

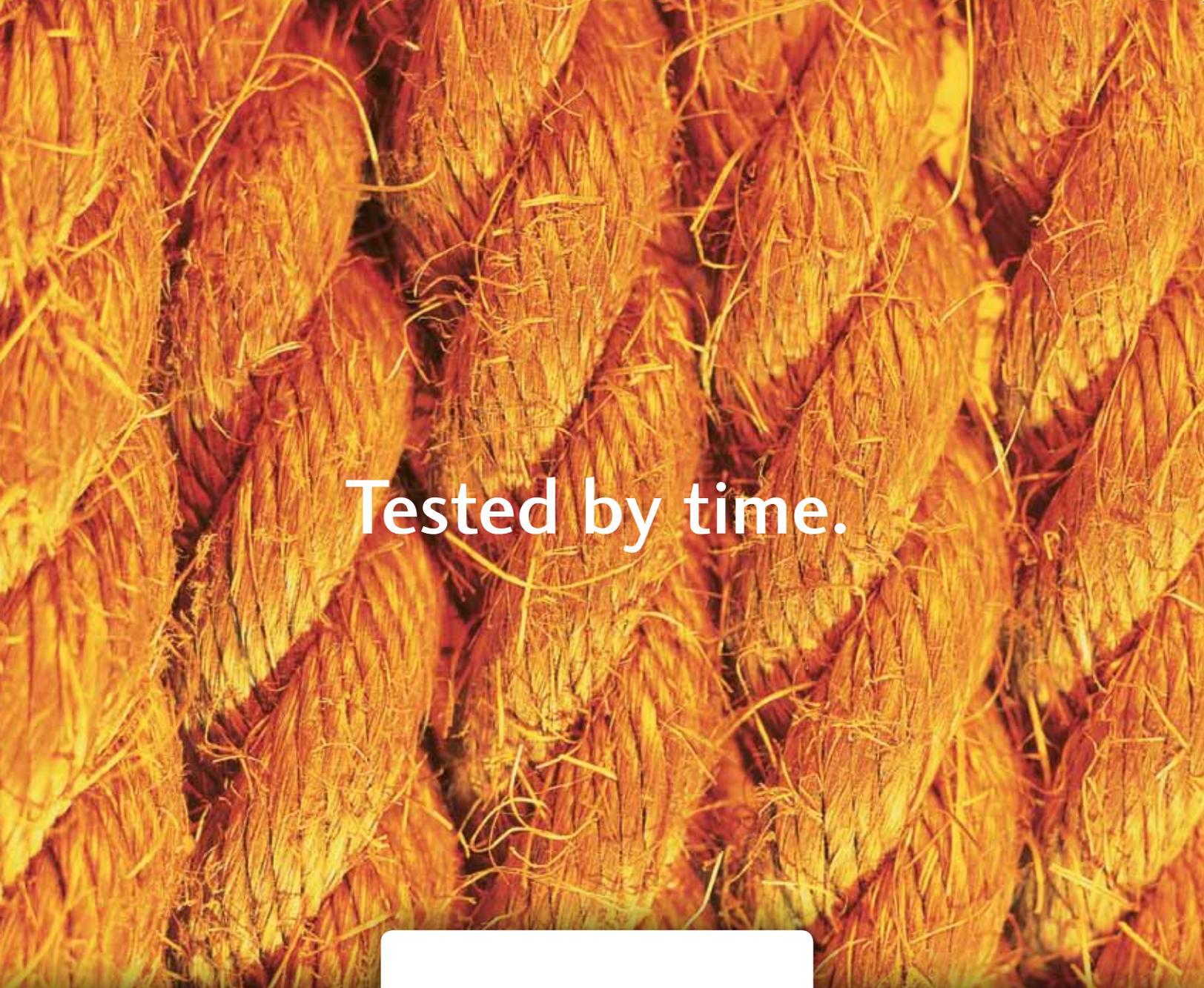
# THE UTAH BANKER

November/December 2010

## **INSIDE:**

**Banking Diversity:  
A Source of Strength**

**Bank Survey Finds Wealthy Haven't  
Abandoned the Market**



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# UTAH BANKERS ASSOCIATION

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The Official Publication of the Utah Bankers Association

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# Banking Diversity: A Source of Strength

One of the strengths of Utah's economy is the broad diversity of small community banks, large multi-state banks and industrial banks. Locally owned, community banks play a critical role in that diversity.

## THE BOTTOM LINE

By **HOWARD HEADLEE,**  
**UBA President**

Nonetheless, thanks to good management and strong local regulators, Utah's community banks appear to be turning the corner as the broader economy begins to rebound. And that's good news because community banks will play a critical role in Utah's economic recovery.

None of these banks caused the recent financial crisis, but along with everyone else they have suffered its impact. In fact, some are suggesting that the most important lesson learned from the recent financial crisis is the need for diversity and the danger of concentrating economic power in a hand-full of large financial institutions that are deemed to be "too big to fail."

