

Latrisha Jemison, Regional Community Affairs Manager in Nashville, Tenn., Receives Regions Bank's Top Associate Honor

Jul 08, 2015

Servant at heart leads with conviction, zeal and hope for the future

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) today announced that Latrisha Jemison, Regional Community Affairs Manager in Nashville, Tennessee, is the July 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.

This Smart News Release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20150708005156/en/>



Latrisha Jemison, Regional Community Affairs Manager in Nashville, Tennessee, is the July 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. Jemison chose the Urban League of Middle Tennessee. She is board chair of the organization, which supports youth education, workforce development and civic engagement in underserved communities. [A video of Jemison](#) is available on the [Regions Financial YouTube channel](#).

In her 15 years at the bank, Jemison has worked to form a variety of partnerships with organizations that serve Regions customers, associates and community stakeholders. She is based in Nashville and manages community affairs for Arkansas, Iowa, Illinois, Indiana, Tennessee and a small part of Texas. Her commitment and dedication have been crucial in connecting Regions to those communities.

Jemison has helped establish financial education programs for at-risk youth, a college-to-career program for Tennessee State University students and affordable housing opportunities for low-income families. She also chairs the

Nashville Barnes Housing Trust Fund Commission, serves as trustee for American Baptist College and is a member of the Minority Enterprise Development Week Steering Committee.

Jemison has a unique consensus-building ability, no matter the audience.

"Latrisha's got the ability to walk into the office of a university chancellor and be comfortable and walk into an elementary classroom and connect," said Ronnie Smith, Regions' Mid-America Regional President. "She doesn't demand respect. It just flows to her because people see the way she is - a real servant leader."

Jemison learned the importance of service by watching others give of themselves.

"It was instilled in me from an early age," she said. "Help others. Reach back. Once you've been blessed, you can be a blessing to others."

Local organizations publicly count the blessings Jemison brings to the community. She was named the "2014 Woman of the Year" by the Council on Workforce Innovation and received the "Pioneer Award" from the Educational Equal Opportunity Group for her leadership in improving academic success for Tennessee's underserved high school students.

"How many people can say that every aspect of their lives is a different component of the thing that brings them the greatest joy?" Jemison asked. "And if I happen to bring a little of that joy to others along the way, then I've done my job."

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 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 non-profit organization of their choice.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$122 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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Regions Bank

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