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## U.S. Bancorp Ranked a Most Admired Company

### **Fortune Magazine names U.S. Bank on its annual list of World's Most Admired Companies.**

Fortune Magazine released its 2011 "World's Most Admired Companies" report this past March. U.S. Bancorp was named the No. 1 most-admired superregional bank, scoring fifth overall for management quality.

Rankings were compiled from a Fortune survey of business people across various industries. Companies were scored on nine criteria. The complete article was published in the March 21, 2011 issue of Fortune Magazine.

[Click here](#) to read the entire article, find more information, or obtain a full list of company rankings.

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## U.S. Bancorp Reports Net Income for the First Quarter of 2011

U.S. Bancorp reported net income of \$1,046 million for the first quarter of 2011, or \$.52 per diluted common share this past month. Earnings for the first quarter of 2011 were driven by year-over-year growth in total net revenue and a reduction in the provision for credit losses.

Included in the first quarter of 2011 was a \$46 million gain related to the acquisition of First Community Bank of New Mexico ("FCB") in a transaction with the Federal Deposit Insurance Corporation ("FDIC"). Highlights for the first quarter of 2011 included:

- Strong new lending activity of \$47.4 billion
- Average total loan growth of 2.4 percent (2.1 percent excluding acquisitions) over the first quarter of 2010
- Significant growth in average deposits of 11.9 percent (7.3 percent excluding acquisitions) over the first quarter of 2010
- Total net revenue growth of 4.6 percent over the first quarter of 2010
- Net interest income growth of 4.3 percent over the first quarter of 2010
- Strong year-over-year growth in payments-related fee income and commercial products revenue
- Net charge-offs and nonperforming assets declined on a linked quarter basis. Provision for credit losses was \$50 million less than net charge-offs.
- Strong capital generation continues to strengthen capital position; ratios at March 31, 2011 were:
- Dividend and share authorization announced March 18th

U.S. Bancorp Chairman, President and Chief Executive Officer Richard K. Davis said, "Our results for the first quarter of 2011 reflected our proven business model during a recovering, yet still uncertain, economic environment." Total net revenue grew by 4.6

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percent over the first quarter of 2010, and U.S. Bank achieved year-over-year average loan growth of 2.4 percent and linked quarter average loan growth of just over one percent. Deposit growth was exceptionally strong. The growth in total net revenue and significantly lower credit costs resulted in earnings of over \$1.0 billion for the quarter.

"We continue to invest in our franchise, most notably this quarter with the acquisition of the banking operations of First Community Bank from the FDIC. The acquisition extended our branch banking franchise into New Mexico, our 25th contiguous state, and immediately established us as one of the top three banks in terms of market share in this new attractive market. The purchase of FCB fits perfectly into our strategy of acquiring businesses and smaller fill-in banking franchises that add product and service capabilities, as well as profitable scale to our existing business lines and footprint in comparatively low-risk transactions."

"The economy is slowly recovering. We can see it in our customers' actions - from growth in small business lending to higher payment processing transaction volumes to improving credit metrics - and, importantly, in our customers' outlook. A healthy banking industry is crucial to the country's economic growth and future prosperity, and our Company and our employees are taking an active role in Washington D.C., communicating with our regulators, legislators and the administration. In fact, this year U.S. Bank market leaders from across our footprint have attended over 130 meetings with representatives in Washington D.C. We are working on behalf of the industry to make certain that our voice is heard and that new regulation and legislation supports the recovery, rather than stifles the country's progress."

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## U.S. Bank Expands Mobile Banking Features to Include Deposits, Alerts

U.S. Bank customers can rely on their mobile device now more than ever to move and manage their money. With the launch of a new series of mobile banking enhancements earlier this year, customers can now use their mobile device to deposit checks and monitor credit card activity, in addition to features already offered such as person-to-person payments.