This diversity underlines the importance of the dual banking system, and preserving state banks with state regulators and national banks with federal regulators. Throughout the crisis, Utah's state bank regulator demonstrated a brilliant combination of prudent and firm regulation combined with an understanding of and sensitivity to our local economy and community.

Those who would like to see a federal government takeover of every aspect of our economy suggest that

state regulators lack the resources to effectively regulate local banks. This is simply not true in Utah. In fact, the Utah Department of Financial Institutions has a healthy budget surplus built during better economic times through fees paid by banks and credit unions.

It drives me crazy to read speculative, national news stories published in local papers leveling unfounded criticism of local banks and local regulators. Utah's Commissioner of Financial Institutions, Ed Leary, is widely viewed as one of the best bank regulators in the country and a big reason Utah has become a global financial center.

It is true that most of the failures this year are among smaller banks and credit unions, but that is to be expected because they far outnumber the larger ones. In fact, there are also many small banks that are doing quite well thanks to strong management and prudent regulators. These smaller banks stand side by side with larger commercial banks and industrial banks, ready to play a key role in leading us out of this recession. Speculation to the contrary is inaccurate and counterproductive.

Our Bottom Line is You

# A Season of Gratitude

In the 1970 movie about General George S. Patton he said, “I have lots of faults but I hope ingratitude is not one of them.” During the year I find myself not really taking the time to express gratitude to those that I associate with.

That is one of the reasons that I appreciate the holiday season. While it is oft times filled with activities and gift giving I want to take a moment and express to you some of the things that I am thankful for. I am grateful for the country that we live in. It is amazing to see the change of power that can and does take place in our government without a revolution or blood letting in the streets. The power of the vote is our way of expressing our pleasure or displeasure for the way the country is going.

We are a blessed land that allows us as a people to succeed or fail. It is an environment that is unique to the world. Thomas Jefferson said, “How little do my countrymen know what precious blessings they are in possession of, and which no other people on earth enjoy!” The more I study the founding of our country or the times when we have been stressed as a country I see the strength of our country come through in the strong hearts of its people. Whether it is in Independence Hall in 1776 or the beaches of Iwo Jima, Americans have rallied to the cause of this great land and the opportunities that we enjoy. Robert G. Ingersoll said, “He loves his country best who strives to make it best.”

I am grateful for a wonderful industry to work in. I cannot think of another industry that allows you to work with finer businesses, consumers, or employees. The banking industry is an easy target for the public, media, and politicians. We are many times judged as an industry because of the exceptions but each of us has the power to lift someone each day. It may involve giving a loan to a customer for their dream business or as simple as helping a customer complete their teller transaction in a timely and friendly way. It may involve a smile and a friendly hello to a fellow worker.

But I am most grateful to each one of you who is the face of banking in Utah. I value your friendship and the companionship that we share. We are all competitors in similar markets but we have a common goal and objective and that is to serve the needs of our communities in the best way that we know how. Competition is healthy and good for the public. But in spite of that competition we must stand together as an industry. We are much stronger together than separate.

May each of you have a wonderful holiday season. Please know of our gratitude for who you are as bankers. Know also of our appreciation that we at the UBA have for your support.



## CHAIRMAN'S MESSAGE

By **MATT PACKARD,**  
**UBA Chairman**



# Polishing Banking's Image

**T**here's no question that challenges confront our industry as we continue to climb back from the Great Recession that knocked our economy back on its heels.

## WASHINGTON UPDATE

By **EDWARD L. YINGLING,**  
President and CEO,  
American Bankers Association

The more effective we are in telling banking's story, and underscoring the importance of banks like yours and the performance of our economy, the better lawmakers will listen to our industry's perspective on the issues.

The implementation of the Dodd-Frank Act and the future role of the housing government-sponsored enterprises will both demand time and attention as we move forward. Another issue is our industry's image. It's been battered and bruised, often unfairly, and it's time to restore its luster in the public's eye.

That's one of the initiatives that Steve Wilson, ABA's new chairman, announced at ABA's Annual Convention

in Boston. Steve, who is chairman and CEO of LCNB National Bank of Lebanon, Ohio, told bankers in Boston: "You are the unsung hero of your hometown. You make a difference in creating jobs, building homes and strengthening

communities. I am proud of what you do. Those who criticize banking overlook the immense good that bankers do for our financial system, for our communities and for our country."

I couldn't agree more. And as I told the bankers gathered at the ABA

convention, our industry doesn't toot its own horn enough. Not just during these difficult times, but consistently. At every level, but starting locally, we need to aggressively talk about who we are and what we do.

To put this priority plan into action, Steve has established an ABA image task force led by new ABA Vice Chairman, Matt Williams, who is chairman and president of Gothenburg State Bank and Trust Co. in Gothenburg, Neb., and Bick Weissenrieder, who is chairman and CEO of The Hocking Valley Bank in Athens, Ohio.

