

POPS POST

The Power of Personal Service.™

January 2010

Stepping up for the Susan G. Komen Southwest Florida Race for the Cure® 2010 Bill Valenti, Race Co-Chair and Actor James Denton from "Desperate Housewives" named honorary race chair

2010 marks the third year of Florida Gulf Bank's participation with the Race for the Cure, and this year we are more involved than ever as Bill Valenti shares the helm as co-chair of the event. Once again, Beth Countryman and Patti-Anne Nicholson will facilitate and cheer on our team, providing the information we need to rally around this important cause. All of us have been touched in some way by breast cancer, and this is our opportunity to join the fight for a cure. As an added bonus, it's always an enjoyable day!

The fourth annual 5K Run/Walk will take place on **Saturday, March 13, 2010 at Coconut Point in Estero.**

"Desperate Housewives" leading actor James Denton has been named Honorary Race Chair, and is scheduled to attend the event on March 13.

Florida Gulf Bank has been recognized for our team effort in past years and we are looking forward to making more of a difference than ever. The bank will reimburse your \$25 registration fee once you raise \$100 or more for the Race! Watch for details coming soon!



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Letter from the President

“Happy New Year”

When are pajamas more than just pajamas? When is a contribution of time or treasure more than just a check or an hour of volunteer time? The answer is, when they represent a choice to think of others first.

Our company is remarkable in so many ways. But in every way, it is the people who make it that way. Florida Gulf Bank has weathered the worst recession I can remember. While so many companies are struggling for their very survival, we are moving ahead. When I think of the qualities that enable us to persevere, I always come back to our underlying culture.

I remember the empty pajama boxes arriving at our offices hoping to be filled, and I watched at our holiday gathering as they were filled. I watched

as Patti-Anne Nicholson loaded her car with the many cans of food headed to the Harry Chapin Food Bank. I know that a dozen of us volunteered at the United Way to help package food for the hungry, and I am so proud every time I hear from the United Way that our company is the highest in per capita giving of similar size organizations.

The Power of Personal Service comes from caring -- caring for others we may never even meet. It is born of respect for the dignity of every person. As families gathered to celebrate the holidays, a child might have awakened wearing his new pajamas and sat down to a meal all because you cared.

I am so proud and so privileged to be a part of this company and to be your fellow team member. Happy New Year to one and all.



Bill Valenti
President, Florida Gulf Bank

Ideas and Insights

Make Us Better!

Our monthly Make Us Better Breakfasts provide an opportunity to take a look at our great organization and to make it even better. One of the most important components of The Power of Personal Service™ is our philosophy of continuous improvement – for our employees and for our clients. That’s why staff are invited and encouraged to bring their recommendations to the breakfast table.

Here are just a few of the recent issues that have been brought up, addressed and acted upon. Management values your input and takes each suggestion under serious consideration.

Multi-check Function – Tiffany Polack from Coconut Point had a cost savings idea that tellers should only use the multi-checks function when they are

cashing multiple checks or cashing a check more than \$2,500. Otherwise, the transit check function should be used. The result? Tiffany’s idea has now been put in place, the teller staff has been advised and we are on our way to saving money by cutting down on the number of cash outs each teller uses throughout the day. Thank you, Tiffany!

Image Library (CWS) – Jimmy Orr from Daniels asked if it would be possible for tellers to have access to the Image Library to help clients with research requests, such as copies of checks included in deposits. Request granted! Beth sent out a link and assistant branch managers will begin training the staff – this move will help cross train staff and reduce wait time for clients.

Business Now Accounts – Ketty Rodriguez from Daniels noticed that our schedule of fees does not indicate that Business Now accounts can only be opened by a not-for-profit or sole

proprietor business. This will be corrected in our next printing.

Bank Statement Style – Our floating teller, Staci Bedenbaugh, mentioned that the design style of our bank statements can use some improvement. We have already started looking at an upgraded more attractive look commensurate with the quality appearance we try to portray in everything we do.

Printers Behind the Teller Line – Sheri Cox from Colonial brought up that College is the only office with a printer behind the teller line. When clients ask for copies, tellers have to go to other parts of the bank which is time consuming and a security risk. Next step? Beth is now in the market for copiers for downtown, Colonial and Coconut – more in early 2010.

Feel free to email Beth with your own recommendations to Make Us Better – no need to wait for breakfast!