The enhancements are the latest in a series of innovations that in recent years have moved U.S. Bank to a leadership position in mobile banking and mobile payments. U.S. Bank is only the second of the largest banks in the United States to bring mobile deposit technology to its consumer and small business customers.

"Mobile innovation is a priority for U.S. Bank as we strive to bring maximum convenience to our customers," said Mac McCullough, executive vice president and chief strategy officer at U.S. Bancorp, parent company of U.S. Bank. "These enhancements are the result of dynamic and integrated work across the company with the goal of bringing mobile convenience to more customers in more lines of business. We expect this trend to continue through 2011 and into 2012."

### Deposit Point Mobile

Making deposits is now as easy as taking a picture of the check and sending it electronically to the bank. Initially available to U.S. Bank Mobile Wallet users who have an iPhone, customers can now deposit checks into their checking or savings accounts right from their mobile device. They simply take a photo of the front and back of the check, enter the dollar amount of the deposit, select the checking or savings account into which the money should be deposited and validate the information that was submitted. The paper check can be destroyed after the deposit has been confirmed.

U.S. Bank customers are among the first in the nation to have this capability for the iPhone, and Android customers will see the technology in the summer of 2011.

The service builds off of a desktop remote deposit feature, Deposit Point, that U.S. Bank has offered businesses for many years. Customers simply scan the front and back of the check and send it

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through U.S. Bank Internet Banking. U.S. Bank has now expanded Deposit Point by offering it to consumers, making it possible to deposit checks from home, at the office or on the go via mobile device.

### **Credit Card Alerts**

Customers can now keep a closer eye on their credit card accounts via their mobile device by taking advantage of free, customizable, real-time text or email alerts, including suspicious activity alerts that warn of possible fraud. The alerts, which need to be set up in U.S. Bank Internet Banking, allow customers to take immediate action on suspicious activity and they also help customers make wise purchases based on their credit availability.

The alerts inform customers if their credit card has been used for an ATM cash withdrawal, to make international purchases or for transactions where the card was not present. It also gives the customer information about declined transactions, which could be a sign of attempted fraud. The service complements the account alerts that U.S. Bank also offers customers on their checking or savings accounts, which include notification when transactions of a predetermined amount cross the account.

"U.S. Bank has had tremendous momentum in making services available on customers' mobile devices through services offered in U.S. Bank Internet Banking and particularly since the launch of the U.S. Bank Mobile Wallet in September 2009. We're pleased to see ongoing customer adoption of this and other mobile innovations that the bank has launched, such as person-to-person mobile payments, and is piloting, such as mobile contactless payment technology," McCullough said. "We're one of few banks in the nation with such a broad suite of mobile banking and payment features."

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## U.S. Bank, Named Greenest by Bank Technology News, Encourages All to "Go Paperless" for Earth Day

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In conjunction with the acknowledgement of Earth Day, celebrated on April 22, U.S. Bank is encouraging everyone to switch over to electronic bills, statements and payments. By doing so, the average household can avoid wasting 6.6 pounds of paper annually, preserving about 20 square feet of forest land as a result.

You can calculate your financial paper footprint and learn how to go paperless by going to [PayItGreen.org](#), an organization for which U.S. Bank was a founding member.

U.S. Bank is not just creating opportunities for others to make changes. It is continually evolving its own business practices to become more energy efficient as part of its Environmental Sustainability Policy, and was designated by the *Environmental Protection Agency as an ENERGY STAR(R) Partner.*

In acknowledgement of its efforts, U.S. Bank was recently recognized as one of America's Greenest Banks by *Bank Technology News*. It's currently in the process of upgrading more than 87,000 computer hardware devices to more energy efficient equipment throughout its 3,050 regional branches, in-store and customer support facilities across 25 states. In addition, it is collecting energy and environmental data on U.S. Bank-owned sites to pinpoint areas for further energy reductions. It also recently built new branches to LEED-compliant specifications in Oregon, Wisconsin, California, Illinois, Minnesota, Tennessee, Missouri and Nebraska, and earlier this month, turned off its lights at U.S. Bank regional corporate offices throughout the country in support of Earth Hour.