As Steve said in Boston, "Employee relations, media relations and community relations must join political activity as part of our job."

Political and image advocacy go hand in hand. The more effective we are in telling banking's story, and underscoring the importance of banks like yours and the performance of our economy, the better lawmakers will listen to our industry's perspective on the issues.

It's like this: We stand a far better chance of winning in the political arena when we are also winning in the arena of public opinion.

Under our chairman's leadership, working with the state associations, we

will have a plan to do this. But we will need your commitment to succeed. There are four things you can do:

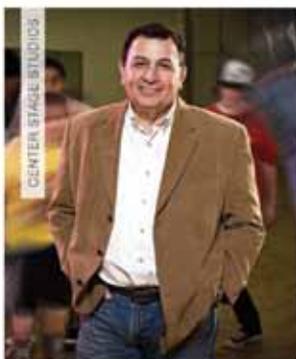
- First, share the good works you do for your community with us at ABA. Tell us about your support for local community organizations, your economic development initiatives, or simple anecdotes about how your bank helped a customer succeed. Tell us what your bank has done that makes you proud and that reflects how much you care about your community and the people in it. Send your information to ProudToBeABanker@aba.com. We will collect those stories and post them in a blog to let the world know how bankers like you are making our communities a better place to live and work.
- Second, talk with your employees and help them understand your bank's role so they can answer our industry's critics.

- Third – and this can be scary – talk to the media. Get to know the reporters on the business beat. When a story about banking is being written, you want to be the first person they call for perspective and comment.
- Fourth, actively seek out invitations to speak to local organizations so you can get your story out to community opinion leaders.

Working together, we can restore the public's confidence in banking while strengthening our political advocacy base.

Reach Ed Yingling by e-mail at ed.yingling@aba.com

## What Do These **Successful** Utah **Businesses** Have in Common?



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# Increased Regulatory Burdens, Loan Losses and Need for Revenue –

## What's a Community Bank to Do?

By Fred M. Floyd, CHAIRMAN/CEO, JOHN M. FLOYD & ASSOCIATES

As the realities of the post-financial crisis set in for community banks, many are taking stock of how to move forward in the new regulatory and economic environment.

In addition to the anticipated costs of implementing new regulations and uncertainty over the final outcome of financial legislation, there are concerns about the effects of low interest rates, depressed loan volumes and the potential loss of interchange fee revenue.

And while community banks continue to strive for healthy performance, current economic conditions could put exceptional performance out of reach for many institutions. When you take a step back and begin to look at the scenario that many institutions find themselves in today, it appears that there is an all-out assault on bank income. To stay viable in today's economy, it is imperative to maximize your revenue and overdraft income is a huge part of that revenue stream.

### Consumers Offer Clue for Path to Higher Performance

With the implementation of Regulation E's opt-in requirement for paying overdrafts on ATM and one-time debit card transactions, many institutions began to discount overdraft programs as

a viable source of non-interest income – anticipating a decline in the number of customers who might be interested in signing up for the service. However, in spite of the early projections, consumer actions indicate quite the opposite.

According to industry surveys, opt-in consent for all consumers has varied between about half and 80 percent. Ninety percent of frequent overdraft users have opted in so far. Additionally, the majority of consumers who have paid an overdraft fee in the past year reported that they were glad the transaction was covered.

### Meeting Regulatory Expectations is the Name of the Game

No doubt, you need to be certain that your overdraft policies are fair and easy for the account holder to understand. This is especially true for programs that are undisclosed and by their very nature have the appearance of being deceptive or unfair.

But a fully-disclosed overdraft program that gives account holders the

ability to make informed decisions about their finances can be just the answer for your bank and your customers.

And while it will take some time and effort to make sure your program meets regulatory standards, an experienced business partner can simplify the process for your staff and give you the results you want. Consider the benefits of becoming a valuable partner for your customers who need a little assistance managing their finances. Plus, you can avoid adding or increasing service charges and earn much needed income to balance the costs of doing business in today's challenging economy.

### The Outcome – it's Your Call

Like many institutions that have decided to take a wait and see stance, you can choose to do nothing and either lose out on a compliant source of revenue or risk regulators taking disciplinary action on your existing undisclosed overdraft solution. Or, you can embrace a business partner with the regulatory experience and compliance knowledge to provide all the resources necessary to help you implement and manage a compliant overdraft program. The reward will be an overdraft solution that operates in the best interest of your customers and provides peak returns for your bank.

John M. Floyd & Associates (JMFA), an Associate Member of the Utah Bankers Association, is a profitability and performance improvement consulting firm, serving more than 2,000 financial institutions in all 50 states. As a direct result of its programs, JMFA has helped thousands of clients dramatically improve their performance and their bottom line. All JMFA overdraft programs are guaranteed 100 percent compliant with federal and state regulations. They offer 100 percent core processor compatibility, are fully automated and easily implemented. To learn more about JMFA, please contact Michelle Fox, JMFA regional director at Michelle.Fox@JMFA.com or (877) 721-2055.

