

Get to Know....
ADAM VETTER
Relationship Manager at



Adam Vetter is the Relationship Manager for the Heritage Bank Red Cloud Branch. Adam is from Franklin originally and graduated from Franklin Public Schools in 2011. From there he attended the University of Nebraska-Lincoln and graduated in the Summer of 2014 with a Bachelor's Degree in Agribusiness-Banking and Finance. Adam has been a member of the Red Cloud community since February of 2015. Adam has a 6 year old daughter Madison who attends 1st grade in Kearney.

What is your favorite thing about Red Cloud?

Growing up in Franklin, I'm used to being part of a small community. I really enjoy the business community and the amount of activities that go on in the town of Red Cloud. Whether it's golfing 9 holes at the Red Cloud Golf Course or catching a show at the Opera House, there is always something to occupy your time. Also, Red Cloud has a good group of young people in town that are dedicated to making Red Cloud a better place to live for not only themselves, but more importantly their families and the next generation.

**What are some of your favorite businesses to shop at in Red Cloud?
Why?**

I don't think I can narrow that down to just one business. However, if Red Cloud offers it, I try to shop there. That includes not only places like Hometown Market and our many restaurants, but also places like Shades West for clothing and footwear, Jared's Auto for oil changes and vehicle repairs, and Kenny's Lumber for all your home improvement needs, just to name a few.



You're a member of the Red Cloud Community Foundation Fund (RCCFF). Can you explain why you value being a member of the RCCFF?

RCCFF works hard to improve the quality of life for all citizens of Red Cloud. Almost everyone knows about our assistance in getting TVCDC off the ground. However, some of the lesser known projects that RCCFF has assisted with include construction of the new handicapped accessible dock at the Indian Creek Pond, Diamond Pro Dirt for the baseball fields, and rubber woodchips at the City Park. Also, the City of Red Cloud and RCCFF teamed up this summer for BRAN (Bike Ride Across Nebraska) and were able to cater to nearly 500 overnight visitors that spent money at our local businesses. RCCFF was able to secure \$3,000 of scholarship money for hosting BRAN, \$3,000 for being the best host community, and \$3,000 via matching funds through RCCFF. That is a total of \$9,000 of scholarship money for the young people of Red Cloud. \$9,000 is a big number for a town of our size. Funding these projects and exciting events like BRAN would not be possible without the generosity of individuals and business who donate time and money to RCCFF.

Currently, RCCFF is trying to raise \$200,000 to get a \$100,000 donation from the Sherwood Foundation. Why should people donate to this campaign?

The Sherwood Foundation Challenge Grant (aka RDP Challenge Grant) is an excellent opportunity to secure endowed funds for Red Cloud. What this basically means is we have the opportunity to spend the interest earned on this (potentially) \$300,000 to improve our community while keeping the principal investment intact. The 50% match provides an excellent return on investment in Red Cloud's future. The projects RCCFF supports through this fund can benefit any and all demographics. Therefore, I encourage anyone interested in donating to talk to myself or another FAC member to help secure the financial future of Red Cloud.



Do you have any hobbies or interest you'd like to share?

I enjoy golfing, fishing, and spending time with my 6 year old daughter Madison. I also enjoy volunteering my time in the community by acting as a

baseball coach for the Red Cloud Warriors and as the Treasurer of The Red Cloud Chamber.

What would your high school teachers or guidance counselor say about you if we asked?

My dad, Clark, is the Industrial Education (Shop) Teacher in Franklin and has been for many years now. We all know teachers kids can't get away with anything in school so I think he is more qualified to answer that question than I am.

What are you most proud of?

My daughter Madison is a wonderful young lady. It's crazy to see how fast these 4, 5, and 6 year olds progress in their education. I swear she was doing things in Kindergarten that I hadn't learned until the 1st or 2nd grade.



Do you have a mantra or mission statement you live by?

I do not. I do however approach each day with the mindset of wanting to help my customers reach their financial goals and help improve the quality of life for each and every member of the community. I know if I can accomplish those goals I will have truly made a difference.

Do you have any advice for someone looking to relocate to rural Nebraska and/or Red Cloud specifically?

Rural Nebraska is one of the best places to start a business and raise a family. The safety and affordability of small town Nebraska combined with no drop off in quality of life compared to the big city is one of the many reasons I have seen multiple families, both young and old, relocate to Red Cloud.

Who is your favorite writer?

The book I never thought I would enjoy reading but ended up becoming one of my favorites was *The Hobbit*. So, I'd have to say J.R.R. Tolkien for that very reason.



Vetter (right) with fellow Red Cloud Community Foundation Fund members at The Valley Child Development Center in Winter 2017. Pictured from L to R: Dennis Hansen, Ashley Armstrong, Todd Mahin, Jill Swartzendruber, Jarrod McCartney, Ashley Olson, Jay Hall, Kory McCracken, Stacie Heldt, and Vetter. Not pictured: Jay Yost, Clint Shipman, Danny Benge, and Ryan Sherwood.

What are some of your favorite songs and/or musicians?

Red Cloud (and specifically the shows at the Opera House) has really forced me to expand my music knowledge. Therefore, I have really developed a taste for The Beatles and The Beatles Tribute that came to Red Cloud a few years back still remains my favorite performance that I have seen at the Opera House. I also enjoy the music of Creedence Clearwater Revival and many other classic rock bands.

What is your dream vacation?

I would really enjoy spending a week on a secluded lake in Canada, somewhere that is only accessible by airplane. Being unplugged and enjoying fishing and the outdoors would be a great way to relax.

What's your favorite place to visit in Nebraska?

The Sandhills are a beautiful place to visit. It is a great representation of what our state looked like prior to our arrival. I can't wait to get out and golf some of those Western Nebraska links style golf courses.



Who has been the biggest influence in your life? Explain why.

My father Clark and mother Peggy. They have and continue to be there for me during the good times and the bad. Without their help, I wouldn't be in the position I am today.

Life in Red Cloud is great, but it's not perfect. If you could change one thing or add something to town what would it be and why?

The amount of activity going on in Red Cloud has to be at an all-time high. With this activity, it brings many people through town such as hunters, golfers, hikers/bikers, and historical tourists just to name a few. I honestly think we could grab onto a few of these visitors and make them full time residents of Red Cloud with the appropriate infrastructure and housing. We aren't quite there yet but I know we have many people working hard to achieve our infrastructure and housing goals and make Red Cloud a destination to both visit and live in.



CONTACT INFO

Office: 402-746-2251

Cell: 308-470-0146

Chamber: 402-746-4065

avetter@bankonheritage.com