



Beyond the data: McCook visit explores the local economy

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A recent trip to McCook, Nebraska, included visiting small businesses to learn firsthand about economic conditions.

In early August, Senior Vice President and Omaha Branch Executive [Nate Kauffman](#) gained firsthand perspective into the economy of a southwestern Nebraska community. During a two-day visit to McCook, he interacted with business leaders and residents to learn about local economic conditions and concerns.

Upon arriving in town, Kauffman's first stop was Norris Ave., McCook's main street, for a walking tour of the downtown business district. Kauffman visited a high-end kitchen and home store, a sports store, a pharmacy, a hardware store, and a car dealership to talk with business owners and staff about recent business activity and expectations for the future. Former Omaha Branch Board Member Brian Esch, president and CEO of MNB Bank in McCook, helped make the connections.

Kauffman emphasized the importance of talking to people directly to understand the economy better. "We have a lot of data," he said, "but talking to people often helps us understand even more, particularly when it comes to decision-making and future plans."

While in McCook, Kauffman also shared an economic update at an [Economic Forum](#) hosted by the Omaha Branch at Mid-Plains Community College and met with area ag producers to discuss recent and emerging developments in the agricultural economy.

Kauffman's Economic Forum presentation is [available here](#).

Media



Kauffman listens to Mike and Laura Ford, owners of Knowlen & Yates in McCook.



Kauffman and Esch talk with Bob Elder at the Sports Shoppe in McCook.



Kauffman and Esch walk to Ace Hardware in downtown McCook.



Kauffman speaks with Rick Sinner, manager of the Ace Hardware in McCook.



Kauffman speaks at the McCook Economic Forum, hosted by the Omaha Branch.