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# Pacific Coast Banking School Announces 2010 Utah Graduates



Pacific Coast Banking School (PCBS) is pleased to announce twelve graduates from the State of Utah. These executives completed the three year PCBS graduate-level program focusing on risk management, financial performance and leadership education in the financial services industry. Participants attend a two-week resident session each August on the University of Washington campus, and complete five written extension assignments including an original management thesis. PCBS granted Certificates to the following bankers on September 3, 2010 at a ceremony on the University of Washington campus:

Jeffrey R. Breese	Commercial Lending	First National Bank of Layton	Layton
Lisa D. Card-Aroca	Sr. Vice President & District Mgr	Wells Fargo Bank, NA	Salt Lake City
Lee A Carter	Senior Vice President	Zions First National Bank	Midvale
Phillip Diederich	Vice President	Zions First National Bank	Salt Lake City
Cory L. Gardiner	Commercial Lending and Banking	Zions First National Bank	Ogden
Linda L. Gause	Vice President	Wells Fargo Bank, NA	Orem

**PCBS Graduates** - continued on page 12



# BANKERS

ON THE MOVE

**Scott Bird**, JPMorgan Chase, was promoted to Associate Banker in Private Wealth Management

**Randi Brown**, First Utah Bank, has been promoted to Assistant Branch Manager position at the Sandy Office.

**Robert Colborn**, controller for Bank of American Fork was promoted to vice president.

**Kevin S. Corless** has joined U.S. Bank's SBA Division as a business development officer serving small businesses primarily in Utah.

**Miles Curley**, JPMorgan Chase, was promoted to Business Banker at the American Fork branch

**Derrek Davis** has been named branch service manager of the bank's historic First South Office.

**Sonja Devereaux** recently joined First Utah Bank's Main Office as Assistant Branch Manager.

**Amy T. Dunkley**, Bank of American Fork, has been promoted to Vice President, Mortgage Production Manager.

**Zack Madsen** was hired as a mortgage loan officer for Bank of American Fork in Pleasant Grove.

**John Paul Marriott**, First Utah Bank was recently hired as Vice President & Manager of the Bank's Special Asset Department.

**John Montgomery** was recently hired by Bank of American Fork as Vice President. In his new position he will be responsible for expanding Bank of American Fork's loan and deposit customer base in Davis and Weber counties

**Jory Norton**, First Utah Bank was promoted to Branch Manager of the Bank's Centennial Office

**Lorna Orton**, a mortgage underwriter for the Bank of American Fork was promoted to assistant vice president.

**Scott Poelman**, JPMorgan Chase was hired as a Banker in Private Wealth Management

**Shana Savage**, human resources director for Bank of American Fork was promoted to a vice president.

**Emily Sorger**, JPMorgan Chase, was hired as a Product Sales Writer for Commercial Card

**LaMont D. Tingey** has been hired as Executive Vice President & Chief Retail Officer for First Utah Bank. Lamont replaces George E. Redd III who retired from the Bank in June.

**Jared Walk**, First Utah Bank, was hired as Vice President & Credit Department Manager. experience ensuring quick response to credit requests.

**PCBS Graduates** - continued from page 11

Laura P. Hatch	Vice President	Zions First National Bank	Salt Lake City
Tyler R. Judkins	Sr. VP & Senior Credit Officer	Prime Alliance Bank	Woods Cross
Todd J. Penovich	Vice President	Bank of American Fork	Highland
Frederick W. Pettersson	Senior Industry Specialist	Wells Fargo Bank, NA	Bountiful
Craig Roper	Senior Vice President	Bank of Utah	Ogden
Shannon L. Williams	Sr. Vice President & District Mgr	Wells Fargo Bank, NA	Salt Lake City

This year's graduating class consisted of 215 individuals representing a diverse mix of financial institutions from 24 states and two American territories. Congratulations to these twelve Utah graduates who join the ranks of over 10,000 prestigious Pacific Coast Banking School alumni who have completed this program.

Pacific Coast Banking School, 425-278-0250, [www.thePCBS.com](http://www.thePCBS.com)

# Artspace Commons

## Celebrates Grandopening



A consortium of Utah banks pooling their Community Reinvestment Act (CRA) dollars has helped bring an affordable mixed-use housing and commercial project to fruition in downtown Salt Lake City. Located at 824 S. 400 W.

Utah's banks created the nonprofit Utah Community Reinvestment Corporation (UCRC) in 1999 to serve as a center for affordable housing expertise. Through its \$96 million revolving credit line to UCRC, 30 Utah banks are actively extending credit to the affordable housing industry. Among its success stories include structured financing for Artspace Commons.

