Welcome

On screen copy:
Katy Knox
President of Bank of America Private Bank

Katy Knox:
Our clients say time and time again that it’s our people who set us apart. I couldn’t agree more because we put our clients at the center of everything we do. We have a history of helping families, like yours, build a legacy and preserve and share your wealth with future generations. We know there are extraordinary opportunities and challenges that define your life. We’d be honored to serve you and your family for many generations to come.

On screen copy:
Bank of America Private Bank logo

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Private Bank Heritage

What do the Golden Gate Bridge, The Transcontinental Railroad And the Panama Canal have in common?

They’re all part of our history..

On screen copy:
Bank of America logo
Bank of America Private Bank logo

At Bank of America Private Bank, we’re proud of our legacy institutions, who share a centuries long commitment to give lasting meaning to our clients’ wealth.


Since the founding of our earliest predecessor,

On screen copy:
1784
The Massachusetts Bank

We’ve grown, rebuilt, and evolved many times, but our core values have remained unchanged throughout our history.

As the first trust company to be founded in the United States,

On screen copy:
1853 New York
United States Trust Company of New York

We set the standard for all other trust companies to follow.

On screen copy:
1857 Chicago
Merchants Savings Loan and Trust Co.
After the great Chicago Fire, we helped rebuild the city, demonstrating our commitment, brick by brick, to local communities.

It’s a commitment we’ve continued over the years and across the country.

On screen copy:
1867 Providence
Rhode Island Hospital Trust Co.

From founding the Rhode Island Hospital Trust, a Civil War-era community health endeavor,

On screen copy:
1890 Boston
The Old Colony Trust Company

To safeguarding client funds during economic downturns,

On screen copy:
1901 Charlotte
The American Trust Company

To fueling the textile industry in Charlotte and the new south,

On screen copy:
1920’s Los Angeles

And helping women investors safeguard their assets,
Our legacy banks helped power positive social, cultural, and economic growth.

On screen copy:
1930’s Hollywood

We did it in 1930’s Hollywood by supporting and financing the film industry during the Great Depression.

On screen copy:
1955
Invention of ERMA, the world’s first banking computer

Our ongoing commitment to technological advancement helped clients make the most of post-war opportunities.

On screen copy:
1960’s
And we expanded services,

**On screen copy:**
Trust Company of Florida Orlando 1972

Provided the lead for interstate banking,

**On screen copy:**
1980s Expansion into Texas Expanded geographically,

**On screen copy:**
Rhode Island centralized Private Banking

1982

And were among the first to introduce Private Banking as a capability.

**On screen copy:**
1998 The New Bank of America Announcement

We serve the needs of wealthy individuals across the nation through the hard work, dedication, and passion of our predecessors.

**On screen copy:**
US Trust logo
Bank of America Private Bank logo

We’re proud to deliver all of our capabilities as Bank of America Private Bank.

We’ve come a long way since 1784. We’ve maintained our focus on the needs of our clients and commitment to innovation…and today, we are Bank of America’s Private Bank, coming together to help our clients give lasting meaning to their wealth. For their families...their businesses... their communities...and the world.

**On screen copy:**
Bank of America Private Bank logo

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Giving Back to Our Communities

Hong Ogle: So I was born and raised in Beijing, China and I came to the States when I was twenty-four. And I came with two suitcases and a few dollars in my pocket, not speaking English—well I thought I did—and you know I, people couldn't understand me and I couldn't understand anyone else. And it was a culture shock for sure.

Jose Tavarez: Yeah, well my parents had a similar experience to you, they moved to the United States from the Dominican Republic in the late 1960s and they moved here essentially to provide a better life for their family. And uh, and I had a transformational moment, with a, a advisor in middle school, and that advisor suggested to my parents that I test into a specialized public high school program in New York City. And I tested in the top 2-3 percent in the city. That conversation with my parents on that day changed the trajectory and direction of my life forever.

Hong: Absolutely, yeah.

Jose: I’m forever grateful for that, for that advisor. It’s—It’s pretty interesting the role that advisors play even at a very young age.

