

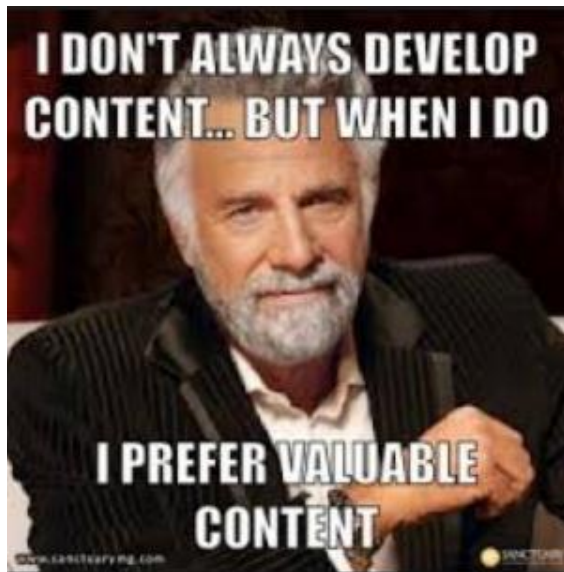
The Power of Content Marketing



First National Bank

What is content marketing?

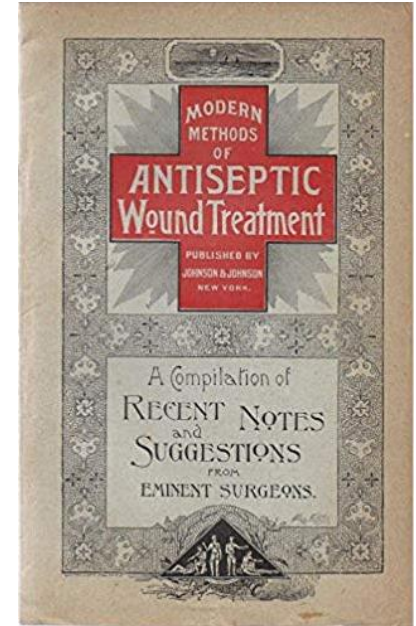
“Content marketing is a strategic marketing approach focused on creating and distributing valuable, and relevant content to attract and retain a clearly defined audience — and, ultimately, drive profitable customer action.” – *The Content Marketing Institute*



Instead of pitching products and services, you are providing relevant and useful content to your customers to help them solve their problems.

Content Marketing Before the Digital Age

- **1882** – The Edison Electric Company Bulletin spreads the word about the benefits of electric lights.
- **1888** – Johnson & Johnson creates a publication called Modern Methods of Antiseptic Wound Treatment for doctors who purchased bandages from the company.
- **1900** - The Michelin Guide is started as a free travel guide to grow the demand for cars.



Why content marketing?

- The hunt for information
- Builds trust and demonstrates expertise
- Makes your company a resource and problem-solver



84% of people expect brands to create content that provides solutions, experiences and entertainment. *(Havas Group 2017 Meaningful Brand Survey)*

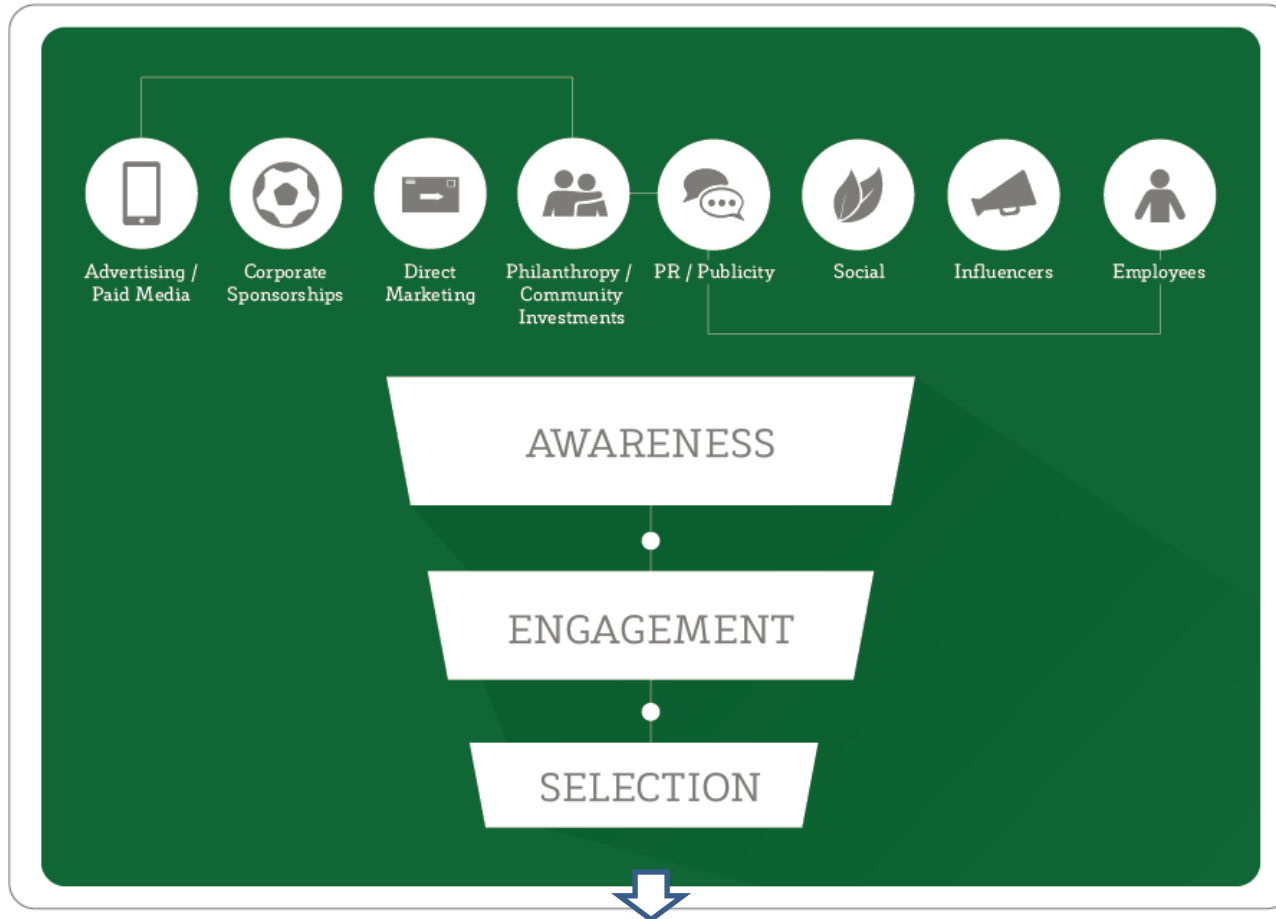
95% of B2B buyers consider content as trustworthy when evaluating a company and its offerings. *(DemandGen, 2016)*