The Gold LEED-certified development features 102 residential apartments and 52,000 square feet of commercial space on a reclaimed a Brownfield site. UCRC became one of

a very small handful of private lenders nationwide, providing third-party debt through the New Market Tax Credit program, advancing \$16.4 million to the project between December 2008 and June 2009. These funds have leveraged additional investment totaling \$28 million, which helped preserve 350 construction and related supplier jobs in the midst of the recession. The structured financing enabled the project to use the tax credit on all the money it leveraged, making it possible for Artspace's original \$4 million in equity to stay in the project

rather than be used for debt payments.

Units in Artspace Commons are available to residents whose income is no more than 80 percent of the area's median income. Its commercial space is likewise targeted to nonprofits, artists and small retail operations. While Artspace Commons will initially be a rental project, its business plan allows for the sale of affordable condominiums at the conclusion of the five-year New Market Tax Credit compliance period.

The affordable space for nonprofits enabled TURN Community Services, an organization supporting persons with disabilities, to consolidate three of its Salt Lake City locations into one new space — significantly reducing overhead and improving workspace conditions. Additionally, two of its staff members will be moving in to Artspace Commons units, exemplifying the spirit of the mixed-use creative community. Likewise, artist Romy Shafkind will be a resident and also will have space for a studio/gallery.

"UCRC is bringing much more than affordable financing to the table. These are complex deals and UCRC's staff is with you each step of the way. Their assistance, flexibility and ability to understand the transaction's complexity are deal makers," said Jessica Norie, Executive Director of Artspace, Inc., the project's nonprofit developer.

Steve Graham, UCRC President added, "No single lending institution was willing to do this transaction even in the best of times. UCRC, through the support of its bank members, shared the transactional risk to make this happen even as

**Artspace Commons-**

continued on page 15

# Bank Survey Finds Wealthy Haven't Abandoned the Market

## Offers Fresh Perspective and Insights on Millionaire Investors

A new survey of millionaire investors commissioned by U.S. Bank and conducted online by Harris Interactive offers a fresh look at how this group managed their assets through the recession and how they are investing today.

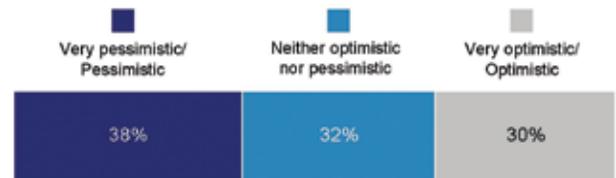
The Private Client Reserve of U.S. Bank Millionaire Investor Insights Annual Survey, which looks at investment attitudes, behaviors, risk profile and strategies of millionaire investors, was conducted between September 27 and October 15 among 1,609 U.S. households with investable assets of \$1 million or more. Some of the findings challenge conventional assumptions about investor behavior since the economic and market downturn began.

### The highlights:

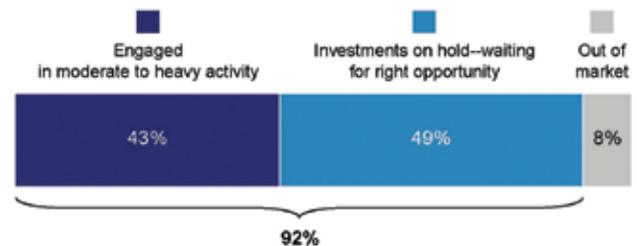
- 92 percent of millionaires have not abandoned the stock market, with 43 percent currently engaged in moderate to heavy buying or selling and 49 percent waiting for the right opportunity to buy or sell (only eight percent have exited the market altogether);
- 20 percent of millionaires who lost value in their investments since 2008 have already seen their investments return to pre-2008 levels, and 90 percent indicated that their investments performed better or about the same as other investors since the beginning of 2008;
- 47 percent say their investment risk tolerance has not changed during the last three years and only one in 10 say they are not willing to take any investment losses in the current investment market;
- in past three years, 47 percent of millionaires made no change in their allocation to equities, 42 percent made no change in their allocation to fixed income, and 47 percent made no change in their allocation to cash; and
- 72 percent said the U.S. stock market performance has a major or moderate impact on their investment strategies.

"The vast majority of millionaire investors have persevered and remained in the market despite the recession, a fragile recovery and continued market volatility," said Mark Jordahl, president of U.S. Bank Wealth Management Group. "They haven't overreacted. They've maintained a balanced approach to risk and its potential rewards, and while they are guard-

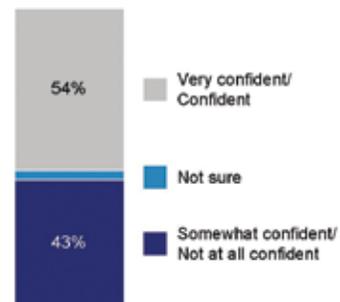
■ 30% are optimistic about the U.S. economy for 2011



■ 92% have not abandoned the market – either actively engaged or waiting for right opportunity



■ 54% are very confident/confident about achieving their long-term investment goals (6-10 years)



■ **Artspace Commons** - continued from page 13

the markets were crashing around us. This project alone proves Utah banks' dedication to community development and responsible innovation."

