

Lisa Burnham, Pensacola Contact Center Manager, Receives Regions Bank's Top Associate Honor

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35-year Regions career marked by endless energy, high morale and heartfelt service

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) today announced that Lisa Burnham, Contact Center Manager in Pensacola, Florida, is the March 2015 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.



Lisa Burnham, contact center manager for Regions Bank in Pensacola, Fla., is the March 2015 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 nonprofit organization of the winner's choice. Burnham chose Brentwood Elementary Magnet School of Pensacola, a school for children from low-income families. Burnham's team supports Brentwood in many ways year-round.

A video of Burnham is available on the [Regions Financial YouTube channel](#).

Each work day, Burnham gives high fives and greets by name the 200-plus associates in the Pensacola Contact Center.

"I want to make sure they don't feel like a number," Burnham said. "When they feel like they are of value, they perform well and take very good care of our customers."

Customer satisfaction scores are high at Pensacola, and so is morale.

"Lisa's team is a winner because she is a winner," said Mike Amrine, Regions Head of Contact Centers. "Groups come from all over the bank to see what they do there - how they maintain energy, enthusiasm and positivity, despite the challenging task of working in a contact center."

Burnham attributes her 35-year success at Regions to knowing how to strike the right balance between work, home and community involvement. She works with associates and tries to accommodate schedules so they don't miss out on special moments.

"Make sure that when your kids walk out the door, they know you were there for them," Burnham recently told her team. "I want you to tell your children, 'I was able to do this for you because of the company I work for.'"

Years ago, Burnham led her team to adopt Brentwood Elementary as a focus for their volunteer efforts. Every year, associates organize school supply drives, teach financial education, sponsor teacher appreciation days, and provide snacks and drinks for students during the Florida Comprehensive Assessment Test (FCAT).

"Those snacks are an encouragement during what can be a stressful time for students," Burnham said. "This way we capture their hearts and let them know that their community supports them and wants them to do well."

Burnham volunteers for Ronald McDonald House, the American Cancer Society and her church's Secret Santa program for needy children. In her down time, Burnham visits campsites, NASCAR races and college football games across the country accompanied by her husband in their RV.

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 \$120 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 1,650 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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