72% of marketers say relevant content creation was their most effective SEO tactic. *(Ascend2, 2015)*

80% of customers prefer to get information about prospective purchase from articles instead of advertising. *(Roper Survey, 2017)*

Content Marketing:

Toolset to Drive Both Awareness, Sales and Continued Loyalty



New customer moves to lifecycle management

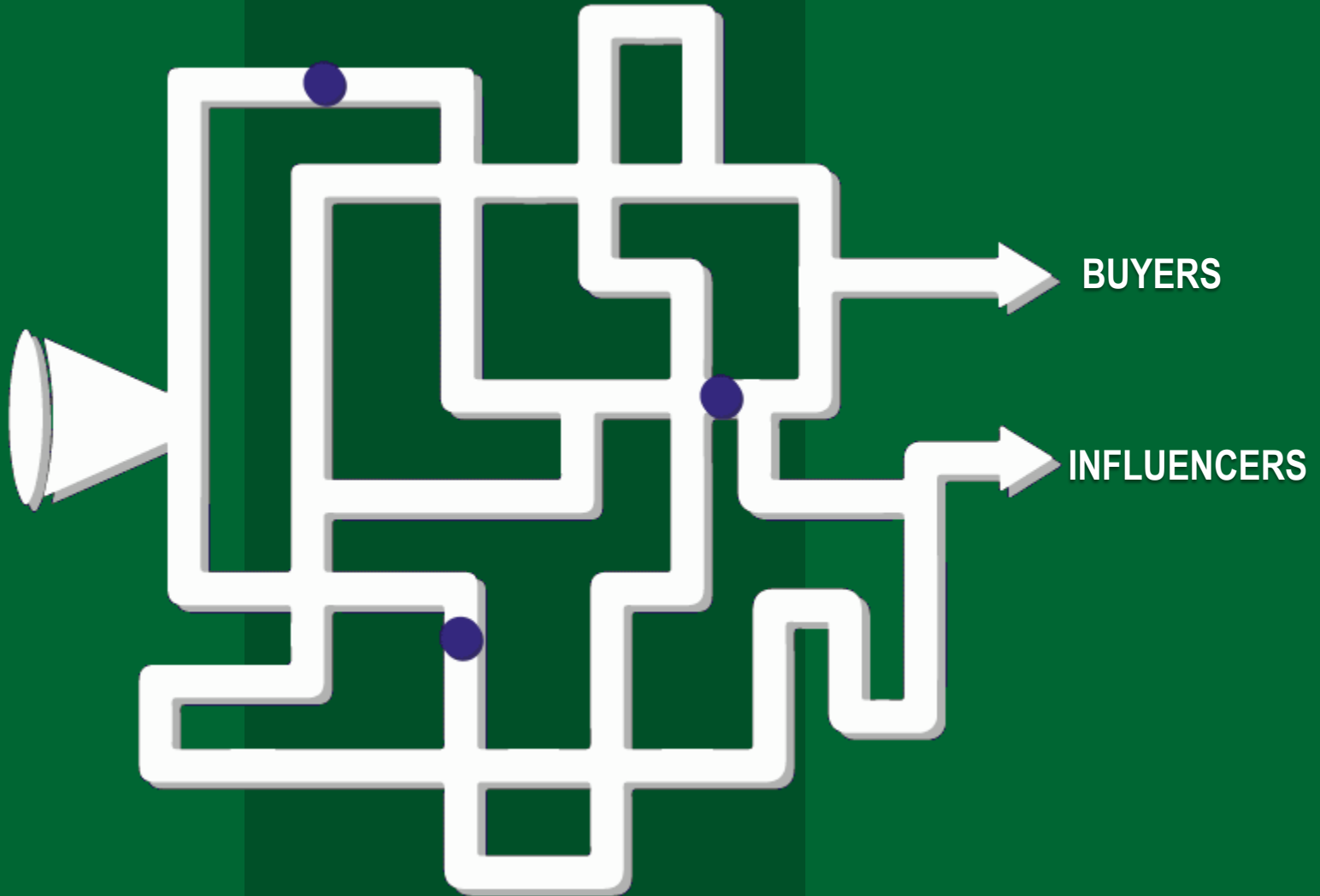
Customer continues to experience mass marketing tactics building support for cross sell, loyalty and advocacy

