHeritage friends and customers, make quite the dream team for selling fresh produce from their farm. Shown are Jake, Jed, Rachel, Jacques, Lindsey and Natalie Reidhar. Not shown is Meredith Reidhar.

## Arkansas 4-H O-Rama



AgHeritage attended the 2018 Arkansas 4-H O-Rama, held at the University of Arkansas in Fayetteville this past July.

## Farm Credit Supports State 4-H Officers



Cole Plafcan, Chief Lending & Marketing Officer, Pictured with 4-H officers, Arkansas Farm Credit of Western and Farm Credit Midsouth at the Officer Dinner on August 9.

## Hot Dog Cooking at Lonoke County Fair



Mala Turner and JoSara Walker, with Jake Minton, Josh Cunningham and Griffen Golleher, cooking up fun at the Lonoke County Fair.

## Peco Poultry Expansion



Pocahontas Branch customer-owners Joe Reel and son Brian Reel launch their new poultry operation with Peco Foods, Inc. by building four new breeder houses.

## John Herman Hickman Foundation Golf Classic



The bronze corporate sponsorship team participated in the Golf Classic, held at Eagle Mountain Golf Course in Batesville on September 20. Back row left to right: Josh Bean, Jason Hill, Mark Summers Jr., Junior Beshears, Alan Brannon, and Bo Tretenburg. Seated in front: Todd Hulett and Eddie Fuhrman.

## Farm Safety Days



AgHeritage was a proud sponsor of the Progressive Agriculture Safety Days held at the Arkansas Co. Fair Grounds in DeWitt on Tuesday, October 2. This educational program is dedicated to making farm and ranch life safer for children and their communities. Farm safety and health is something that must be practiced year-round.

## Trunk or Treat on Halloween



Kevin Simpson and JC Scemons at the Brinkley Convention Center at the annual Trunk or Treat.

## Central Arkansas Log A Load For Kids



The Central Arkansas Log A Load for Kids Dinner and Auction held at the Sheridan Recreation Center on November 3. The event raises money on behalf of the Arkansas forestry community for Arkansas Children's Hospital.



## 66th Annual Farm Appreciation Fish Fry



AgHeritage was proud to attend the 66th Annual Farmers Appreciation Fish Fry at Hestand Stadium. The event honored Jefferson County's agribusinesses and the Jefferson County 2018 Farm Family of the Year, the Joshua Euseppi family.



Evan Staton, Seth Speight, Kyle Stovesand and Kevin Wingfield attended the event.

## Dale Bumpers Scholarship Luncheon



AgHeritage is a proud sponsor of the Dale Bumpers College of Agricultural, Food and Life Sciences Annual Scholarship.

## **Blue Jeans & BBQ Sponsorship in Walnut Ridge**



*The annual Blue Jeans and BBQ fundraiser was held on Friday, October 28 in Walnut Ridge, with food catered by Strawberry's BBQ and music by Lauren Gray. All proceeds go toward service projects benefitting children in Lawrence County.*

## **USA Rice Outlook Conference**



*AgHeritage was a proud sponsor of the USA Rice Outlook Conference, held on December 5-7 in San Diego, CA. This annual conference is where the U.S. rice industry meets, bringing together rice farmers, millers, merchants and representatives of allied businesses from all rice-producing areas for information and interaction.*

# Stay informed!

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**Farm Credit Services**

AgHeritage Farm Credit Services is a financial cooperative with owned and managed assets of approximately \$1.25 billion as of December 31, 2017. It provides credit and related services to more than 2,900 farmers, ranchers and producers or harvesters of aquatic products in 24 Arkansas counties. Branch offices are located in Batesville, Brinkley, McGehee, Lonoke, Newport, Pocahontas, Searcy, Star City and Stuttgart.