

# Banker has Gift for Nurturing Success

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*Contina Woods, Treasury Management Relationship Manager in Mobile, Alabama, receives Regions Bank's top associate honor for cultivating growth in life, career and community*

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- To Contina Woods, any opportunity, no matter how large or small, is another chance to achieve greater success, not only in her life, but also in the lives of others. It's always been that way.

This press release features multimedia. View the full release here: <http://www.businesswire.com/news/home/20171108005203/en/>



Contina Woods, foreground, is dedicated to using her success to help others succeed. Here, she is photographed volunteering at Prodissee Pantry in Spanish Fort, Ala., near Mobile. (Photo: Business Wire)

"When I was young, my dad ran an auto-mechanic shop by day and a wrecker service by night. In summers, he would allow me to tag along," said Woods. "He taught me impeccable customer service and an outstanding work ethic."

Woods applied that work ethic in other aspects of her life. She graduated second in her high school class - while leading several extra-curricular activities - and earned a scholarship to the University of Southern Mississippi.

Days before graduating from Southern Miss in 2000, Woods accepted a position as a Management Associate for Regions. Seventeen years later, Woods is now a Treasury Management Relationship Manager, one of the company's consistent top performers and a highly sought-after mentor for associates who credit her with helping their careers grow.

When Woods moved to South Alabama as a bank branch manager in 2005, she immediately began volunteering with Prodissee Pantry.

"At that time, Prodissee was a small church ministry that provided meals for needy families. I would help teach financial education to some of the families," Woods said. "Now, Prodissee is a stand-alone nonprofit organization and a staple in the community, providing job services, medical and dental screenings, legal referrals, financial assistance and other services. I'm so proud to see Prodissee grow."

Woods serves on Prodissee's board of directors. She leads fundraising campaigns and volunteer opportunities for community members. Those opportunities include:

- Community leaders luncheons, where prospective donors and volunteers dine on the same foods that Prodissee provides for needy families;
- Distribution days every Tuesday, when Prodissee delivers monthly food boxes to its families;
- Box-packing weeknights, when volunteers sort items and fill boxes for upcoming distribution days.

Prodissee serves 17,000 families annually.

Citing Woods' impact on her community, [Regions Bank](#) today announced that Woods is the November 2017 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.

Together with the recognition, Regions donates \$1,000 in the name of the recipient to a nonprofit organization of the winner's choice. Woods chose Prodissee because of her work with the organization.

Woods' community commitment and dedication to customers are further illustrated in [this video](#) on the [Regions Financial YouTube channel](#).

## 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, Alabama, at a meeting broadcast to offices throughout the communities 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 nonprofit organization of their choice.

### **About Regions Financial Corporation**

Regions Financial Corporation (NYSE:RF), with \$123 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 across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,500 banking offices and 1,900 ATMs. Additional information about Regions and its full line of products and services can be found at [www.regions.com](http://www.regions.com).

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