

Lorie Norton, Texarkana Consumer Sales Manager, Receives Regions Bank's Top Associate Honor

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Energetic go-getter called "extreme coach" for leading others toward success

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) (NYSE: RF) today announced that Lorie Norton is the October 2014 recipient of the Regions Bank Better Life Award. Norton is a consumer sales manager in Texarkana, Texas. The Better Life Award is the top honor given to a Regions associate for outstanding dedication and job performance, as well as exemplary involvement and commitment to the community.



Lorie Norton, referred to by colleagues as an "extreme coach," is the October 2014 recipient of the Regions Bank Better Life Award. (Photo: Business Wire)

In addition to the recognition, Regions donates \$1,000 in the name of the recipient to a charity of the winner's choice. Norton chose Laces of Grace, a nonprofit group that gives free shoes to underprivileged school children in the Texarkana area. [A video profile of Norton](#) is available on the [Regions Financial YouTube channel](#).

Norton began her 21-year banking career as a teller her freshman year at Texas A & M - Texarkana. She also worked in investments before joining Regions in 2005 as a mortgage originator. Norton became a branch manager in 2006, and is now a Consumer Sales Manager who oversees 14 branches in Texas, Arkansas and Louisiana.

Norton's varied experience helps her relate to associates across many areas of the bank. She offers insight and helps them see the big-picture importance of their jobs.

"Lorie is what I call an extreme coach. She will role play, go out on calls, do whatever she can to help an associate reach their potential," said Phil Nunn, consumer banking executive. "She always wants more. She climbs that mountain with no peak and really enjoys the ride."

Norton's job also involves assigning teams to run Regions@Work, a program that provides on-the-job financial education to employees of local companies. But Norton often takes a more hands-on approach - she conducts Regions@Work seminars herself, using her own experiences to urge people to get their financial houses in order.

"I know exactly what keeps people up at night. They want to know 'Should I buy or lease a car? Can I retire? Will I be able to send my child to college?'" said Norton. "When I tell them I had to put my mother's funeral on my credit card at the age of 26 because she didn't have life insurance, it makes them see how important it is to take care of their financial affairs. I know I'm making my fellow neighbors' credit stronger. My story makes it real for them."

"Lorie puts it in perspective for people; that's why she's so successful," said Nunn. "She's very passionate about our mission. She knows the more people we help, the bigger impact we can have on the community."

Norton's efforts have led to growth in the number of Regions account holders across her area. Her branches consistently score in the excellent range in performance and service quality.

Several community organizations also benefit from Norton's leadership. She volunteers as a timer, photographer and event organizer for her son's swim team. She leads her church human resources committee, serves with Laces of Grace, and volunteers with Harvest Texarkana Food Bank.

About The Better Life Award

The Better Life Award is presented monthly to a Regions associate who lives the company's mission to make life better for customers, associates and the communities Regions serves, and who is an example of the company's values:

- Put People First
- Do What Is Right
- Focus On Your Customer
- Reach Higher
- Enjoy Life

Regions associates are nominated for the award by their managers and peers. Regions Chairman, President and Chief Executive Officer Grayson Hall honors recipients at the company's headquarters in Birmingham, Ala., at a meeting broadcast live to offices in the 16 states Regions serves. In addition to the recognition, associates who earn the Better Life Award receive an additional week of vacation, a crystal award, and a \$1,000 donation is made in

their name to the charity of their choice.

About Regions Financial Corporation

Regions Financial Corporation (NYSE: RF), with \$119 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,700 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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Jeremy King, 205-264-4551

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