AWARENESS

ENGAGEMENT

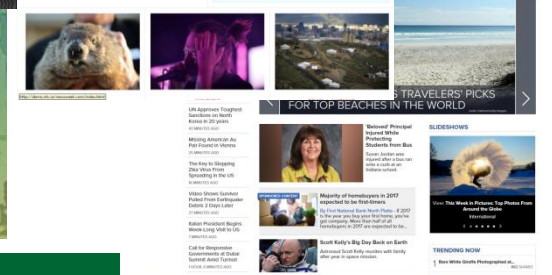
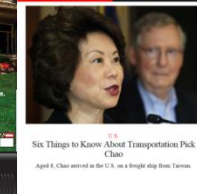
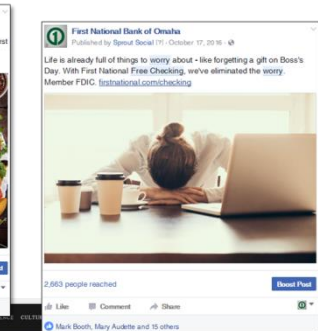
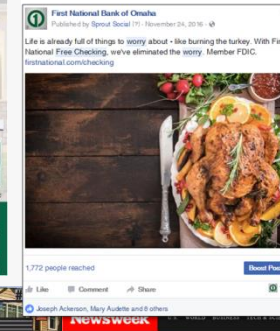
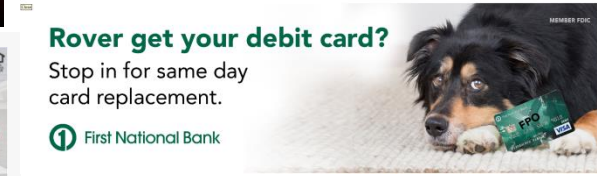
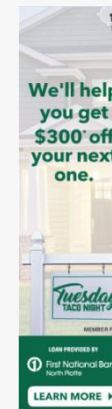
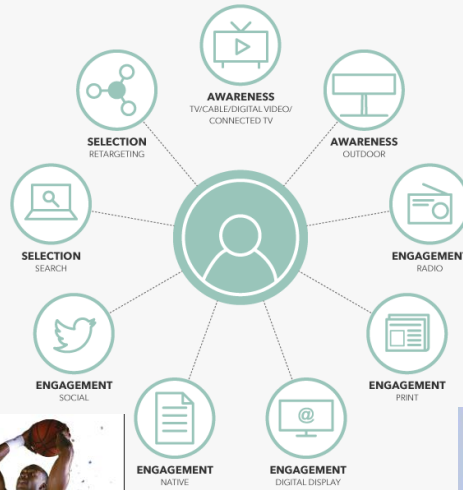
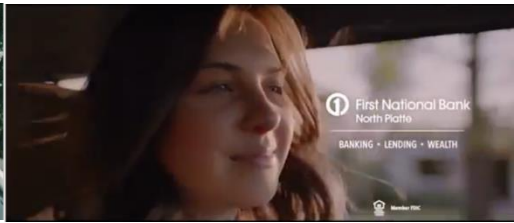
SELECTION

INBOUND



Path to purchase isn't always linear

Messages Experienced in Sample Market



Steps to Creating a Content Strategy

- Determine Your Goals & Define your KPIs
- Develop Audience Personas
- Define Potential Audiences
- Create a Content Execution Plan
 - Content Pillars
 - Content Formats
 - Identify Influencers

Goals & Key Performance Indicators

Awareness

- Goals
 - Increase fans/followers on social media channels
 - Increase website/blog traffic from social media
- KPIs
 - Number of fans/followers
 - Number of visits to website and blog & time spent

Engagement

- Goals
 - Higher interaction with community
- KPIs
 - Number of comments/shares/likes

Conversion

- Goals
 - Increase number of conversions
- KPIs
 - Number of conversions from SMM

Consumer Marketing



Audience Personas



EMILY JACOBSON

"It might take a year, it might take a day, but what's meant to be will always find its way."

AGE 34
OCCUPATION Marketing Firm Project Account Manager
EDUCATION College Degree
STATUS Happily Married - 2 Kids
LOCATION Omaha, Nebraska
INCOME \$65,000
ARCHETYPE Caregiver

MOTIVATION



Identifiers:

- Good listener
- Light volunteer experience.
- Prefers close group of friends, but fine in social settings.

TECHNOLOGY LEVEL—SCALE OF 1-10

IT & INTERNET: 4
 SOFTWARE: 4
 MOBILE APPS: 7
 SOCIAL NETWORKS: 4

TV SHOWS



Goals:

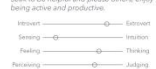
- Stay mindful of the budget.
- Do things that will make me feel more energized at work. Try to hit the gym or yoga first thing in the morning.
- Give back to the community in any way I can.

Frustrations:

- Get annoyed by slow and out of date technological websites.
- Disorganized and dishonest people.
- Getting poor results from marketing efforts.

PERSONALITY

Seek to be helpful and please others; enjoy being active and productive.



TOP BRANDS



AGE 25
OCCUPATION Mid-Level Creative Designer
EDUCATION College Degree
STATUS Single
LOCATION Omaha, Nebraska
INCOME \$45,000
ARCHETYPE Creative

MOTIVATION



Identifiers:

- Can turn anything into a visual masterpiece.
- Prefers working in a small group to tackle issues versus long, drawn-out projects.
- Always willing to explain my thoughts and ideas.

TECHNOLOGY LEVEL—SCALE OF 1-10

IT & INTERNET: 9
 SOFTWARE: 8
 MOBILE APPS: 10
 SOCIAL NETWORKS: 10

TV SHOWS



Goals:

- Find new and not terribly hard-ways to save each month.
- Challenge myself to grow personally and professionally.
- Help others find their creative outlet.

Frustrations:

- Becoming stressed over too many projects and too little time to myself.
- The daily grind becoming more and more mundane each day.
- Not being able to spend time with friends and family.

