

from the desk of

8/25 CINDY ROTH

TO

Aaron,

R E M I N D E R

-call Tiger Hammond

re attached

C# 628-4125

O# 831-1372

FOLLOW UP COPY



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Facsimile Transmittal Sheet



DATE: August 23, 2005

TO: Mr. Aaron Broussard

FAX No: 736-6638

FROM: Bill Roohi

RE: _____

NO. OF PAGES: (Including Cover) 4

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**Interoffice Memorandum**

To: Aaron Broussard
James Fitzmorris, Jr.

From: Bill Roohi *BR*

Re: Trust Committee meeting follow up
Taft Hartley market

Date: August 19, 2005

CC: Dana Hansel

Thank you both for your support during this week's Trust Committee meeting. I look forward to working with you and your fellow members of the committee in a concerted effort to building a more diversified Trust revenue stream.

As a follow up to our committee meeting I wanted to recap our new direction, per your request, so that you can communicate with the full Board of Directors as/when you deem appropriate.

As such, we agreed to the following in the Trust Committee meeting:

- Adoption of the Trust Action Plan presented (see attached summarized version);
- Develop a list of viable prospects to which we believe we can provide trust-related services (sample non-exhaustive listing attached);
- Target new prospects on a monthly basis in the various market segments presented; and
- Solicit Trust Committee and full Board of Directors' support in targeting specific prospective trust clients

Please keep in mind that although we are prepared today to continue to grow our existing custody business by adding new clients, we are not yet positioned to solicit business in the other specialty areas as presented in the action plan, including but not limited to 401(k) plans, until we select providers, obtain appropriate licensing and in some cases, fully develop the particular product/service. We are also working on developing the specific prospect target list.

I hope this appropriately characterizes the sentiments I perceived from the meeting.

Under separate cover I will address the Taft Hartley market and the particular prospect we discussed.

Proposed Trust Action Plan (TAP) Summary

Purpose: To continue to grow the FBT Trust business by documenting and executing a comprehensive plan that encompasses defining the FBT marketplace, expanding the overall product set and services, ensuring profitability, targeting specific prospects within desired market segments, leveraging existing relationships and adding value for the client.

- I. Client/Prospect industry segments
 - a. Institutional
 - i. Taft Hartley
 - ii. Public Funds
 - iii. Non-Profits
 - iv. Private Sector
 - b. Individual
- II. Product Set
 - a. Custody
 - i. SEI as FBT's Business Service Provider (BSP) vs. Applications Service Provider (ASP).
 - b. Retirement Plans
 - i. 401(k) Education & Advisory Services
 - ii. Defined Contribution (ex. 401(k) & 403(b))
 - iii. Defined Benefit (traditional pension)
 1. Pension Payroll
 - c. Escrow
 - i. Settlements with defined timeframes
 - d. Investment Management (MoM via SEI, MM sweep, other)
 - e. General Administration
 - f. Other – develop unique market-based solutions
- III. Vendor Alliances
- IV. Administration/Personnel
 - a. Ensure appropriate resources, capabilities, licensing, training, etc.
 - b. Develop standard trust agreements and fee schedules
 - c. Ensure appropriate and efficient procedures and adherence to policies
- V. Budget & Profitability
- VI. Marketing
 - a. Internal – “leverage the franchise”
 - b. External – data mining, centers of influence, business affiliations
 - c. General – target market profiles, proposal instrument, fact sheets, business development report
- VII. Client Retention
 - a. Ensure appropriate frequency and level of contact
 - b. Consider overall relationship in pricing determination
- VIII. Competitor Intelligence

FBT Trust Prospects
Sample Listing

Target	Segment	FBT Officer	Service	Assets	Revenue basis (bps)	Annual Revenue
Archdiocese of New Orleans	Non Profit	Milla Jones				
Baptist Community Ministries	Non Profit	Melissa Caruso	401(k) advisory	\$100,000,000		\$50,000
Bona and Joan Clinic	Commercial	Holley Haag	Custody	\$250,000,000	5	\$78,000
Della Title	Commercial	Holley Haag	401(k)	\$3,000,000	3	\$7,500
Deutsch/Kerrigan & Stiles LLP	Commercial	Dana Harter	401(k)	\$1,000,000	25	\$2,500
Downtown Development District	Commercial	Holley Haag	401(k)	\$10,000,000	25	\$25,000
Gulco Machine Works	Commercial	Melissa Caruso	401(k)	\$125,000	25	\$313
IBEW Pension Fund	Taft Hartley	Lillian Orgeron	401(k)	\$175,000	25	\$438
Insulation Technologies Inc.	Commercial	Lillian Orgeron	Custody	\$15,000,000	25	\$3,750
International Shipholding	Commercial		401(k)	\$80,000	8	\$12,000
International Shipholding	Commercial		401(k)	\$8,500,000	25	\$2,125
Joseph Fein Caterer Inc.	Commercial	Louis Baillero	Custody	\$17,000,000	25	\$4,250
Kenner Fire Department H&W Fund	Public Funds		401(k)	\$2,500,000	8	\$13,600
LAND Investment pool (proposed)	Non Profit		Custody	\$12,000,000	25	\$6,250
M&M; Benson Woodward LLP	Commercial	Melissa Caruso	Custody	\$50,000,000	8	\$8,600
Mutate's of New Orleans	Commercial	Dean Heines	401(k)	\$8,000,000	5	\$25,000
New Orleans Firefighters	Taft Hartley	Janet Tassin, Glenn Hayes	401(k)	\$125,000	25	\$313
Orleans Parish School Board H&W Fund	Public Funds		Custody	\$200,000,000	3	\$60,000
Parish Anesthesia Associates	Commercial	Marcia Matthews	Custody	\$5,000,000	10	\$5,000
Plumbers & Steamfitters	Taft Hartley	Janet Tassin, Glenn Hayes	401(k)	\$18,000,000	25	\$45,000
Ralph Branvan Restaurant Group	Commercial	Louis Baillero	Custody	\$45,000,000	6	\$27,000
Sewerage and Water Board	Public Funds		401(k)	\$650,000	25	\$1,625
Stuart Electric	Commercial	Melissa Caruso	Custody	\$150,000,000	4	\$60,000
West Jefferson Medical Center	Commercial	Dan Watsky	401(k)	\$250,000	25	\$625
401(k) plan education & advisory services	Non Profit	Janet Tassin, Glenn Hayes	403(b) or 457	\$10,000,000	25	\$25,000
Woolf Harris	Commercial	Dan Watsky	401(k)	\$100,000,000	10	\$100,000
				\$600,000	25	\$1,500

FBT Relationships	\$333,263
Non FBT Relationships	\$261,950
Total	\$595,213

Note: 401(k), 403(b) and 401(k) advisory revenue is contingent on establishing selling agreements with 3rd party providers and FBT Trust personnel obtaining the appropriate securities and insurance licensing requirements.

* Targeting larger plans in New Orleans area with assets >\$5MM who utilize national providers for administration of their retirement plans.

Examples:	Assets	Revenue basis	Fees
Jones, Walker	\$100,000,000	10	\$100,000
Phelps, Dunbar	\$30,000,000	10	\$30,000
McGinchee, Stafford	\$10,000,000	10	\$10,000
Liskow & Lewis	\$25,000,000	10	\$25,000
Stewart Enterprises	\$100,000,000	10	\$100,000
Rally Companies	\$100,000,000	10	\$100,000
Archdiocese of New Orleans	\$100,000,000	10	\$100,000
Deutsch, Kerrigan	\$10,000,000	10	\$10,000
Entergy Corporation	\$100,000,000	10	\$100,000
			\$575,000