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U.S. Bancorp Adopts New Mission Statement

"We put the power of US to work for you" is the new U.S. Bancorp mission statement. The statement represents who we are as a company and the way that we're providing Five Star Service to our clients each and every day. More…

Meet Sarah Christiansen

Merging exceptional customer service with technology-driven products

Sarah Christiansen

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Opening the Door to More Control Over Cash

Institutional money market funds are arguably the leading investment choice of corporate treasurers, by some estimates representing 25 percent of all corporate liquidity. More…

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U.S. Bancorp's Answer for Your Company's Cash Solutions

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"We put the power of US to work for you" is the new U.S. Bancorp mission statement. The statement represents who we are as a company and the way that we're providing Five Star Service to our clients each and every day. It's also about the unique dedication our employees provide to each of our clients.

What does this mission statement really mean for U.S. Bancorp employees?

Five Star Service Guaranteed is our brand promise to our clients. So how do we achieve it? By putting the guarantee to work for our clients. We do this by:

- **Engaging our employees** – great client and community service starts with our employees. We encourage and recognize great service through our prestigious Circle of Service Excellence program, our Five Star Volunteer Awards, various internal promotions and more.
- **Increasing value for our clients** – we make U.S. Bancorp an attractive and dependable option for their organizations' investment portfolios, providing consistent earnings and revenue growth.
- **Deepening service and relationships for our clients** – we put five star service to work for our clients by listening to their needs and delivering the right financial solutions.
- **Building our communities** – with hundreds of U.S. Bancorp Foundation grants each year and through partnerships with

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organizations such as United Way, we're fostering continued growth in the communities we call home.

Bringing our mission statement to life

Our mission statement is much more than just a sign in the elevator lobby or break room, it is our way of life at U.S. Bancorp. Together, we have the power to make our mission a reality by translating these words into meaningful actions and results.

Service is what ultimately differentiates U.S. Bancorp from our competitors. U.S. Bancorp has operated with a tradition of uncompromising honesty and integrity. We are proud of our exclusive guarantee that has served our brand promise and point of differentiation for more than a decade. We consider it a privilege to serve our clients –to surpass their expectations with our products, solutions and service is the reason our bank succeeds. And we stand behind our Five Star Service Guarantee should we fall short in meeting our clients' expectations.

In addition to delivering to our brand promise and exceeding expectations for our client, we also make commitments to each other, as employees, through our internal Five Star Service Guarantees. Through our internal guarantees every employee pledges more responsive, respectful, prompt and helpful service internally across the organization. It is the foundation for the service and promises we provide externally to our clients.

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Meet Sarah Christiansen

Merging exceptional customer service with technology-driven products


Sarah Christiansen

When our business development officers (BDOs) need someone who can clearly and succinctly communicate the advantages and functionality of our cash solutions technology, they turn to Sarah Christiansen, vice president, National Business Development Officer. Christiansen joined U.S. Bank in September 2005 and has been in the institutional trust and custody business for the past 18 years.

Christiansen, an accountant by degree and trade, has experience on both sides of the table. "Throughout my career, I've been issued insurance and securities licenses and been heavily involved in the institutional trust and custody area," she says. "As a result, I've had exposure to all facets of the business, as well as the points of view of customers and providers."

Putting Experience to Work for Customers

With her deep and broad range of experience, Christiansen is uniquely qualified to speak to the needs of the treasurers, controllers and chief financial officers to whom she typically presents U.S. Bank products. "My technical and accounting background, combined with my experience in the investing, trust and custody worlds, gives me the tools to answer their questions and identify solutions that will work best for them."

Why Clients Choose U.S. Bank

"U.S. Bank has a very strong customer-service focus," Christiansen

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says. "Clients appreciate that we have a local presence. They can get answers from someone in their own time zone. That's a great relief to someone who needs an answer 'right now.' In addition, the U.S. Bank employees who work in our area typically have long tenures in trust and custody, so our customers benefit from their extensive knowledge of the industry."