PERSONALITY

Seek to be helpful and please others; enjoy being active and productive.



TOP BRANDS



AGE 45
OCCUPATION Director of Finance
EDUCATION Master's Degree
STATUS Married
LOCATION Omaha, Nebraska
INCOME \$100,000
ARCHETYPE Intellectual

MOTIVATION



Identifiers:

- Relishes practical gadgets and processes.
- Is smart and efficient when planning projects.
- Works to help others improve their own intellectual capabilities.

TECHNOLOGY LEVEL—SCALE OF 1-10

IT & INTERNET: 9
 SOFTWARE: 7
 MOBILE APPS: 8
 SOCIAL NETWORKS: 5

TV SHOWS



Goals:

- Read 2-3 new books a month.
- Teach others how to be their best-through mentoring, volunteering, etc.
- Continue following detailed retirement plan, and save more when possible.

Frustrations:

- Unstimulating work environment.
- Pivotal thought not ideas or plans.
- Unnecessary steps or processes that I have to follow.

PERSONALITY

Seek to be helpful and please others; enjoy being active and productive.



TOP BRANDS



AGE 33
OCCUPATION Entrepreneur/Professional-Level Management
EDUCATION College Degree
STATUS Married
LOCATION Omaha, Nebraska
INCOME \$75,000
ARCHETYPE Visionary

MOTIVATION



Identifiers:

- Recognizes and appreciates-good ideas
- News Seeker.
- Constantly trying to find new ways to do things.
- Has founded entrepreneur-related volunteering groups in local community.

TECHNOLOGY LEVEL—SCALE OF 1-10

IT & INTERNET: 9
 SOFTWARE: 9
 MOBILE APPS: 9
 SOCIAL NETWORKS: 7

TV SHOWS



Goals:

- Create new opportunities, including financial & experiential, for my family.
- Use products that better the environment/world around me.
- Help others find how to share their visionary ideas.

Frustrations:

- Not being able to express my vision at work.
- Ideas never coming to life because of budget and/or internal problems.
- Feeling stuck in one spot.

PERSONALITY

Seek to be helpful and please others; enjoy being active and productive.



TOP BRANDS



Potential Audiences

Supporters

- People who are avid fans of one of our affinity groups (i.e. – Huskers, Humane Society)
- Community Involvement

Preparers

- People who actively try to grow wealth for future needs, whether it be retirement, college or a vacation

Digital Natives

- People who are tech savvy and want the latest in mobile and digital service

Movers

- People who are in the market or are looking for a new house. Many of them may have just moved cities too.

Revolvers

- People who are looking to make a larger purchase but will need financing or carry a balance.

Small Biz Starters

- People who are in the early stages of starting a small business

Switchers

- People who are in a life stage that implies they might be looking to switch banks

Deal Seekers

- People who are frustrated with the service or fees at their current bank and are looking to make a change

Transactors

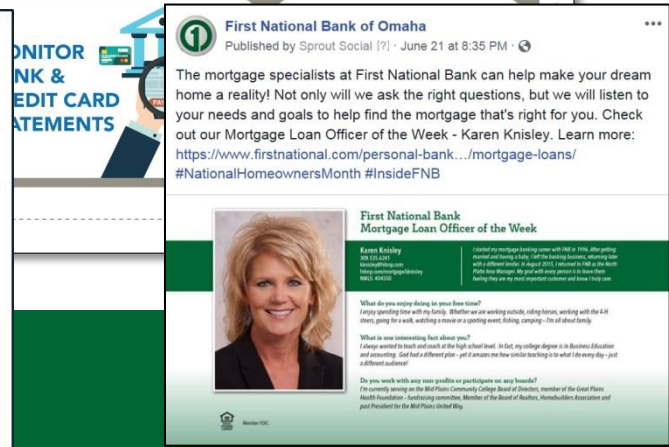
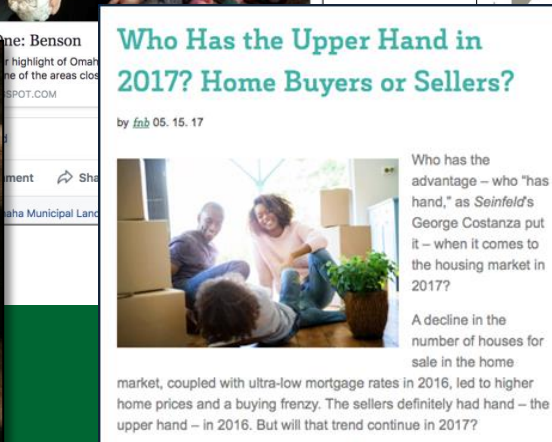
- People who make frequent purchases and are able to pay for them directly or pay off the entire balance at once.

Movers

- People who are in the market for a new home or are looking to refinance
- Renters
- New to the Community

FIRST NATIONAL BANK'S CONTENT STRATEGY

- Through a purposeful content strategy, monthly topics include:
 - Financial Leadership - #FinancialsFirst
 - Community Support & Partnerships - #FNBGives, #FNBImpact
 - Product Highlights - #PuttingYOUFirst
 - Brand Identity – Bank of Choice - #FNBJourney
 - Employer of Choice - #InsideFNB
- This content is further supported through **engaging and interactive elements**, including trending topics, infographics, voting, blog articles, real imagery and Influencers, enabling the bank to exceed the Financial Services average engagement rate [.5-1 percent] at **3 percent**. (2018 Mintel study)



Content Pillars

1

Customer Focus

Industry Leader

Strategic Community Partner

Bank & Employer of Choice

Free Checking
Instant Issuance
Mortgage
Mobile
Relationship-based

Thought Leadership
Respected
Trustworthy
Expertise

First in Community
Financial Education
Affordable Housing
Community Fellowship

Brand
Sponsorships/
Partnerships
Awards
Employee Relations

Content Formats


- Blog Posts
- Video
- Infographics
- Images
- Quizzes and Polls
- Contests



Video has overtaken photos on the platform for engagement.