Since its inception, UCRC has introduced numerous developers to the intricacies of affordable housing development, shepherding them through the complexities of government funding resources, and supporting them with private bank financing. These new affordable housing developers, along with other established nonprofit and for-profit developers served by the UCRC, have created more than 5,000 units of housing while attracting \$375 million in capital to the state's economy.

Over the past 10 years UCRC has extended credit to projects in 14 of Utah's 29 counties, ranging in size from 8 to 122 units and serving families, seniors and people with special needs. UCRC has worked hard to extend credit throughout Utah, including rural areas. Membership in the UCRC is restricted to federally insured depository institutions chartered under federal or state law with business offices authorized to accept deposits in the state of Utah.

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edly optimistic about the U.S. economy for 2011 and achieving their short-term investment goals<sup>1</sup>, they say they are confident about achieving their long-term investment goals over the next six to ten years."

## Detailed findings

### Still in the market and looking for opportunities

Although virtually all millionaires (97 percent) say their investments lost value at some point since the beginning of 2008, very few (8 percent) have actually taken their investments out of the market. Many (43 percent) are currently engaged in moderate to heavy buying or selling to take advantage of market opportunities, and nearly half (49 percent) are looking for the right opportunity to buy or sell.

While 20 percent have already seen the value of their investments return to pre-2008 levels, more than half (54 percent) feel it will take up to five years for their investments to get to where they were prior to 2008. More than half (54 percent) are "very confident or confident" in achieving their investment goals over the next six to ten years, with another 37 percent saying they are "somewhat confident." The vast majority (90 percent) say their investments performed better or about the same as other investors.

### Did not panic -- took a balanced view on risk

While many millionaires (45 percent) say they have become more conservative with regard to their investment risk tolerance during the past three years, 47 percent say their investment risk tolerance has not changed. A vast majority (93 percent) say worries about their investment performance have not caused them to lose sleep at night.

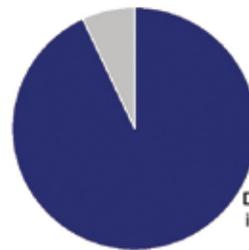
"A significant percentage of these investors have not changed their risk tolerance, which is different from what one might believe based on the national perception that investors have flocked to cash and fixed income," said Michael Boardman, president of The Private Client Reserve. "That tells us that they have wisely taken a long view and can keep sharp market movements in perspective. They understand our old adage that managing a portfolio with a long-term view is a more prudent way to manage investments."

Investments focus on maintaining or growing wealth rather than protecting from losses

Only 10 percent of millionaires said their primary motivation for investing is to protect their wealth by limiting losses. The vast majority (61 percent) are investing to maintain their wealth by seeking a rate of return that outpaces inflation, fees and taxes or to increase their wealth by seeking portfolio growth (29 percent).

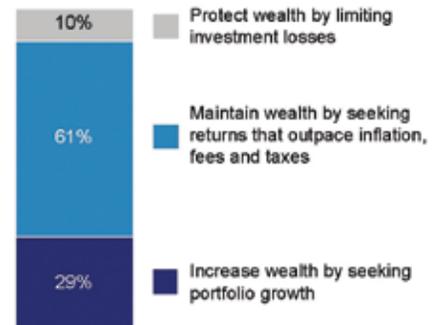
■ 93% say worries about investment performance have not caused them to lose sleep at night

Lost sleep due to investment performance (7%)



Did not lose sleep due to investment performance (93%)

■ 61% cite maintaining wealth as their primary motivation for investing



"It is encouraging to see investors focused on maintaining purchasing power and growing wealth rather than becoming overly defensive, which can be a natural reaction to investment losses," Jordahl noted. "We see this as a positive sign that investors understand markets are volatile and are getting advice which allows them to put recent market behavior into proper perspective. Investors who persevere when markets are turbulent will perform better in the long run, in our judgment."

### Personally involved in investment strategies and decisions

The vast majority of millionaires (80 percent) are personally involved in making decisions about their investment portfolios, with 20 percent delegating most or all of their investment decisions to their financial advisor. A majority of millionaires (70 percent) trust their financial advisor to help them grow their investments. Seventy-one percent say they get advice from others about how to invest, but go with their own instincts.

Article Submitted by U.S. Bank Media Relations. For additional information contact Amy Frantti at 612-303-0733.



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# BANK KUDOS

## Bank of American Fork to Match Donations for Local Library

Bank of American Fork will match up to \$30,000 in donations made to the Saratoga Springs library by Feb. 28, 2011. Funds will be used to pay for books, computers, shelving and remodeling of the city's first library, slated to open in early 2011. So far, \$11,000 of the \$160,000 needed has been raised.