For customers, U.S. Bank was the first major bank to introduce an auto loan that offers a half-percent rate reduction for "Smart Way" vehicles certified by the EPA as environmentally-friendly. Customers are also rewarded with the best loan rates if their payments are automatically deducted from their checking account. Additionally, by year-end 2010, U.S. Bank had invested more than \$2 billion in environmentally-beneficial business opportunities such as renewable energy, and LEED-certified commercial real estate.

Lisa O'Brien, senior vice president and director of environmental affairs at U.S. Bank, says, "Our work is ongoing as we strive to integrate green behaviors into our daily work practices, products and services." She said many U.S. Bank employees are engaged in going green and are taking part in environmental training, cleanup and tree planting projects U.S. Bank has scheduled in support of Earth Day.

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## U.S. Bank Institutional Trust & Custody Announces Enhanced TrustNow Essentials Demo

U.S. Bank Institutional Trust & Custody deployed a new demo version of its multi-faceted online web portal, TrustNow Essentials, this past month. The online demo was enhanced to provide a unique audio-narrated tutorial presentation to our clients and prospects.

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The complete Demo only takes 15 minutes when viewed in its entirety and allows viewers to either read the slides themselves or view the easy-to-follow-along narrated version. The Demo provides an overview of the product's most valuable features within eight descriptive sections allowing you to select a tab of interest at the bottom of the presentation screen and move through the applicable sections.

New users will benefit from the Demo by learning the basics of the system and how to navigate within TNE. More experienced users may learn about new enhancements to the system or about features they haven't yet utilized, which could enable them to create more robust reporting.

To view the enhanced U.S. Bank TNE online Demo, please [click here](#) and select “View an online demo” from the center of the screen.

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## TrustNow Essentials Report Spotlight - Relationship Summary Report

For clients who have multiple U.S. Bank accounts, the Relationship Summary Report is an effective tool for reviewing information on the holdings in all accounts simultaneously. This single report provides an overview of asset allocation and values of each account individually as well as of the grand totals across all accounts. The resulting snapshot of all the clients' holdings gives in effect both a big picture and closer view that together are invaluable for planning purposes. The Relationship Summary Report is especially beneficial for those who are managing multiple accounts and want to quickly assess the allocation of funds by asset class across accounts.

The Relationship Summary report is accessible after logging into Institutional Trust & Custody's TrustNow Essentials, under the Holdings report category. After entering the account number, choose the *Select All* option to view all accounts within your group. From there, the relationship summary can be generated according to a schedule that you set up (e.g. monthly or quarterly) or it can be produced on-demand for either the client or the manager. It can also be set up to be sent automatically to the client periodically.

The Relationship Summary Report allows you to review the market value of the client's assets and liabilities by class:

- Cash and cash equivalents
- Equities
- Fixed income securities
- Mutual and collective funds
- Real estate and other
- Liabilities

The results are totaled both by account and by asset class across accounts for a full picture of the client's financial position.

Learn more about TrustNow Essentials' Relationship Summary Report. For more information, please refer to the online Quick

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Reference Guide. If you have further questions, contact the Institutional Trust & Custody Account Manager or email us at [itcsalessupport@usbank.com](mailto:itcsalessupport@usbank.com).

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## Institutional Trust & Custody Announces Asset Management Portfolio Solutions (AMPS)

Institutional Trust & Custody announced the introduction of their new Asset Management Portfolio Solutions (AMPS) product, this past month. The announcement spotlights Institutional Trust & Custody's core asset management service – providing total portfolio strategies for diversified and fixed income institutional portfolios.