82% of consumers surveyed for a recent study said they favor video over other types of social media posts.

Video content earns 12 times more shares than text and images combined.



First National Bank


We Grow as One


Support Local Business

When we support local businesses, good things happen.

It starts with a dollar...





First National Bank


[@FNBOmaha](#) · now


Happy #InternationalSpurgeDay! What will you be splurging on?

- 0% A Night Out
- 0% Shopping Spree
- 0% Vacation
- 0% Spa and Pampering

Grow Communities

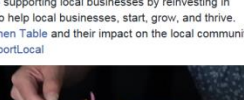


JOBS



First National Bank of Omaha
Published by Danielle Johnson (7) · May 4 · 🌐

At First National Bank, we know that when a community is home to local businesses of all sizes and types, the entire community succeeds. That's why we're committed to supporting local businesses by reinvesting in organizations working to help local businesses, start, grow, and thrive. Proud to celebrate Kitchen Table and their impact on the local community. #WeGrowAsOne #SupportLocal



Kitchen Table - Small Business Highlight
02:09

Performance for Your Post

10,676 People Reached

5,919 Video Views

155 Reactions, Comments & Shares 🎯

115 👍 Like	66 🗨️ On Post	49 🔗 On Shares
28 ❤️ Love	9 🗨️ On Post	19 🔗 On Shares
4 💬 Comments	0 🗨️ On Post	4 🔗 On Shares
9 👍 Shares	9 🗨️ On Post	0 🔗 On Shares
294 👁️ Post Clicks	0 🔗 Link Clicks	232 👁️ Other Clicks 🎯

👤 **1** Wow

19 Comments

38 Shares

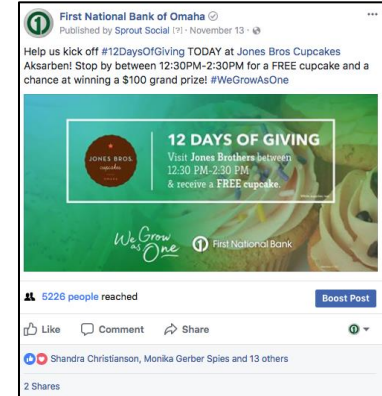
353 Post Clicks

Influencer Marketing

- We leverage influencer outreach to connect with new audiences and drive results for campaigns. This includes:
 - Bloggers
 - Media
 - Partnerships
 - Brand Advocates
 - Mortgage Loan Officers

BLOGGERS

Per Content Marketing Institute, influencer marketing increases brand trust by 92% when recommended by individuals they trust.



Kitty & Kevin

My First National Bank Free Checking Experience

September 20, 2017

One of the biggest keys to our success of paying off \$100,000 of student loan debt was planning out each dollar of income, and automating that plan. We

INFLUENCERS

Six influencers across all markets with a total of 21 blogs on:

- We Grow As One
- Free Checking
- Holiday LTO

Influencers:

- Kitty & Kevin
- Blushing Momma
- Pearl Boulevard
- Harleys & Heels

146,000 Impressions across all markets

MEDIA



Habitat Omaha
@habitatomaha

Follow

@FNBOMaha's 6th build kicked-off today! Hear from future homeowner Leticia @ noon on @3NewsNowOmaha w/@ShawntePassmore. #UnforgettableFirsts



11:31 AM - 29 Jun 2017

1 Retweet 3 Likes



First National Bank
@FNBOMaha

Following

We are excited to give back once again through @habitatomaha. Shout out to our leadership team for representing us!



Partnership builds new home for family

It's forever synonymous with the American dream: owning your own home. At just 20 years old, Leticia Garza's family of four will be one step closer to that hope.

3newsnow.com



Strictly Business
@sbmaglincoln

Follow

First National of Nebraska Again Named One of "America's Best Banks" by Forbes!
bit.ly/2qOORFr @FNBOMaha



Malorie Maddox shared First National Bank of Omaha's video.

Just now · 📍

YES! A glorious morning. And this video. The perfect combination.



First National Bank of Omaha

Yesterday at 10:15 AM · 📍

Check out our winner spotlight from Saturday's Nebraska Huskers vs. Fresno State game. Second grader, Vollen Schlueter won an Unforgettable First Experience and got to visit the Husker Vision studio to film his very own headshot; just like the ones produced for the Huskers players. To apply your child for Little Huskers, Big Firsts, visit www.firstnational.com/huskers.



World-Herald Money
@OWHmoney

Follow

.@FNBOMaha sees second straight year of declining ag loans, reports record profit due to high level of home loans.
omaha.com/money/a-rise-i ...




First National Bank

Partnerships

First National Bank of Omaha
Published by Sprout Social (?) - May 24 · 🌐

First National Bank is a proud sponsor of the Omaha's Henry Doorly Zoo and Aquarium. Come face to face with animals from National Geographic Photo Ark at the new exhibition. Trivia Question: Can you list another name that a cougar is referred to? Comment below, for a chance to WIN a Family Day pass to the Zoo! #SaveTogether #ProudSupporter



66,977 people reached

1,118 Reactions, Comments & Shares

493 Like	229 On Post	264 On Shares
37 Love	19 On Post	18 On Shares
2 Haha	1 On Post	1 On Shares
553 Comments	379 On Post	174 On Shares
33 Shares	32 On Post	1 On Shares

2,605 Post Clicks

314 Photo Views	0 Link Clicks	2,291 Other Clicks 🌐
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NEGATIVE FEEDBACK

48 Hide Post	2 Hide All Posts
0 Report as Spam	1 Unlike Page

367 Comments 32 Shares

First National Bank @FNBOmaha Following

Congrats to Dave from Lincoln and to @OmahaZoo for reaching its #OneMillionthVisitor!