From the Board Room

One of the original founding members of Florida Gulf Bank's Board of Directors, Jay Brett is a partner in the law firm, Sheppard, Brett, Stewart, Hersch, Kinsey & Hill, P.A. Jay's practice consists of estate planning, including trusts, probate and trust administration, real property law, and banking/business law. A member of the 85-year-old firm since 1973, Jay graduated from University of Florida with both an undergraduate business degree and a Juris Doctor degree.

He is very involved in the community, serving as the current chairman of the Southwest Florida Community Foundation, Inc. He has been a past board member for Classic Basketball, Inc. and the Lee County YMCA. He has also served as the past chair of both the 20th Judicial Circuit Judicial Nominating Committee and the 20th Judicial Circuit Grievance Committee.

The father of two daughters and one son, and grandfather of two grandsons, Jay enjoys golf, weight training, reading and snow skiing. And of course, he is a devoted Gators fan.

When reflecting on his board experience with the bank, Jay says it has always been both fulfilling and educational. He remembers being "flattered and delighted" when the principal group invited him as a board member and he was very pleased to expand his role when asked to serve as general counsel to the bank.

Jay truly enjoys his relationship with Florida Gulf Bank. He explained that "working with senior management and the banking officers is an educational, ethical and rewarding experience."

Most important, Jay is proud to be affiliated with Florida Gulf Bank's staff. "The board is closely involved and acutely aware of all the good things the bank's employees are doing out in the community," he noted. One example he shared was the enthusiastic team spirit shown during the recent food packing effort at United Way.

"Florida Gulf Bank employees were so well represented that when other groups didn't have enough volunteers, they were able to fill in those gaps to help out the other groups," he said.



Jay A. Brett
Board Director, Florida Gulf Bank

"That's just one instance when Florida Gulf Bank employees showed just how involved and committed they are – both inside and outside the bank."

"All of us on the board are very aware of that and we encourage that continuing involvement – that's what makes us stand out in the community," he added.

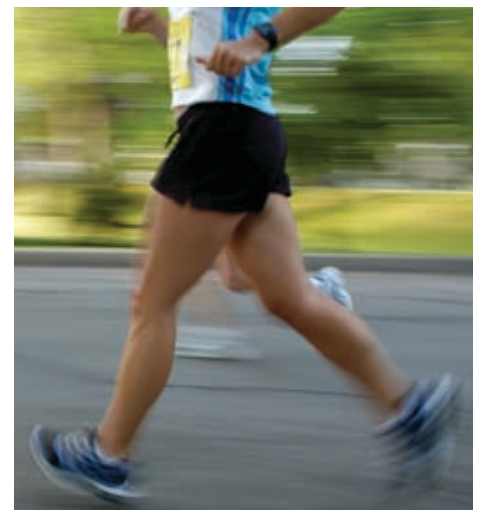
Join Florida Gulf Bank in supporting local students *by participating in the Calusa BUG Chase run/walk*

Florida Gulf Bank employees, family and friends can join the effort to encourage and recognize local students by participating in the Second Annual Calusa Bug Chase 5K and Bug Crawl Trail Walk on Jan. 23. The event is organized by the Kiwanis Fort Myers Metro-McGregor Chapter to provide recognition and encouragement to students in several area schools who Bring Up Grades (BUG).

This is the second year that Florida Gulf Bank has been the title sponsor of the event at the Calusa Nature Center.

The 5K race and half mile walk start at 7:30 a.m. Registration on race day is from 6-7:15 a.m. Registration is also available online at www.ftmyerstrack-club.com. Awards for the 5K will be given to male and female runners in several divisions.

The Calusa Nature Center is located at 3450 Ortiz Avenue in Fort Myers. For more information about the event, call or e-mail Mike Pemberton at 225-0234 or MPemberton7@aol.com or Hannah Pelle at Hannah.Pelle@FloridaGulfBank.com.



What's New in the Neighborhood

Cape Coral – The banking office participated in the Sandoval Community Christmas Tree Lighting on Dec. 3. The bank sponsored a snow cone table and served up more than 400 of the icy treats. The Cape Coral team also held a Santa Paws event with 22 pets meeting the jolly old elf. This raised \$130 and pet food donations for the Animal Refuge Center and provided the opportunity to meet some potential clients and their four-footed friends.