Hong: Yes exactly yeah, what a parallel that you now work with the advisors who are making a difference to your own client’s lives.

Jose: Yeah that’s right—that’s right. And—and the advice that they provide to our clients is unparalleled.

Hong: Exactly, yeah, I really believe in helping people with economic mobility to help them to get out of their cycle—

Jose: Yeah.

Hong: --And like your advisor did for you, to help them to realize their potential.

Jose: Yeah and for your, coming here from China and landing in the sunshine state in Florida, I’m sure that advisors played a very important role in your life.

Hong: Yes, yes

Jose: And giving back to the community has helped you and the advice that you give to your
clients, I’m sure

Hong: Yes, you and I both had to work really hard to get where we are, and we want to make sure our kids have similar value growing up too. Last New Years Eve I took them with me to give a meal to those families who otherwise may not eat on that day. I think that was very helpful, with a very humbling experience for them to see, hopefully, that they learn to also work hard and give back.

Jose: That’s right, we’re very fortunate to work at a company like U.S. Trust that values giving back to the community, the same way that you and I both do.

Hong: Absolutely, yeah.

On screen copy: Bank of America Private Bank logo

On screen copy:
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Relating to our Clients

On screen copy: Relating to our Clients
On screen copy: Chris Biotti, New England Division Executive

Chris Biotti: So growing up in New England, you know we were huge sports fans and my brothers and I always, watched, you know, all the local games and rooted them on.

On screen copy: Abbe Galvez Cordon, Chief Operating Officer

Abbe Galvez Cordon: It was a huge part of the-- the core of what my family loved to do together.

Yeah, some of my earliest and fondest memories with my family were around sports. I hear you box, I think that’s pretty unique and cool.

Well an amatuer boxer, I do try to train most days, there’s always something else that I can get better at or something else that I can learn, which is something that I love about it, but I heard that you played professional ice hockey.

I did, I was fortunate to play six years professionally until I had some knee issues, uh and then segued into a career in private wealth management. But what I did learn in professional sports is the highs can be high and the lows can be low. And it’s very similar to our clients, what they’re experiencing. And so I think it’s really helped me relate to-- to them with their lives.

So many of them are business owners and that’s something that I can relate to; my family had a small shoe store in East Boston for multiple decades and there certainly are lots of ups and downs over the years with the changes in neighborhood, customers, all of those things.

Such a small world. When my grandparents came over from Italy, they lived in East Boston. I wonder if they shopped at, you know, your grandfather’s shoe store. Maybe you got your prom shoes there.

(laughter) Could be. We also had a family business, my father and my uncle had a construction business. My grandmother and my grandfather gave them, in 1967, their life savings, which was thirty-thousand dollars, and when asked how could you do that, my grandmother said well if they make it, we’ll eat steak and if we don’t, we’ll eat beans.

You really do get a sense of all of the decisions that families have to make whether it’s in business or personally, over the long term.

I couldn’t agree more, I think what-- when you’re able to help a family, and it’s going from a second to a third, or a third to a fourth generation, especially when there’s a business, it’s so emotional, and when we’re able to help a family go through either succession planning or helping them realize their dreams, it’s really the best part of this job.
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How do we prepare for the future?

Well for me, athletics was everything. It's just that understanding of, you set yourself up with an objective.

If you didn't do it, you better do it again until you get home. When my parents would call me in for dinner, I couldn't leave until I hit 10 baskets lefty, five baskets rightly, go to the foul line, not miss a shot in 20 shots. You know, life was a lot simpler back then and to break it down even simpler for me, was just understanding that you have one goal in mind, or two goals in mind. If you cloud yourself with too many things, you're never going to get there. So there's a tremendous parallel there across the board in sports, in life, in managing investment portfolios and managing wealth, and managing relationships. It's just like growing up.

It's the power of the connection that I learned through sports connecting all the different skill sets together for a team goal.

It's living with my family that believed in simple is best, but the fact that there's too much complexity in the world, and to push it aside.

And to have a common goal.

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All of those things I draw on every day, sometimes multiple times a day, to help our clients fulfill their dreams.

