



Winter 2007/2008

INSTITUTIONAL TRUST & CUSTODY

Consultant Connection



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Big Bank Capabilities, Mid-Market FocusSM

Our New Tagline Pinpoints What We're All About

U.S. Bank is the sixth-largest bank in the United States, with all the financial strength, stability and resources that implies. What makes us unique is that Institutional Trust & Custody is focused on middle market opportunities. To help emphasize that commitment, we've introduced a new tagline: *Big Bank Capabilities, Mid-Market FocusSM*. [More...](#)



**Big Bank Capabilities,
Mid-Market FocusSM**

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Securities Lending Program

*U.S. Bank Can Help Your Clients Earn More on
Their Portfolios*

If your clients are interested in exploring ways to maximize the investment return on their portfolios through securities lending, U.S. Bank has the solutions. [More...](#)



Partnerships Help Meet Clients' Needs

U.S. Bank Institutional Trust & Custody is committed to being a partner in our clients' success. And that means a dedication to helping them meet all their needs. [More...](#)



Introducing Roger Facklam

"We need to maximize our home-court advantage," says Roger Facklam, one of the newest Institutional Trust & Custody staff members. Facklam, relationship manager, will cover the Utah, Arizona and southern Idaho markets for IT&C. [More...](#)



Roger Facklam

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Coming full circle to the Pacific Northwest has been rewarding both professionally and personally for Institutional Sales Officer Vic Arcuri, vice president, U.S. Bank Institutional Trust & Custody. [More...](#)

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Our New Tagline Pinpoints What We're All About

U.S. Bank is the sixth-largest bank in the United States,* with all the financial strength, stability and resources that implies. What makes us unique is that Institutional Trust & Custody is focused on middle market opportunities. To help emphasize that commitment, we've introduced a new tagline: *Big Bank Capabilities, Mid-Market FocusSM*.

"Our focus on middle market opportunities hasn't changed," explains Jeff Kerr, president, Institutional Trust & Custody. "We simply decided to bring home the message. U.S. Bank is the largest financial institution focused on mid-market opportunities in the United States. We want middle-market prospects to have U.S. Bank first in mind when considering a service provider."

[The Right Approach for the Middle Market](#)

U.S. Bank features products and services above and beyond what the competition may offer and has the capabilities, experience and expertise to provide creative and effective solutions for the mid-market portfolios – typically between \$2 million and \$2 billion. In addition, the bank provides a superior level of customer service that mid-market customers may not find elsewhere.

"It's easy for mid-market clients to get lost at financial institutions concentrating on mega-deals," Kerr says. "We have the ability to provide service at all levels and sizes, but we don't want to get distracted. To us, the middle market is paramount, not something we take care of after servicing bigger deals. From a philosophical, pricing and servicing standpoint, U.S. Bank is a better fit for mid-market opportunities."

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[Contact Your Relationship Manager](#)

Whether it's a pension fund or corporate operating account, union, government or nonprofit entity, U.S. Bank is uniquely qualified to serve the market, with more than 100 years of trust experience and fiduciary oversight. "We are dedicated to that mid-market opportunity," Kerr says. "It's our niche. '*Big Bank Capabilities, Mid-Market Focus*' is exactly what we're all about."

Give your mid-market clients the U.S. Bank advantage. For more information, please contact your relationship manager.

* Source: U.S. Bancorp 2006 Annual Report.

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Securities Lending Program

U.S. Bank Can Help Your Clients Earn More on Their Portfolios

If your clients are interested in exploring ways to maximize the investment return on their portfolios through securities lending, U.S. Bank has the solutions.



Securities lending allows your clients to lend the securities in their portfolios to selected borrowers, who use them on a short-term basis in order to meet their liquidity needs. The borrower is obligated to return the securities on demand and, during the time the securities are on loan, the lender – your client – earns incremental income on the borrowed securities without interrupting trading activities.

What Are the Risks?

The two primary risks of securities lending are counterparty risk and investment risk. Counterparty risk is the potential for a borrower to default while in possession of a client's security. U.S. Bank mitigates this risk through a rigorous screening and evaluation of borrowers, and also conducts a daily mark-to-market process of each loan. U.S. Bank also offers the option of an indemnified program, in which U.S. Bank indemnifies its clients against any loss as a result of borrower default.

