

# The Silver Slate

February 6, 2006  
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## Gaming Finance Team: E. Parry Thomas' Legacy Lives on at Bank of America

In the 1950's, E. Parry Thomas, President of Valley Bank (later Bank of America), made the decision to support gaming through providing financial solutions to local casinos. Because of this support, many casino entrepreneurs were able to find capital to grow their businesses, including Steve Wynn and Michael Gaughan.

By the early 1990's, Mr. Thomas realized that the Bank needed more resources to continue to meet the growing capital needs of casino operators. To that point, he sought out a bank that would continue his vision and share his commitment.

In 1992, Valley Bank was purchased by Bank of America with the promise that the new bank would continue and grow its gaming presence.

Bank of America continues the Thomas family legacy and has become the largest gaming commitment holder of any financial institution in the country<sup>1</sup>. In the early years, most deals were handled by the Las Vegas Commercial Banking team, headed by Nevada Market President, George W. Smith. Then, as the dollar amounts grew, Banc of America's Investment Banking team, led by Bill Newby, took the lead, while the Commercial Banking team maintains interaction on a day-to-day transactional level. Together, these two teams make up the Bank of America Gaming Finance team.

Today that focus has grown from corporate gaming operators such as Harrah's and MGM Mirage to include Native American Gaming operators as well as smaller, local casino companies like Golden Gaming and Herbst Gaming.

Bank of America's Gaming Finance team also embraces the "Client Management Process" by involving team members from Global Treasury Services (GTS) early in the business development cycle. Through this successful partnership, GTS, led by Bryan Hill, is delivering treasury solutions to more than 75% of the gaming market in Las Vegas. The Treasury Sales team works with

### Proven Leadership

Here are some statistics about Bank of America:

- #1 underwriter of high yield debt in the corporate gaming sector and the Native American gaming sector in 2004 and 2005
- #1 lead arranger of syndicated transactions greater than \$100,000,000 in the corporate gaming sector for 2000, 2001, 2002, 2003, 2004 and the first half of 2005
- #1 lead arranger of syndicated transactions in the Native American gaming sector since 1995

clients to understand their business needs and design treasury solutions that enhance their working capital position.

### Las Vegas & the Bank's Future in Gaming

The Gaming Finance team continues Mr. Thomas' legacy and professionalism by honoring his commitment to the gaming community. The commitment now extends beyond Las Vegas.

In Asia, Wynn Resorts and MGM Mirage are building resorts in Macau, 37 miles southwest of Hong Kong. Bank of America is the lead arranger for the syndicate transaction for Wynn Macau and will be involved in the MGM Mirage deal.

The Bank is also involved in the changing face of the Las Vegas strip. By participating in deals with Wynn Casino, MGM Grand's City Center Project and Boyd Gaming's Echelon project, it is safe to say that Bank of America and gaming will continue to be a winning partnership.

<sup>1</sup> According to Bank of America's analysis of the market and our competitors.

<sup>2</sup> Due to the risk level of gaming and the large dollar amount of loans, financing of gaming debt requires more than one financial institution's investment to absorb the credit risk and often involves multiple banks. These are called syndicated transactions.

### Time is Running Out on Discount Ticket Offer

#### Sponsorship includes perks for associates!

Bank of America is now the "Official Bank of the Las Vegas Motor Speedway".

As part of our sponsorship package, associates can purchase discounted tickets and pit passes to the big NASCAR weekend March 10-12, 2006!

This offer is good through Feb. 12 or while supplies last.

To receive a copy of the informational flyer, contact Amy Brooks at 702.654.5637.

### Important Dates

**Feb 14** Valentine's Day

**Feb 20** President's Day  
**BANK CLOSED**

**Mar 17** St. Patrick's Day

# Bank of America Makes Considerable Investment in NASCAR Platform Sponsorship

Bank of America CEO Ken Lewis has said, "We are in business for one reason: to help people realize their dreams."

Through our sponsorship of the NASCAR platform, we will help NASCAR fans realize their dreams by providing them greater access to financial services and greater access to unique experiences in the sport.

## Why NASCAR?

Sponsorships, promotions, and other marketing activities build **brand awareness** and are proving increasingly effective at building trust and acquiring new customers.

Bank of America's goal is to link our brand with attributes of that of the sport of NASCAR to include:

- Action,
- Performance, and
- Winning.