AMPS is perfectly positioned for clients with portfolios under \$90 million in market value for fixed income and under \$50 million for diversified strategies, that do not utilize an investment consultant and are looking for a total investment solution provider. The investment intelligence and process for this product comes from US Bank's Asset Management Group which manages over \$50 billion in assets for Institutional Trust & Custody.

"We have always had an institutional investment management product for clients that delegated investment management to a trustee," says senior vice president of product development, Tim Grittinger. "However, with the AMPS product, we are taking these world class institutional investment management capabilities and making them available to all of our clients and to the broader market."

AMPS tagline is "***Disciplined Process. Customized Approach. Risk-Based Strategies.***"

***Disciplined Process*** – At the foundation of our investment process is a methodology whereby all portfolio managers are guided by consistent and disciplined investment methods.

- The goal of this structured, disciplined investment process is to ***enable active risk management*** and to work towards successful outcomes that are consistent and repeatable.

***Customized Approach*** – At the core of our philosophy is a fundamental belief that every client deserves a customized portfolio created and maintained to their own unique specifications.

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This process requires comprehension of a client's individual situation, then developing and managing the portfolio while considering the unique investment and risk objectives of each client.

***Risk-Based Strategies*** – We strive to manage risk within portfolio solutions by utilizing correlations (i.e. relatedness) between different asset classes and *actively* matching them to the investment objectives and risk profile of the client.

- Portfolio Manager's can oftentimes be heard saying that their goal first and foremost is to be Risk Managers. Our portfolio manager's are experienced professionals and follow an identified and disciplined (Asset Allocation) roadmap.

"We are extremely excited about offering the AMPS product to all of our clients and to the broader market," says senior vice president and regional Investment manager, Jennifer Vail. "We offer the market a unique investment product by not only utilizing state-of-the-art enhanced analytics and reporting capabilities, but also through the use of technology-based investment capabilities found within our Asset Management Group."

Learn more about how U.S. Bank Asset Management Portfolio Solutions (AMPS) can help you meet your investment needs. For more information, please contact your Institutional Trust & Custody Business Development Officer or Relationship Manager or email us at [itcsalesupport@usbank.com](mailto:itcsalesupport@usbank.com).

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U.S. Bank National Association is a wholly owned subsidiary of U.S. Bancorp. U.S. Bank Institutional Trust & Custody is a division of U.S. Bank National Association that focuses on trust, custody, investment and retirement services to institutional clients. Its product offerings include institutional trust and custody services for accounts holding assets for qualified retirement plans, deferred compensation plans, non-profits and insurance companies.

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The information provided represents the opinion of U.S. Bank and is not intended to be a forecast of future events or guarantee of future results. It is not intended to provide specific investment advice and should not be construed as an offering of securities or

recommendation to invest. Not for use as a primary basis of investment decisions. Not to be construed to meet the needs of any particular investor. Not a representation or solicitation or an offer to sell/buy any security. Investors should consult with their investment professional for advice concerning their particular situation.

Based on our strategic approach to creating diversified portfolios, guidelines are in place concerning the construction of portfolios and how investments should be allocated to specific asset classes based on client goals, objectives and tolerance for risk. Not all recommended asset classes will be suitable for every portfolio. Hedged equity and hedged fixed income investment strategies are typically available via hedge funds which may not be appropriate for all clients due to the speculative nature and high degree of risk involved in these investments.