The investment risk exposure in the program comes from the re-investment of cash collateral in a money market fund or other short term cash management vehicle. The program has a very conservative, short-term investment policy and there is no indemnification offered to clients against any potential investment

loss.

Why Turn to U.S. Bank?

We've got the experience.

Emil Busse Jr. has been managing director of the U.S. Bank Securities Lending Program since it was launched in 1990. The current securities lending team is experienced and proven, with an average tenure of 13 years in the business. The program has grown steadily since its inception, with U.S. Bank acting solely as an agent lender on behalf of our clients. The program currently has more than 100 participants with admitted assets of \$70 billion; assets on loan are in the range of \$20 billion.

We're a volume lender.

U.S. Bank is a volume lender and as such can typically earn its clients greater net income by placing a larger percentage of securities on loan. As a volume lender, U.S. Bank not only lends the hard-to-borrow securities that other value lenders place on loan, but also lends general collateral securities, thereby maximizing a client's earnings potential.

We've got the expertise.

We can provide integrated securities lending services with U.S. Bank Institutional Trust & Custody acting as the trustee or custodian. Your clients have the full resources of an outstanding lending team as well as more than a century of experience in the institutional trust and custody business behind them, and you can recommend us with confidence.

We provide outstanding service.

Our culture of customer service and our 5 Star Service Guarantee mean that your clients will receive the attention and flexibility they deserve, regardless of the size of their lending program.

Your clients have anytime online access to their securities information and portfolio reports. And, our comprehensive reporting functions and performance measurement programs will help them analyze and track the results of their securities lending strategy.

To learn more about the securities lending opportunities available through U.S. Bank, please contact your Relationship Manager.

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MAY LOSE VALUE • NOT BANK GUARANTEED
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Partnerships Help Meet Clients' Needs

U.S. Bank Institutional Trust & Custody is committed to being a partner in our clients' success. And that means a dedication to helping them meet all their needs. "In addition to all the institutional trust and custody services we provide for clients, we also partner with U.S. Bank banking divisions to ensure that clients can take advantage of those services, too," says Linda Lockwood, senior vice president in the Institutional Trust & Custody (IT&C) St. Louis office.



Services for Employees and Members

One example is Workplace Banking. It was originally developed for corporate clients, but has been extended to unions, as well. "It's a premier package of banking services that businesses can offer to their employees and unions can offer to their members," Lockwood explains. "Workplace Banking enhances a benefits package with no additional expense." Workers who sign up for Workplace Banking enjoy a host of benefits such as free checking plus discounts, bonuses and savings on a variety of U.S. Bank products and services.

"We can bring our institutional trust and custody clients the whole banking package," Lockwood says. "That includes retail services for their employees or members, commercial banking and treasury management for deposits."

Commercial Accounts

Melanie Brasier, vice president, is a Commercial Banking Deposit

and Payment Solutions Relationship Manager in St. Louis. "We work with a specific niche of clients who need treasury management and bank accounts, but don't typically need loans," she explains. "This is frequently the case with unions, third party administrators and title companies. They handle many transactions, but don't necessarily need to borrow money.

"Often, these are clients that we share with Institutional Trust & Custody," she says. "Referrals between the two divisions go both ways. If IT&C has a client that needs commercial banking or treasury management, they'll refer them to us. And if we have a client who needs institutional trust and custody services, we'll refer that client to IT&C."

Leading the Way

U.S. Bank Treasury Management distinguishes itself by the focus it places on clients' payment cycles, from collections to disbursements. It has invested in improving products that help clients with their payment stream. "For example, we were one of the first to the market with remote deposit capture, which allows clients to scan and deposit checks electronically from their own offices," Brasier says. "Clients who have multiple locations and those that are not close to a branch office find this especially beneficial."

U.S. Bank also has a strong presence in merchant credit card processing. "We offer leading-edge products, and we're committed to supporting them," Brasier states.

Clients find a full array of treasury management services, including lockbox, reconciliation services, fraud prevention and sweep accounts. As more and more payments are handled electronically, the scope and design of treasury management services continues to change, and U.S. Bank leads the way.