Christiansen also cites the U.S. Bank emphasis on technology. "Our Cash Solutions Portal and Cash Solutions Analytics systems put us on the leading edge of what's available in the trust and custody marketplace," she says. "It is evident in the resources that U.S. Bank devotes to developing and maintaining this kind of technology that it has a strong commitment to the institutional trust and custody market."

Find Out More

Sarah Christiansen is just one of the team of employees putting the power of US to work for you. To learn more about how Cash Solutions Portal and Cash Solutions Analytics can provide solutions for your customers, contact Sarah Christiansen at **612.303.4924**.

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Cash Solutions Portal

Opening the Door to More Control Over Cash

Institutional money market funds are arguably the leading investment choice of corporate treasurers, by some estimates representing 25 percent of all corporate liquidity. U.S. Bancorp Cash Solutions Portal provides our clients a convenient way to invest their holdings in money market funds, allowing clients to maximize the value of their liquid portfolios.

Consolidates money fund investing

"Using Cash Solutions Portal is an efficient way for clients to invest their idle cash with a relatively low level of risk," says Sarah Christiansen, vice president, national business development. "They can do their money fund investing on a single, secure Web site, with access to many of the top-performing institutional money market funds."

"What's more, clients won't need to hire someone to manage their cash," she adds. "This user-friendly, easily accessible platform allows them to actively manage their cash flow."

The Cash Solutions Portal allows our clients to actively manage their money market funds and makes managing cash easy.

Easily trade, manage and monitor holdings

Cash Solutions Portal allows clients to buy and sell money funds quickly and efficiently, redeem and exchange shares, receive same-day liquidity and expedited wire redemptions and settle trades with a

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single wire. Clients appreciate the convenience of managing their entire money fund portfolio in one place and their easy access to account balances, earnings, history and account activity.

Meet short-term liquidity needs

With Cash Solutions Portal, you have a comprehensive, Web-enabled tool that can help clients manage short-term liquidity needs, reduce trading and administrative costs, minimize time and errors associated with manual cash management activities and improve oversight. Clients' financial professionals will spend less time on routine cash management and have more time to focus on strategic initiatives.

A U.S. Bancorp relationship manager can provide more information about U.S. Bancorp Cash Solutions Portal.

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Operating cash is crucial to clients' organizations. So is meeting increasingly complex financial regulatory, reporting and disclosure requirements. Cash Solutions Analytics from U.S. Bancorp can help clients effectively manage both.

"Cash Solutions Analytics is a remarkable tool that performs accounting, compliance, performance and risk functions," says Sarah Christiansen, vice president, national business development. "This solution provides a daily status of investment positions versus investment parameters and eliminates the need to obtain and reconcile investment data from various money managers. It helps clients with Sarbanes-Oxley compliance, FASB compliance and impairment reporting in one convenient, user-friendly application."

This comprehensive solution also makes month-end reporting for clients nearly automatic.

Fully integrated accounting, compliance, performance and risk reporting

Cash Solutions Analytics is a secure, Web-based tool available anytime – 24/7. Whether clients have one or 100 investment managers, Cash Solutions Analytics reports on each manager individually and in aggregate. There are many challenges involved with managing portfolios today – Sarbanes-Oxley deficiencies, market exposure, post-closing adjustments, off-cycle accounting, underperformance, compliance violations and manual reconciliations to name a few. Cash Solutions Analytics can help

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clients meet these challenges and maximize their efficiency in important areas.

Accounting

Cash Solutions Analytics provides clients with independent, daily accounting information, general ledger entries, as well as reports for investment portfolios, including balance sheet, income statement, statement of cash flows, income and balance sheet detail, impairment, transactions, cash flow forecast, tax lots and many more. Reports are available the business (?) day following fiscal close cycle, which is based on client-defined accounting assumptions and cycles.

Compliance

Clients can view the daily compliance status of their portfolios, including reports of current violations as well as historical querying functionality. This helps clients determine whether each individual investment manager is helping the aggregate portfolio remain in compliance with your investment policy. With these reports, clients are able to quickly identify compliance violationsand turn to resolving the issue.