"After having our Saratoga Springs branch serve as the receptacle for the library's donated books, we are happy to take our involvement to the next level," said Bank of American Fork president and CEO, Richard Beard. "As a locally owned and operated bank, Bank of American Fork is committed to improving the communities in which we operate. We hope residents are as well so we can make the full matching donation of \$30,000."

Ranny Lacanienta, chair of the library's board of trustees, also expressed his excitement about the bank's participation. "A library has been a top request of Saratoga Springs residents for several years. We're so grateful for the generosity of Bank of American Fork in helping turn that request into reality."

## Project Teddy Bear Reaches 11th Year at Bank of American Fork

Bank of American Fork is sponsoring the 11th annual Project Teddy Bear, a stuffed animal drive that benefits at-risk children at the Utah Valley Family Support & Treatment Center, the Salt Lake Valley Family Support Center and the House of Hope. Teddy bears are given to children during times of trauma and to aid in play therapy sessions.

Last year, Bank of American Fork—with the help of employees, customers and community members—collected 7,400 stuffed animals. This year's goal is 8,000 stuffed animals, which will allow all children served at the three family support centers to receive one. The bank has partnered with the Utah Flash to provide free admission to its Dec. 7 game and with participating Texas Roadhouse locations to receive a free Cactus Blossom appetizer when a stuffed animal is donated at the door.

"We are asking those in our communities to help Bank of American Fork meet its goal of collecting 8,000 teddy bears," said Rick Beard, Bank of American Fork president and CEO. "We want a teddy bear in the arms of every child who needs one."

## John Haymond, Medallion Bank awarded Neighborworks Business Award

John Haymond Vice President of Business Development at Medallion Bank has been nominated by Salt Lake NeighborWorks to receive the NeighborWorks Business Award for 2010. This national award will be presented to John by The President of NeighborWorks America, at their Annual Meeting in Washington D.C. on December 5th of this year.

The NeighborWorks Business Award honors private sector community volunteers and private sector partners that have contributed significant financial or in-kind resources to NeighborWorks America, and or the NeighborWorks Network and the communities they serve.

John's attributes his long term commitment to NeighborWorks Salt Lake due to their ongoing efforts to support families and individuals by building neighborhoods of choice along Salt Lake's West Side. He hopes that others will recognize the much good that can be done in our neighborhoods and communities through volunteering our time and means to create neighborhoods of choice.

## U.S. BANK Volunteers with The Boys & Girls Clubs

U.S. Bank employee volunteers in Salt Lake City did their part to help make their community and America stronger by volunteering with The Boys & Girls Clubs of Greater Salt Lake for Community Service 2010, a project of The Financial Services Roundtable (The Roundtable). The event took place on Wednesday, Sept. 8.

"Members of the U.S. Bank team in Salt Lake City spent the afternoon running a back to school carnival bash for the Tooele Club Members of the Boys & Girls Clubs of Greater Salt Lake," said Damon Miller, market president for U.S. Bank in Utah. "It's part of United Way's 'Day of Caring.' We're glad to be a part of the Salt Lake City community and want to show our gratitude. The U.S. Bank team worked with the company's Development Network to help make our participation a reality. The Development Network is U.S. Bank's employee volunteer program and is designed to assist them in personal and professional development and community involvement."

Community Service 2010 is in its ninth year and unites member companies' efforts to improve the communities in which they work and strengthens partnerships with non-profit partners and public policymakers. Like Community Service 2009, the focus of Community Service 2010 is on financial education; activities take place through Dec. 31. U.S. Bank employees will volunteer in their local markets by conducting free financial education seminars; painting, building and repairing homes; participating in charity runs and walks, food drives, school supply drives, health and wellness programs, veterans events and more.

## Village Bank Employee Provides Assistance to Steve Wahlquist Event



Shauna Ottesen & Steve Wahlquist

Shauna Ottesen from The Village Bank recently coordinated with Steve Wahlquist as he completed a 365 mile walk from Salt Lake to St. George all on crutches. Ms. Ottesen heard that Steve needed a place to finish his walk and with four days' notice arranged for The Village Bank to host Steve; providing balloons, arranging a cash donation and advertising. Wahlquist departed from the University of Utah on Dec. 10. He walked along U.S. Route 89 to raise awareness and funds for children who need prosthetic limbs. He also walked to raise money for a special little boy named Kevin.

Kevin was born with no arms or legs. While he can control his electric wheelchair very well, his family doesn't have a vehicle that can transport his wheelchair, which weighs 300 lbs. Whenever Kevin leaves home, his mother has to carry him since she can't transport his wheelchair.