Equity securities are subject to stock market fluctuations that occur in response to economic and business developments. International investing involves special risks, including foreign taxation, currency risks, risks associated with possible differences in financial standards, and other risks associated with future political and economic developments. Investing in emerging markets may involve greater risks than investing in more developed countries. In addition, concentration of investments in a single region may result in greater volatility. The value of large cap stocks will rise and fall in response to the activities of the company that issued them, general market conditions, and/or economic conditions. Stocks of mid-capitalization companies can be expected to be slightly less volatile than those of small-capitalization companies, but still involve substantial risk and may be subject to more abrupt or erratic movements than large-capitalization companies. Stocks of small-capitalization companies involve substantial risk. These stocks historically have experienced greater price volatility than stocks of larger companies and may be expected to do so in the future. Growth investments focus on stocks of companies whose earnings/profitability are accelerating in the short term or have grown consistently over the long term. Such investments may provide minimal dividends which could otherwise cushion stock prices in a market decline. Stock value may rise and fall significantly based, in part, on investors' perceptions of the company, rather than on fundamental analysis of the stocks. Investors should carefully consider the additional risks involved in growth investments. Value investments focus on stocks of income-producing companies whose price is low relative to one or more valuation factors, such as earnings or book value. Such investments are subject to risks that their intrinsic values may never be realized by the market, or such stocks may turn out not to have been undervalued. Investors should carefully consider the additional risks involved in value investments. Investing in fixed income securities (debt securities) are subject to various risks, including changes in interest rates, credit quality, market valuations, liquidity, prepayments, early redemption, corporate events, tax ramifications, and other factors. Investment in debt securities typically decrease in value when interest rates rise. This risk is usually greater for longer term debt securities. Investments in lower rated and non rated securities present a greater risk of loss to principal and interest than higher rated securities. Investments in high-yield bonds offer the potential for high current income and attractive total return, but involve certain risks. Changes in economic conditions or other circumstances may adversely affect a bond issuer's ability to make principal and interest payments. Treasury Inflation-Protected Securities (TIPS) offer a lower return compared to other similar investments, and the principal value may increase or decrease with the rate of inflation. Gains in principal are taxable in that year, even though not paid out until maturity. The original principal of such a security issued by the U.S. Treasury will be repaid at maturity during

periods of deflation. Other issuers may not provide such a guarantee, and the principal that is repaid at maturity may be less than the original principal value. Investments in real estate securities can be subject to fluctuations in the value of the underlying properties, the effect of economic conditions on real estate values, changes in interest rates, and risks related to renting properties (such as rental defaults). There are special risks associated with an investment in commodities, including market price fluctuations, regulatory changes, interest rate changes, credit risk, economic changes, and the impact of adverse political or financial factors. Hedge funds are speculative and involve a high degree of risk. An investment in a hedge fund involves a substantially more complicated set of risk factors than traditional investments in stocks or bonds, including the risks of using derivatives, leverage, and short sales, which can magnify potential losses or gains. Restrictions exist on the ability to redeem units in a hedge fund. Investments in private equity are illiquid by nature and typically represent a long-term binding commitment. The investments made by private equity funds are not readily marketable and the valuation procedures for these positions are often subjective in nature.

Alternative investments very often use speculative investment and trading strategies. There is no guarantee that the investment program will be successful. Alternative investments are designed only for investors who are able to tolerate the full loss of an investment. These products are not suitable for every investor even if the investor does meet the financial requirements. It is important to consult with your investment professional to determine how these investments might fit your asset allocation, risk profile, and tax situation.

NOT A DEPOSIT | NOT FDIC INSURED | MAY LOSE VALUE | NOT BANK GUARANTEED | NOT INSURED BY ANY FEDERAL GOVERNMENT AGENCY




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## Elavon Financial Institution Solutions

***Through partnership and strategic consultation, we work to ensure that our customers have the right products to compete in their market and enable them to maximize their profits, mitigate their risk and achieve their full business potential.***

Elavon Financial Institution (FI) Solutions is tasked with building relationships and developing strategic growth opportunities with senior leaders at financial institutions nationwide. Our business model demands that we uncover new opportunities that benefit our customers. A recent example of this is our Health Savings Account (HSA) solution, which launched in 2010. Many financial institutions had offered HSAs previously, but at best there was limited employer or consumer demand. That landscape changed seismically with last summer's passage of the Patient Protection and Affordable Care Act. Healthcare was thrust to the nation's forefront as the conversation raged over topics like reform, lowering costs versus expanding coverage, and the anticipated movement of individuals towards Consumer-Directed Healthcare.