On screen copy:
Bank of America Private Bank logo

ARP8474C
Support for business owners

On screen copy:
How do we help support business owners?

Paul Reilly:
Karen, your dad was a business owner wasn't he?

Karen Reynolds Sharkey:
He was, he was a business owner for 25 years.

On screen copy:
Karen Reynolds Sharkey
National Business Owner Strategy Executive

Karen Reynolds Sharkey:
He had his own painting and contracting business and my mom was part of the business. She worked part-time as a bookkeeper and I even helped out with some of the advertising when I was a teenager.

On screen copy:
Paul Reilly
Central North Division Executive

Paul Reilly:
Family affair 24/7 you're never off the job.

Karen Reynolds Sharkey:
Yeah, and you're also, your father had a business also, right?

Paul Reilly:
Oh yeah, many a night the phone was ringing at nine or ten o'clock at night. You're always on.

Karen Reynolds Sharkey:
My dad I don't think ever took a day off in many, many years.

Paul Reilly:
Yeah, I mean the emotional part is really tough when you make the decision to actually sell the business. I find when I talk to clients that they really struggle with that.

Karen Reynolds Sharkey:
They are, and many of them today are going through this emotional kind of journey of thinking about the next chapter of their life. What is the next chapter if they're thinking about retirement?

Paul Reilly:
It's a big deal when you've been so invested in something for your entire life and now all of a sudden you're trying to figure out what the next chapter is. And that's really where we come in. Putting together a full team around a business owner to help them with the
transition. It’s a big challenge figuring out what to do with the rest of your life.

Karen Reynolds Sharkey:
It's about their legacy.

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Paul Reilly:
Yeah, and often times they really haven't thought about it because they're so invested in their business,

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Paul Reilly:
Working 24/7, seven days a week and they really haven't taken the time that they need to think about what the next chapter really looks like.

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Karen Reynolds Sharkey:
A lot of business owners are on a journey, and we as their trusted advisor are on that journey with them, every step of the way to kind of help them achieve their goals.

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Paul Reilly:
No question.

On screen copy:
Bank of America Private Bank logo

ARTC4L4T
On screen copy: How do we impact future generations?
Audio: Music throughout

On screen copy: Ann Limberg, Head of Philanthropic and Family Office Solutions

Ann Limberg: I'm the youngest of four, and we had a really happy family, but by the time it was time for me to go to college, there was no money.

On screen copy:
Jackie VanderBrug, Managing Director, Investment Strategist

Jackie VanderBrug: So, Ann, I don't know if you ever told me ... What did you study?

Ann Limberg: Actually, I wanted to be a teacher. I always did since I was a little girl, and so I really needed to pay for school. I started as a part time teller. Yeah, it served me well. So, I was really fortunate that when I graduated from school, I was offered a job in their management training program, and the teacher became a banker.

Jackie VanderBrug: I hadn't realized you'd started thinking about teaching. Interesting.

Ann Limberg: Yeah, yeah. How about you?

Jackie VanderBrug: How it kind of came together was thinking about going back to business school to say, "I want to make something different." And my father was an entrepreneur, so I've always been about how to use a market to make change. But I feel like it's all kind of come together now because this aspect of impact investing really is about how do we finance change. And I'm finding that families are working multi-generationally on things like this.

Ann Limberg: Definitely, yeah.

Jackie VanderBrug: And that's...that's exciting them, right?

On screen copy:

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Ann Limberg: You introduce a conversation around impact investing, and you suddenly have grandchildren running a foundation, and you see that foundation creating impact in a way that probably, you know, mother or father or the grandparents never even dreamed about. That's really progress.

Jackie VanderBrug: So, it's funny ... As you say that, I can't help but think at some level now you're teaching families.
Ann Limberg: (laughter) Yeah, that's true.

Ann Limberg: I think about it and maybe the teacher has become the banker has become the teacher. It's really great. It's a lot of fun.
Navigating a changing world

**On screen copy:** How do we navigate change?

**Audio:** Music throughout

**On screen copy:** Richard Nichols, South Atlantic Division Executive

**Richard Nichols:** When I think about navigating change, I think about what my wife and I do in our spare time, and that's helping our veterans navigate from wartime to peacetime to civilian.