Omaha's Zoo @OmahaZoo
Help us welcome Dave of Lincoln, Nebraska - our #OneMillionthVisitor!

10:30 AM - 30 Jun 2017

2 Likes


Mahastreet @MahaStreet

Shout out to our sponsors @HDRArchitecture @Sageviewadvisor @FNBOmaha and @mutualofomaha couldn't do it without these wonderful folks!

Follow

First National Bank of Omaha
Published by Sprout Social (?) - July 7 at 12:00pm · 🌐

For 160 years, First National Bank has been passionate about supporting our communities so they remain strong and continue to grow. Now we invite you to share in our passion by nominating a local nonprofit organization in our community who is working to create meaningful and lasting impacts. By doing so, the nonprofit organization will have a chance to win a \$10,000 donation to continue their great work! Submit your nomination today: <http://woodbox.com/z9r8t> #FNBGives



6,696 People Reached

93 Likes, Comments & Shares

84 Likes	77 On Post	7 On Shares
2 Comments	1 On Post	1 On Shares
7 Shares	1 On Post	6 On Shares

76 Post Clicks

35 Photo Views	6 Link Clicks	35 Other Clicks 🌐
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NEGATIVE FEEDBACK

10 Hide Post	0 Hide All Posts
0 Report as Spam	0 Unlike Page

First National Bank of Omaha was mentioned in a post.

First National Bank of Omaha
Published by Sprout Social (?) - June 19 at 8:05pm · 🌐

Proud Sponsor of the Maha Music Festival. We're giving away a VIP Experience to one lucky follower + 4 sets of 5 general admission tickets and Maha Bucks to 5 lucky followers. Let us know who you would take to this music festival for a chance to WIN. *To be eligible you must LIKE First National Bank of Omaha and comment with who you would bring to this indie rock festival. #ProudSponsor



7,930 people reached

226 Likes, Comments & Shares

102 Likes	0 On Post	102 On Shares
113 Comments	0 On Post	113 On Shares
11 Shares	0 On Post	11 On Shares

256 Post Clicks

51 Photo Views	2 Link Clicks	203 Other Clicks 🌐
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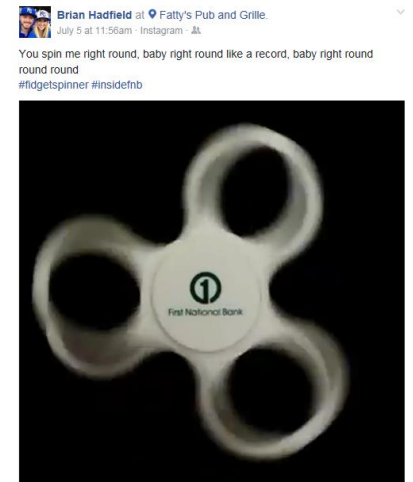
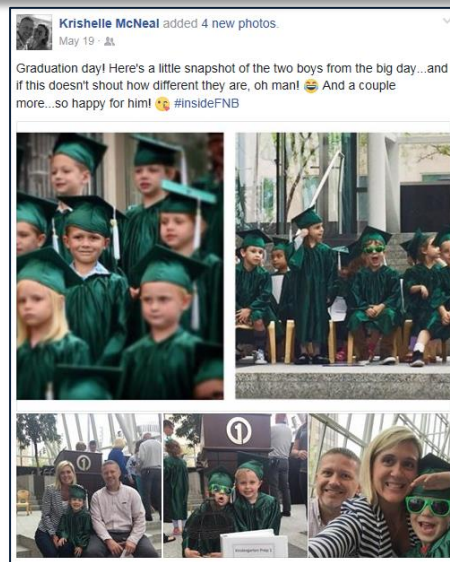
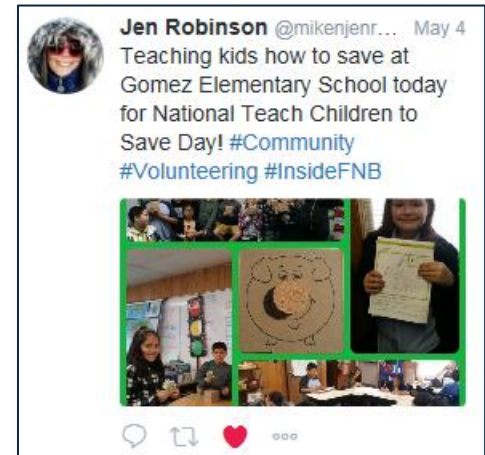
NEGATIVE FEEDBACK

9 Hide Post	1 Hide All Posts
0 Report as Spam	0 Unlike Page

\$93.40 Left

Katelyn Botos, Mike Botos and 96 others · 95 Comments 11 Shares

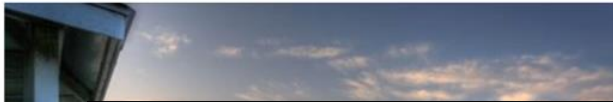
Brand Advocates



Mortgage Loan Officers

 **Laura Bauer - First National Bank, Mortgage Loan Officer - NMLS #622035**
Published by Laura Bauer [?] · June 14 at 6:54pm · 🌐

Are you considering purchasing a vacation home? First National Bank has financing options available for vacation homes. The financing guidelines are slightly different from when you purchased your primary home. Contact me so we can start discussing options and make sure you are prepared for your future purchase!