Performance

The performance reporting component provides clients with the ability to compare the performance of their investment managers. Portfolio-level performance attribution allows visibility into some of the underlying causes of performance (i.e., duration, allocation to creditors/sectors). Custom reports and returns are based on client-defined fiscal cycles and are designed to meet applicable GIPS calculation standards.

Risk reporting

Clients are able to measure, define, and track the risks in their portfolios. Duration, sector, credit rating, issuer concentration and index comparison reports are available in both broad and detailed reports, down to the CUSIP level, if desired. The Credit Watch report allows for watch list monitoring on the securities owned, and Value at Risk calculations help identify the level of risk taken on by the portfolio(s) compared to the predefined benchmark(s).

"Cash Solutions Analytics also allows clients to reduce the manual entry normally involved in the treasury and accounting sides of the business," Christiansen says. "Clients' assumptions and accounting schedule can be automatically set into the system. Clients can also assign levels of access for more control and flexibility."

Meeting Diverse Information Needs

Cash Solutions Analytics helps clients efficiently support every area of their organizations requiring investment-related information, such as treasury, senior management, tax, audit, accounting and regulatory reporting. The entire client organization benefits from:

- A single, comprehensive view of all investment-related information.
- Timely and accurate financial close information.

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TrustNow Essentials® Processes One Millionth Report

System Provides Exceptional Reporting Capabilities

TrustNow Essentials (TNE), a Web-based tool that provides access to account information and online reports, reached a major milestone earlier this year when the one millionth TNE report was requested. The announcement signals positive growth and client awareness of the TNE software, since the system's enhancements in August 2006.

"Since the inception of TNE on April 1, 2001, the system has continued to improve, meeting customer needs by adding real-time reporting, on-demand report availability and report viewing directly," says Lisa Logan, Vice President of Wealth Management Technology & Solutions-U.S. Bank. "The upcoming releases will continue to add functionality requested by our clients to assist them in meeting their ever-changing needs."

A Special Report

Aimee Scott of Alfa Insurance in Montgomery, Ala., requested the one millionth holdings report from the U.S. Bank TNE reporting software on Jan. 17, 2008. A high- profile client of U.S. Bank Institutional Trust & Custody, Alfa Insurance found value in using TrustNow Essentials reporting software for both its investment and accounting divisions.

"We like TrustNow Essentials' ability to view transactions and holdings," says Scott. "It's also extremely convenient for pulling

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statements, prior to receiving them in the mail."

As a result of the one millionth report accessed, 20 members of Alfa Insurance were treated to a special luncheon to celebrate the milestone by Lisa Logan and Kameron George, U.S. Bank Relationship Manager.

"It is exciting to see that the one millionth TNE report was requested since the September 2006 11.0 Release and that Alfa Insurance was the proud recipient of the honor," Logan says. "TNE is an important tool, used daily by Alfa Insurance. They are busy requesting reports, trying to be the two millionth TNE report requestor and receive another lunch on U.S. Bank," she jokes.

Alfa Insurance became a client of U.S. Bank in September 2006. The large insurance provider manages its own in-house securities and utilizes U.S. Bank for custody and several cash solutions account services.

With more than a million insurance policies active, Alfa Insurance has a reputation as one of the nation's most stable, reliable and affordable insurance providers. Founded in 1946 by what is now known as the Alabama Farmers Federation, Alfa Insurance has been named by Forbes magazine as among its 200 Best Small Companies in America.

A Wealth of Information

TrustNow Essentials allows clients to organize and retrieve account information in the manner and format they want, using a single tool. Consultants have access to their clients' most current information for reporting at any interval they choose, and clients can view a wealth of information – transactions, holdings, pending trades, and trust account statements – online. Scheduling and inbox features allow clients to maintain up to 180 days of reports and statements at their fingertips.

Did You Know?

- TNE can retain 15 months of holding information.
- TNE has an e-mail feature for notification of scheduled reports.
- The 500,000th TrustNow Essentials report was requested on June 7, 2006.
- TNE can be obtained in multiple file formats (i.e., Excel, TXT, PDF, CVS, TAB, RTF, and HTML).

Contact your relationship manager for more information about how using TrustNow Essentials can be an advantage for your clients.

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