**Kevin Moyer:** That's what we do every day, help people navigate change, finding those solutions that work for what they need.

**Mike Pelzar:** In order to do that, you need to understand who they are, where they're coming from.

**Richard Nichols:** You've got to listen right?

**On screen copy:** Mike Pelzar, Chief Investment Office Executive

**Mike Pelzar:** You got to listen. You got to relate to people. You've got to find that connection.

**Mike Pelzar:** I grew up in a small town in New England in a restaurant and bar, and the range of people who came into the place. It was remarkable. But you found ways to relate to people, no matter who they are, no matter what their background was. You're a big obstacle guy. It's about overcoming obstacles and understanding how to meet those challenges.

**On screen copy:** Kevin Moyer, Managing Director, Credit & Banking Executive

**Kevin Moyer:** You know. I like to do obstacle course racing, and when you think about challenges, for me, that's kind of the ultimate challenge. It's challenging because you've got to be prepared when you come into it, have a strategic plan, be prepared before you get there. Be creative in the midst of it. Execute all the way through.

**Richard Nichols:** So you do it as a team, probably.

**Kevin Moyer:** Absolutely.

**Richard Nichols:** When we think about what we do with our clients, we got to put the team together. If you think about Bank of America and all the things that we can bring to bear for our clients, it's about teamwork.

**On screen copy:**

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**Mike Pelzar:** If you do put together that team, we can bring that power of the institution to that individual like nobody can. And it particularly becomes important as you think about how people's lives change.

**On screen copy:** Investment products:

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**Mike Pelzar:** Their needs change. Their passions change.

**On screen copy:**
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**Mike Pelzar:** And given the breadth of what we can bring, we’re in a unique position to help clients through that change.

**On screen copy:**
**End card:**
Ready for a cup of coffee with one of our advisors?
Contact us today.
Bank of America Private Bank logo

AR5NSFFM
On screen copy:
How do we deliver as a team?

Brian Mormile:
I didn't realize that you were a naval officer.

On screen copy:
Evan Beard Art Services Executive

Evan Beard:
Yeah. I went to the Naval Academy and then spent five years as a Navy Intel Officer.

On screen copy:
Brian Mormile Southeast Division Executive

Brian Mormile:
How does that experience translate into an art executive?

Evan Beard:
It's different in many ways, but it's the same in one key way, and I think it's that team-based approach. Played football at the Naval Academy on a team, and then for five years, we had a mission in the Middle East, and it was cross-enterprise, team-based model where we'd go out there. And we service our clients, leveraging all the different specialists throughout the bank.

Brian Mormile:
That's really what separates us. By putting that team around our families and in the right opportunities, it really makes all the difference in the world.

Evan Beard:
And meeting and working with some of those families and some really interesting individuals is one of the fun parts of this job. And as I understand it, you've had some great experiences with some of our local clients, here, and in one case, a pretty unique motorcycle ride. Right?

Brian Mormile:
It's pretty cool that we get to know some folks on a really just intimate level. One of the local business owners became really close personal friends. We both share the passion of riding motorcycles, and we ended up actually doing a trip, shipping our motorcycles out to Anchorage, Alaska, and we drove all the way back to Miami.

Evan Beard:
So, you riding cross country in a motorcycle. I don't think I've ever done that,

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Evan Beard:
But working with a big collector, negotiating on their behalf at auction, helping them start a museum,

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Evan Beard:
Or in some cases, unlocking capital from their collection to build a hospital. It’s fun bringing specialists in all the different areas in to really work with those clients.

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Brian Mormile:
That is so true, and when we pull in the right folks, we can do some really special things for our clients.

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Evan Beard:
You’re right. It’s a virtuous cycle, leveraging the enterprise and working closely with them.

Brian Mormile:
At the end of the day, it’s all about the team. No doubt.

Evan Beard:
No doubt.

On screen copy:
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