 **Becky Sandiland - First National Bank, Mortgage Loan Officer - NMLS #286127**
Published by Sprout Social [?] · June 13 at 3:30 PM · 🌐

Summer is the perfect time to make a move and be starts in the fall. Get started today by receiving a cus your loan details!

<https://firstnational1.mortgagewebcenter.com/.../Sea>




 **Nicki Montelongo, First National Bank, Mortgage Loan Officer, NMLS #631095**
Published by Nicki Montelongo [?] · July 2 at 1:54 PM · 🌐

CONGRATULATIONS!!

MATT & KRISTEN WERE PATIENT AND FOUND THE PERFECT HOME. I ENJOYED GETTING TO KNOW THEM THIS YEAR. I KNOW THEY WILL LOVE THEIR HOME WITH MANY MEMORIES TO COME! THANKS FOR LETTING ME HELP YOU IN THIS PROCESS.



 **Kara Morris - First National Bank, Mortgage Loan Officer - NMLS #852775** added 5 new photos.
Published by Kara Stewart Morris [?] · June 23 at 9:54am · 🌐

Thanks to Anne Vickery WSPY for the opportunity to talk about #Mortgages with one of my #mentors Barb Hogan! #Mortgagemama #realestate #credit #debt #studentloans



 **Michael Bruegel - First National Bank, Mortgage Loan Officer - NMLS #496393**
Published by Michael Bruegel [?] · June 17 at 3:08pm · 🌐

Thanks to all those that came out today, great conversations and looking forward to next months meeting with McKinney Home Buyers Club. Congratulations to Maurice Wilson on winning the gift card giveaway! Colin Young, Liberty Mutual Insurance Agent David Dutze - Keller Williams Henderson Kitchen And Tap



Wholesale Marketing



First National Bank

Goals of Wholesale Content

- Showcase our experience and knowledge in the industry
- Highlight the expertise of our employees
- Provide relevant and useful information to our customers and prospects
- Keep First National Bank top of mind
- Generate qualified leads

Commercial Insights



Weighing the Pros and Cons of Employee Stock Ownership Plans

[Read Article](#)



Bank and FinTech Partnerships Offer the Best of Both Worlds

[Read Article](#)



Ensuring Success for Future Generations – Agribusiness Succession Planning

[Read Article](#)



Can Your Payments Platform Keep Up with Consumer Demand?

[Read Article](#)



Swipe or Drag →



First National Bank

Our Current Efforts

- Blogging for Wealth Management and Commercial Banking
 - Highlight trending, educational topics relevant to our clients
 - Blog on firstnational.com is coming soon
- Blogs are promoted on social media and pitched to the media

Ensuring Success for Future Generations – Agribusiness Succession Planning

Home > Commercial > Industry Solutions > Agribusiness > Ensuring Success for Future Generations – Agribusiness Succession Planning



Author: Sr. Vice President of Agribusiness Banking Tom Jensen & Director of Private Client Services Jeff Willis

Publish Date: April 16, 2018

Ensuring Success for Future Generations – Agribusiness Succession Planning

Agriculture is more than a line of work. It's a way of life with deep family roots. Of the 2.1 million farms in the United States, [97 percent are family-owned operations](#). Ag runs in families and more often than not, the next generation takes over the family business. Despite this, only 49 percent of farmers have identified a potential successor that will eventually manage the farm operation, according to a survey of Iowa farmers conducted by Farmers Weekly. Of the farmers who have identified a successor, 74 percent indicate one of their children will carry on the operation.

With the highest unified credit benefit we have seen in history, succession planning is at its most optimal point. Succession planning may be something you don't want to think about, but having a plan in place can lead to peace of mind for everyone involved. Even if retirement is far off, it's never too early to plan ahead.

Current Efforts Continued

Bank and FinTech Partnerships Offer the Best of Both Worlds

Home > Commercial > Banking Solutions > Treasury Management > Bank and FinTech Partnerships Offer the Best of Both Worlds



Author: Barry Gideon, Vice President, Treasury Services

Publish Date: May, 2018

Bank and FinTech Partnerships Offer the Best of Both Worlds

We live in a “now” society where consumers expect processes to happen at the click of a button, and payments are no exception. For example, FinTech applications like e-wallets and mobile payments allow consumers to make payments easily and quickly. Growing e-commerce has also led to an increasing number of non-bank FinTech payment applications.

Instead of seeing FinTechs as competition, banks can work closely with FinTech companies and leverage each other’s strengths. [According to a Business Insider report](#), 87 percent of financial services providers in the U.K. that have partnered with third-party FinTech providers have been able to cut costs. And the same study found that 54 percent of these partnerships increased their revenue.

Through the use of Application Programming Interfaces (APIs), FinTech firms and banks can work together to offer consumers quick digital payment options. For example, a business may have a mobile app that allows consumers to make payments and a bank will process the transactions behind the scenes.

Showcase FNB's Experts

- Blogs authored by internal subject matter experts
 - Content team ghost writes content with input from SMEs
- Showcase our knowledge and expertise
- PR opportunities
- Engages the business in the content

New Investment Strategy Promotes Good Business Practices for a Better World

[Home](#) > [Wealth](#) > [New Investment Strategy Promotes Good Business Practices for a Better World](#)