For financial institutions, HSAs represent an exploding marketplace of opportunity for your clients including: a portable, tax-advantaged savings account with which to pay for qualified medical expenses, as well as an investment vehicle to help increase those savings dollars. All earnings on HSA account assets accumulate tax free and reduce your customer's taxable income, saving on federal income, Social Security and Medicare taxes.

Best of all, our HSA solution can be offered to your customers in either of two formats: directly from U.S. Bank, or we can help you provide it through a "white label" offering thereby making it easy to grow your brand and your business. In either case, the product is a turnkey solution where all of the custodial and transaction account management, compliance and customer service functions are handled to keep your IT hardware and infrastructure costs to a minimum.

In addition to our HSA offerings, Elavon FI Solutions can also assist you with the following solutions for your consumer clients, your business clients and your financial institution:

- ATM, Debit, ATM Managed Services and MoneyPass

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surcharge-free ATM network —from Elan Financial Services

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- Financial Institution Banking, SBA Lending and Mortgage Services — from U.S. Bank

## The Exchange.

For Financial Institutions

In keeping with our collaborative approach, Elavon FI Solutions created [The Exchange](#) in 2010. The Exchange is an innovative web destination to drive customer education, communication and collaboration through the use of video vignettes, online polling and social media functionality. The Exchange uses strategic thought leadership to create awareness for Elavon FI Solutions and our business line partners, and differentiates us from similar entities that also provide products and services to financial institutions. With a host of great content on such topics as Prepaid Cards, Government Regulations, Mortgage, Small Business, Health Care and now Marketing Best Practices, The Exchange community is growing. Stop by [The Exchange](#) and Join the Conversation!

Learn more about how Elavon Financial Institution Solutions can help meet your objectives. For more information, please contact your Institutional Trust & Custody Business Development Officer or Relationship Manager or email us at [itcsalessupport@usbank.com](mailto:itcsalessupport@usbank.com).

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## INSTITUTIONAL TRUST & CUSTODY

*Big Bank Capabilities, Mid-Market Focus<sup>SM</sup>*

Client Feature

### First National Bank of Elmer

A relatively new relationship for U.S. Bank, First National Bank of Elmer embodies what is a growing niche for U.S. Bank Institutional Trust & Custody. Established in 1903, First National Bank of Elmer, headquartered in Elmer, New Jersey, has grown into a strongly capitalized and independent community bank with six locations serving Salem, Gloucester and Cumberland County area of Southern New Jersey.

While attending the 2008 HWA International Conference, members of First National Bank of Elmer were introduced to U.S. Bank Institutional Trust & Custody Business Development Officer, John Harrington. The initial introduction launched a series of conversations and discovery meetings about how Institutional Trust & Custody could help streamline the operations of First National Bank of Elmer.

#### The Challenge

With any new business arrangement, transition always carries the fear of being complicated. A main concern of First National Bank of Elmer was regarding what data interface would be provided through U.S. Bank, and furthermore, how that interface would work in partnership with their accounting software systems.

Also a concern to First National Bank of Elmer was the large number of accounts, which presented a challenge for Margaret Cloak, Vice President & Trust Officer of First National Bank of Elmer. Cloak needed a more effective way to manage client investment accounts.

“We have 40 accounts with numerous portfolios totaling over 100 individual broker or mutual fund accounts that are individually registered,” Cloak said. “For me to manage all those accounts was a real challenge. I needed a partner who could help us manage these accounts and provide consistent reporting that detailed our client’s accounts and pricing– all under one umbrella.”

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Prior to working with U.S. Bank, First National Bank of Elmer was utilizing multiple external brokers and registered investment advisors to manage these accounts at the time, but the service being provided was difficult to manage, organize and track.

