

# Jimmy Henderson, Columbiana, Ala., Branch Manager, Receives Regions Bank's Top Associate Honor

Dec 10, 2014

*Former missionary dedicated to reaching, teaching, caring for children*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) today announced that Columbiana, Ala., Branch Manager Jimmy Henderson is the December 2014 recipient of the Regions Bank Better Life Award. 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.

Jimmy Henderson at his office in Columbiana, Ala. Henderson is the December 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. Henderson chose Raleigh's Place, a group home and camp for foster children in Chilton County, Ala. He and his wife have already served as foster parents to more than 30 children. A [video](#)

[profile of Henderson](#) is available on the [Regions Financial YouTube channel](#).

When one foster child arrived at Henderson's home nearly a year ago, she had hopes for a more permanent arrangement. "Her first question was, 'Will y'all please adopt me?' That's just how much children want to be loved," Henderson said.

That little girl will get her wish. Henderson and his wife recently received approval to adopt her. It will bring their family to a total of six.

The door is still open for other foster children. "If we can make a difference in kids' lives and show them love in this time of transition, then we feel like we're doing what we're called to do," Henderson said.

Henderson and his wife spent five years as missionaries at a youth camp in Mentone, Ala., before he joined Regions in 2007. He is currently a fourth grade Sunday school teacher and teen small group leader at Valleydale Church in Birmingham. Henderson is also a leader in the Columbiana Merchants' Association and teaches financial education to teens at Shelby County schools.

Henderson is a mentor to his customers, too. He has built a reputation as a banker who guides customers through each step of the process of building or even repairing their financial foundation and advises them on the products and services that can be of the most benefit given their personal circumstances.

"It's important to build relationships with customers. They want to know that you understand their situation and want to be involved in what they are doing," Henderson said.

## 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](http://www.regions.com).

Regions Financial Corporation

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Source: Regions Financial Corporation

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