New Investment Strategy Promotes Good Business Practices for a Better World

Author: Investment Management Portfolio Manager [Erica Blake](#), CFA, CFP®

Publish Date: May, 2018

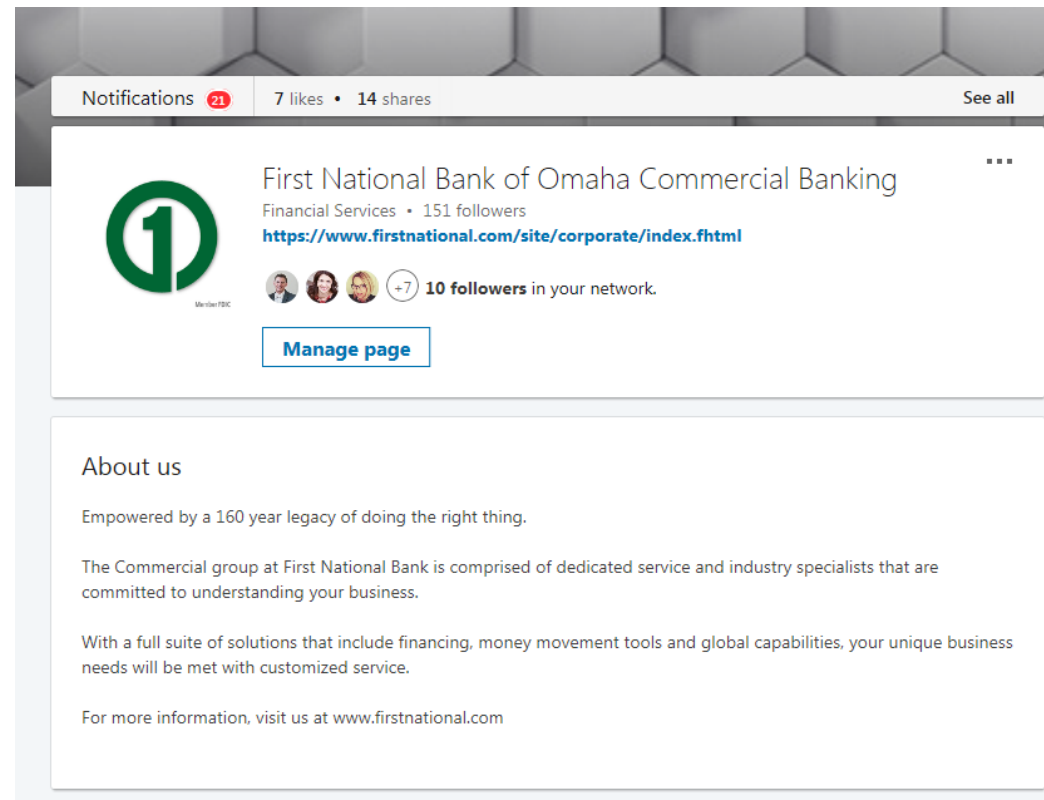
One of my favorite things about working at First National Bank is that we support the communities we serve. This is a part of our culture and what we do every day. Our operating philosophy states that “we will never compromise our values, ethics or integrity to meet our goals.” We care about the world we live in, and so do our clients, which is why we’re proud to offer a new investment strategy that aligns with these values and extends from our operating philosophy.

First National Bank’s new Environmental, Social and Corporate Governance focused portfolio, the ESG First Mutual Fund Strategy, incorporates valued client feedback and is designed to generate competitive returns while allowing clients to invest in companies that prioritize responsible business practices. It also allows people to make an impact in communities across the globe and contribute to causes they care about.

LinkedIn Showcase Pages



- Commercial Banking Showcase Page
 - Started posting content in March
 - Engaging internal team
 - Growing followers
- *Coming soon!* Wealth Management Showcase Page



Content Success Story: Global Banking

Global Banking expertise promoted via the blog, on social media (*company and employee pages*), press releases and pitched to the media.



Home > Commercial > International Banking > Global Trade Boosts Local Business



Global Trade Boosts Local Business

Author: Lead Director of Global Banking Mike Salerno
Publish Date: May, 2018

There is a myth that global trade hurts local business - that to support local companies overseas. On the Global Banking team at First National Bank, we know different. Many businesses (SMBs) throughout the U.S. rely on imported products and the exportation successful.

In the old days, world trade was reserved for large, multinational companies. Today, it's possible for SMBs to sell their products via online stores or online marketplaces, like Amazon, the world. For instance, companies with fewer than 500 employees accounted for 97% of U.S. exporters, according to [The McKinsey Globe Institute](#).

Many of the businesses you shop from on a regular basis rely on global trade. For example, coffee shops across the U.S. depend on the import of over 178 million pounds of coffee from U.S. Department of Commerce. Because of world trade, American farmers help feed the world. Corn planted in the U.S. will be sold to another country, providing income for farmers.



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FOREIGN EXCHANGE WEEKLY COMMENTARY

The U.S. dollar has continued its sell off for a second week, as the dollar continued to slide based on the net result of Friday's Non-Farm payroll.

Despite the dollar weakness, the U.S. equity market has reached a two week high for the NASDAQ, S&P and Dow Jones averages.

Both the unemployment rate and Average Hourly Earnings came in below analyst expectations.

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CNBC

In a trade war, it's consumers who may lose

- A battle between the U.S. and the rest of the world over tariffs could mean higher prices for shoppers later this year.
- "American families are caught in the middle," says the National Retail Federation's Matthew Shay.

Jessica Dickler | @jdickler

Published 2:53 PM ET Wed, 27 June 2018 | Updated 7:07 AM ET Thu, 28 June 2018



Patrick T. Fallon | Bloomberg | Getty Images

Customers walk with Foot Locker shopping bags on the Third Street Promenade in Santa Monica, California.

USA Today

In a trade war, it's American consumers who may lose the most

Jessica Dickler, CNBC

Published 2:47 p.m. ET July 2, 2018



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By Joseph Morton / World-Herald Bureau Jul 9, 2018 10



(Photo: Getty Images)

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As trade tensions between the world escalate, exporters register.

"A tit-for-tat trade war has families are caught in the president and CEO of it said in a statement. Shay also called tariffs **"taxes on con**



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