## The Solution

John Harrington presented First National Bank of Elmer with a solution that would capture all data and seamlessly integrate it into one system. U.S. Bank's TrustNow Essentials online reporting suite combined with HWA International's custody accounting interface would solve the many challenges First National Bank of Elmer faced and would present them with a reconciliation feature that would automatically generate the many reports required for each account within each portfolio.

Once the benefits of the custody interface were realized, the first step in meeting the needs of the First National Bank of Elmer was for their locally-based U.S. Bank client service team to work together to ensure the smooth transition of assets.

The Institutional Trust & Custody team went right to work to organize the transition and conversion of all accounts in a timely manner. "The accounts were transferred beautifully," said Cloak. "Our relationship manager and his team had all the proper documentation and agreements drafted and organized, ensuring the process was seamless."

## The Benefits

It didn't take long for First National Bank of Elmer to see the benefits of the HWA International custody interface with Institutional Trust & Custody. With the assistance of the data interface and TrustNow Essentials, First National Bank of Elmer now had access to real-time account information at their fingertips and consolidated reporting and statements.

"The interface and TrustNow Essentials are definitely a benefit to us," continued Cloak. "We now have a resource that can create transactions for us, detail dividends and interest. We were able to obtain daily pricing from HWA through Interactive Data, however, it was too costly for our small account. Our partnership with U.S. Bank provides the ability to perform daily pricing as part of the custody service.

The U.S. Bank partnership also provided First National Bank of Elmer with a higher level of customer-focused support. "Our U.S. Bank service team provided exceptional support," says Cloak. "If we have a question, they will provide the answer or find it for us. The conversion was seamless, the solutions – cost-effective."

U.S. Bank has a long history of mutually beneficial partnerships with financial institutions throughout our footprint. Financial institutions seeking increased efficiencies while reducing in-house costs can look to U.S. Bank Institutional Trust & Custody to provide back office support services to achieve their financial and operational goals.

*"Our U.S. Bank service team provided exceptional support."*

*- Margaret Cloak, Vice President & Trust Officer  
First National Bank of Elmer*

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## FDIC-insured Deposit Account Available for IT&C Clients

U.S. Bank IT&C understands the importance of offering our clients products that provide flexibility for your cash and transactions. One way we support this need is through the U.S. Bank Institutional Trust & Custody Noninterest-bearing Account.

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#### Noninterest-bearing Account Specifics:

- Available as an intra-day sweep vehicle
- 4:15p.m. Central Standard Time redeem/purchase cut-off
- No interest accrued or paid
- A deposit account maintained by U.S. Bank and fully covered by the Federal Deposit Insurance Corporation's (FDIC) insurance from January 1, 2011 through December 31, 2012. This temporary coverage will be in addition to, and separate from, the FDIC's \$250,000 standard minimum deposit insurance coverage. For more information about FDIC insurance coverage of noninterest-bearing transaction accounts, visit [FDIC.gov](http://FDIC.gov).

For more information, please contact your Institutional Trust & Custody Business Development Officer or Relationship Manager or email us at [itcsalesupport@usbank.com](mailto:itcsalesupport@usbank.com).

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## U.S. Bancorp Foundation to Assist with Disaster Relief Efforts in Japan

The U.S. Bancorp Foundation is donating \$100,000 to the American Red Cross to assist with disaster relief efforts in Japan. The funds will help provide food, water, medical supplies and other services to victims of the recent earthquake and tsunami. U.S. Bancorp is the parent company of U.S. Bank.

"The tragedy in Japan is a time for all of us to do what we can to help the victims," said Richard Davis, chairman, president and chief executive officer of U.S. Bancorp. "In addition to the company's commitment, the U.S. Bancorp Employee Matching Gift program will match the next \$100,000 given by U.S. Bancorp employees."

The company is encouraging all of its employees to make a contribution and double their contribution, and is waiving its minimum one-year employment requirement in order for employee donations to be matched by the U.S. Bancorp Foundation for this effort.

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