Daniels Falls – On Nov. 4, the banking office hosted a reception for the employees of Interop Technologies. The event was a great opportunity to network with young professionals as about 75 members of the Interop team attended. Daniels Falls is heading up Florida Gulf Bank's sponsorship efforts for the 2nd Annual Calusa Bug Chase at the Calusa Nature Center. Florida Gulf Bank will be the title sponsor. The team is also moving forward on an event to welcome back seasonal residents and clients in late January.

College – The Harvest Party was once again a great success. More than 200 employees, clients and family members enjoyed the food

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More from the Neighborhood

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and festivities. College Pointe also hosted Florida Gulf Bank's annual holiday party. Guests donated two canned food items or a pair of pajamas. Donations supported Harry Chapin Food Bank and the "My Hometown Pajama Drive". Looking ahead, College Pointe is planning a client appreciation event in April.

Summerlin – The Summerlin team will once again sponsor the after-party at Crown Colony's invitational golf tournament in January. Planning is also underway for a "Meet the Bank President" event at Crown Colony in mid-February.

Coconut Point – Participation in chamber events in March include sponsoring Market Pulse put on by the Bonita Chamber of Commerce at FGCU and hosting the Estero Chamber of Commerce's "Business After Hours" event on March 25.

Colonial – Colonial Banking Office participated in a recent health fair at Colonial Country Club by attending and providing water for the event.

Downtown – Two teams from the Downtown Banking Office played in the Greater Fort Myers Chamber of Commerce Golf Classic in October. Next up for the office is participating in the chamber's ABCs Education Auction on March 11. The auction will provide grants to several local schools through the chamber's education foundation.

Spotlight On... Jerry Bangasser

Jerry Bangasser starts each day by thinking about how he can do more for the people he comes in contact with than they expect. It's an attitude that serves him well in his job as a courier for Florida Gulf Bank.



He finds it rewarding to meet the needs of the bank's employees and clients. He says that he and his fellow couriers always try to go a bit "overboard" for those they serve and are happy to pick up anything, anytime it's needed. It's his way of putting the "Power of Personal Service" into action. "All the people we interact with are so nice and we want to go the extra mile for them," he added.

Being a courier is a job that keeps Jerry on the road and on the move, and that's fine with him. After retiring and moving from Minnesota 20 years ago, Jerry "unretired" and spent 16 years as a tour guide at the Edison Ford Winter Estates where he enjoyed meeting people from all over the world.

Away from his job with the bank, Jerry keeps just as busy. He and his wife raised four children and are now enjoying the blessings of nine grandchildren including a 16-year-old granddaughter who lives with them. This has added to their lives all the activities, friendships and challenges that come with the teenage years. Jerry also manages to squeeze in bowling and a weekly billiards game with friends.

Jerry will soon celebrate his second anniversary with Florida Gulf Bank. We know his fellow employees and clients benefit from his constant drive and determination on their behalf.

Kids, Kudos & Congratulations!



Hannah Pelle was honored as Kiwanian of the Year.

Hannah Pelle was recognized with the “Kiwanian of the Year” award by the Kiwanis Club of Fort Myers-Metro McGregor. Hannah is the branch manager at the Daniels Falls Banking Office.

Gail Martin, assistant branch manager at the Colonial Banking Office, is doubly proud of granddaughter, **Chelsea Leigh Martin**. Chelsea starred as Titania & Hippolyta in the Edison State College production of “A Midsummer Night’s Dream”. Chelsea has also been accepted in the nursing program at Victoria College in Victoria, Texas and will begin classes in January.

Congratulations to **Kisha Rice** who graduated with an associate’s degree from Edison College on Dec. 10. Kisha is the head teller at the Daniels Falls Banking Office.

Jimmy Orr will continue to work on his MBA program starting classes in January at Florida Gulf Coast University. Jimmy is a teller at the Daniels Falls Banking Office.

Congratulations and thanks to the Florida Gulf Bank employees and family members who volunteered on Dec. 12 to pack meals at United Way for Kids Against Hunger and the Harry Chapin Food Bank. Those participating were: **Patti-Anne Nicholson, Beth Countryman, Hailey Countryman, Heather Chouinard, Billy Chouinard, Sharon Bessette, Cathy Thomas, Kim Alvarez, Talisha Faber, Melanie Emmerich, Pete D’Alessandro, Tiffany Polack, Stephanie Harrison, and Angeli Daughtrey.**

When the day was done, these volunteers packed 35,424 out of the total 150,768 meals packed in Southwest Florida.