United in Service

The U.S. Bank Five Star Service Guarantee extends to every division of U.S. Bank. So IT&C clients who use services from the banking divisions know they'll receive prompt responses, professional service and accurate results, no matter what their needs. Contact your Relationship Manager for more information about U.S. Bank banking divisions.

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Introducing Roger Facklam

Providing Creative Solutions

"We need to maximize our home-court advantage," says Roger Facklam, one of the newest Institutional Trust & Custody staff members. Facklam, relationship manager, will cover the Utah, Arizona and southern Idaho markets for IT&C. Facklam will have the unique responsibility of developing new institutional trust business as well as overseeing the ongoing client relationship.

With more than 30 years of experience in the custody and investment business, Facklam comes to U.S. Bank with experience in servicing all types of trust accounts, industries and market segments. He will be responsible for building relationships with not-for-profit organizations, including government agencies, health care, foundations and educational institutions. Facklam will also promote trust and custody services to for-profit corporations, including insurance companies, mid-sized corporations as well as the Taft-Hartley marketplace.



Roger Facklam

Committed to Providing Superior Service

Facklam brings a philosophy of using creativity and flexibility to help clients enhance returns. Facklam says, "You need to have knowledge of pertinent laws and regulations, and you also have to be a good generalist." Facklam is adept at breaking down complex features and explaining them to clients.

According to Facklam, "Clients want to know how we can help them

improve earnings, reduce costs, improve productivity and motivate their staff, I can help them use U.S. Bank Institutional Trust and Custody services to accomplish their particular goals."

Expertise Good Match for U.S. Bank

Prior to taking on his current role in 2007, Facklam spent more than eight years as a senior relationship manager at Fidelity Investments Tax-Exempt Services Company, a business unit of Fidelity Investments. Facklam also held positions of vice president at both City National Investments and Wells Fargo Bank (formerly First Interstate Bank) in the institutional trust divisions.

Facklam's education includes a Bachelor of Science in business administration with an emphasis in finance from California State University at Los Angeles. He also is a graduate of the Pacific Coast Banking School, University of Washington, Seattle (trust emphasis).

"I'm excited to be here with a company focused on markets that match my expertise," says Facklam, who has won awards throughout his career for excellence in customer service. "U.S. Bank is also a good match for me because I'm committed to providing superior service. I believe in providing our clients with the best quality of service possible so they can maximize their own home-court advantages. It's what I've spent the last 30-something years doing."

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Introducing Institutional Sales Officer Vic Arcuri

Coming full circle to the Pacific Northwest has been rewarding both professionally and personally for Institutional Sales Officer Vic Arcuri, vice president, U.S. Bank Institutional Trust & Custody. Arcuri has been with U.S. Bank in the Portland, Ore., office since May 2007, and is responsible for business development in Oregon and northern California.

"I grew up in Oregon," Arcuri says. "After completing military service, I started working at what was then First National Bank in Eugene in 1970. I worked there for 27 years, through multiple changes in ownership, before moving to PNC in Louisville, Ky. That began my 'nomad years.' After a few years at PNC, we moved to Seattle, where I managed the Copper Mountain Trust office. Shortly thereafter, my wife had an attractive opportunity with Delta Airlines, so we moved back east to Atlanta.

"I joined SunTrust Bank in 1999 and worked in various capacities, including institutional sales, participant education and relationship management," he says. "I stayed for six years, until my wife retired and we decided to move back to the Northwest."

[A Return to His Roots](#)

Arcuri enjoys being back in Oregon. "My family and my roots are here," he says. "And, our institutional customers in Oregon appreciate that I'm a 'native son.' It's important to them that I understand the people and the culture and that U.S. Bank has a local presence.

"Being part of U.S. Bank is exciting because it offers an excellent suite of services for the market that I serve," he adds. "I also

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appreciate the team spirit at U.S. Bank. Having spent time in the military and at large corporations, I'm comfortable with the culture of teamwork. The relationship managers, account managers and other service partners all work together to provide the best solutions for our customers, even when it means coordinating services with other service providers outside the bank.

"I also have the opportunity to spend time getting to know our consultants and our customers. The bank understands that building good relationships takes time, and I'm looking forward to building those relationships right here in Portland."

Arcuri covers all aspects of institutional trust and custody sales in Oregon and northern California. He can be reached at **(503) 275-3924** or at victor.arcurijr@usbank.com.

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