Towards the conclusion of the event Ms. Ottesen presented Mr. Wahlquist with a check for \$250 from The Village Bank and issued a challenge to each bank within the state of Utah to meet or exceed that amount. For more information and to donate please go to [www.walkstevewalk.com](http://www.walkstevewalk.com)

Ms. Ottesen is the Human Resource Officer for The Village Bank.

## Wells Fargo Team Members Raise \$12,300 for Multiple Sclerosis

More than 30 Wells Fargo team members rode their bikes 175 miles and



raised \$12,300 in donations for the MS Society. The Bike MS event is the largest two-day cycling event in the state and is held annually in Logan.

"I'm so proud of our amazing Wells Fargo team," said Annette Mead, Bike MS team captain for Wells Fargo. "The MS

ride is an exciting and physically demanding event, and I really appreciate the support of our awesome team members and donors. Utah's ride offers a fun-filled weekend in the scenic Cache Valley – while raising much needed funds for MS research and programs."

In addition to raising \$12,300 for MS, Wells Fargo also sponsored a rest stop along the route, which won first place. Team members from the Cache Valley area volunteered to staff Wells Fargo's booth and provided cyclists with food, drink and encouragement.

The purpose of the Bike MS event is to raise public awareness about the disease and raise funds to help find a cure.

## LeeAnne Linderman Named Among U.S. Banker's '25 Women to Watch'



LeeAnneLinderman

LeeAnne Linderman, executive vice president and director of Branch Banking, has been recognized as No. 19 among U.S. Banker magazine's October rankings of "The 25 Women to Watch."

Linderman is responsible for Zions Bank's network of 134 retail branch offices in Utah and Idaho. She also directs Retail Sales Administration, Retail Branch Operations, Zions Bank@Work, Executive Banking, and the Diverse Markets and Emerging Market initiatives. Additional responsibilities include

consumer and business deposit acquisition, and consumer, small business and branch commercial lending.

In an economic climate where loan appetite among small and middle-sized businesses targeted by Zions Bank has been dramatically reduced, Linderman has encouraged employees to aggressively remind clients and prospects that the bank has money to lend, planting seeds for the future.

She challenged branch managers to engage in an aggressive calling effort to reinforce the bank's willingness to lend. Her relationship managers spend 60 percent of their time with current clients and 40 percent of their time calling on prospects so that, as the clients become more comfortable about bor-

rowing as the economy recovers, Zions Bank will be top of mind. Her strategy is different than that of competitors, many of whom have retreated to their offices to wait for the storm to blow over before going out to make calls.

## Wells Fargo Team Members Light The Night for Leukemia & Colleague Paul Nutt



Wells Fargo Retail Banking team members, their families and friends, and Wells Fargo's iconic stagecoach joined together to help raise hope and funds for The Leukemia & Lymphoma Society's annual Light The Night Walk. The event

was recently held at Sugarhouse Park in Salt Lake City.

Earlier this year, the Utah and Mountain West regions of Wells Fargo were personally impacted by the disease when recruiting manager, Paul Nutt, was diagnosed with Leukemia. To show support for their friend and colleague, a Wells Fargo team – and seven sub-teams – were formed. These teams alone donated \$8,800 to The Leukemia & Lymphoma Society and provided numerous volunteer hours to help make the Light The Night Walk a success.

Due to his condition, Paul Nutt was unable to attend the event – yet his wife and children rode atop and inside the stagecoach in his honor.

## Wells Fargo Sponsors United Way Day of Caring; Utah Team Members Volunteer at Boys and Girls Clubs



Utah Team Member Volunteers (left to right): Sandy Nelson, Mike Naylor, Jeff Daily, Taylor Seldin, Julie Tanner

More than 75 Wells Fargo team members recently participated in United Way of Salt Lake's 18th annual Day of Caring event in Salt Lake City.

Wells Fargo team member volunteers spent the day painting and landscaping two offices of the Boys and Girls Clubs in Salt Lake City and Sugar House.

The day-long, community service event involved nearly 3,000 volunteers

from 100 companies who completed more than 130 service projects across the Salt Lake Valley.

Wells Fargo has sponsored United Way's Day of Caring event – and its team members have provided volunteer service – since its inception.

## Darrin Jarrett, Zions Bank, Honored as One of Three Finalists for Professional of the Year



Darin Jarrett is named as one of three finalists for the Professional of the Year award from the Association of Certified Anti-money Laundering Specialists.

Darin Jarrett, vice president and BSA/AML Compliance officer, was recently honored as one of three finalists for the Professional of the Year award from the Association of Certified Anti-money Laundering Specialists. The prestigious international award is given to a professional who has made significant contributions to the field of compliance/loss prevention such as increasing awareness of laws or regulations, implementing pertinent training methods or other related activities.

A man in a blue suit and red tie sits on a red chair in a green maze. He is looking out over the maze towards a sunset sky with stars. The sky transitions from orange near the horizon to dark blue at the top, with several bright stars visible.

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