NASCAR is the second most popular sport in the US with 75 million fans. It is also the fastest growing spectator sport.

## What are the details of the Bank's sponsorship?

Three main pieces make up the NASCAR platform:

- Title sponsorship of NBC/TNT's "Countdown to Green" pre-race show.
- Title sponsorship of the Bank of America 500 race in Charlotte.
- Sponsorship of 10 racetracks including the Las Vegas Motor Speedway with rights to ATM placement, signage, suite, special client entertainment events, and mass market promotions.

## What are the special client entertainment events?

NASCAR has more Fortune 500 companies competing for the fans' attention than any other sport. To pull away from the pack, Bank of America is developing **unique** client entertainment events.

- **In-field hospitality** during UAW-Daimler Chrysler 400 (NASCAR Nextel Cup Series) that operates similarly to Hogan's Alley. The unit is a custom built trailer complete with plasma TVs, bar and lounge, and observation deck. The unit will be placed *on the*

Bank of America



Official Bank of Las Vegas Motor Speedway



## What is brand awareness?

A company's brand awareness is a mental short-cut to all the information connected with a product or service. A brand typically includes a name, logo, and other visual elements such as images or symbols. It also encompasses the set of expectations associated with a product or service which typically arise in the minds of people. (For example, what thoughts arise when you see the Coca-Cola logo, a Microsoft ad, or the Apple iPod?)

*infield* of the track. Clients will also be treated to pit and garage tours and get to meet some of the drivers.

- **Fantasy Day** event will give clients an opportunity to drive an actual stock-car. This event is tentatively scheduled for September.

For more information on the special client entertainment events, contact:

**Steve McCracken** at 702.654.5630  
[steve.mccracken@bankofamerica.com](mailto:steve.mccracken@bankofamerica.com)

## Associate perks

As part of the Bank's overall NASCAR strategy, the sponsorship will include elements that positively impact associates.

While the details of this are still a work in progress, we can tell you that associates will have access to discounted tickets and passes to the March 10-12 event in Las Vegas!

To request more information, contact:

**Amy Brooks** at 702.654.5637  
[amy.brooks@bankofamerica.com](mailto:amy.brooks@bankofamerica.com)

## The Silver Slate

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## How To Make A Submission:

We are always looking for news about our business units and associates. Send your story ideas and photos to Amy Brooks.

# Associates Give Hope Through Contributions to United Way

Thanks to your generous donations the United Way will continue to fund non-profit organizations in your community. You've truly helped to give hope to those in need.

"This year proved to be a year of many challenges with Hurricane Hugo, the tsunami and other natural disasters which created an additional need for funds. We appreciate everyone's commitment to United Way since there are still individuals in need right here in our back yards. It shows the kind of people we have and their human compassion which is demonstrated every year by their time and money donated for worthy programs developed to help others" stated Tracy Thomas, Chair—Southern Nevada Campaign.

## Day of Caring – Las Vegas

Through Team Bank of America, some associates did more than contribute money to non-profits; they contributed their time and energy. On October 15, 2005, associates painted two rooms at the Center for Independent Living. The Center provides shelter, food and other assistance to homeless teens in Las Vegas. The staff and residents were greatly appreciative of the team's efforts. It's amazing what a little fresh paint can do to make a living space more comfortable.

## Campaign Results

- **Charity:** United Way of Southern Nevada  
# of Associates: 1,998  
Chair: Tracy Thomas, SVP – Site Executive, Las Vegas Customer Contact Center  
Pledged: \$132,011.92
- **Charity:** United Way of Northern Nevada & the Sierra  
# of Associates: 400  
Chair: Megan Mason, VP – Market Manager, Consumer Banking High Desert Region  
Pledged: \$27,865.56
- **Charity:** United Way of the Great Basin  
# of Associates: 36  
Pledged: \$1,372.00

Total pledged in Nevada: \$161,249.48



**G. Tracy Thomas, SVP**  
Chair, Southern Nevada Campaign/  
Las Vegas Customer Contact Center Site Executive



**Megan Mason, VP**  
Chair, Northern Nevada Campaign/Consumer Market Manager—High Desert Region

## OPPORTUNITY

Seeking highly-motivated individuals interested in exploring other areas within Bank of America.

### Cash Services Rep – Vault

8 part-time openings – early morning, late afternoon shifts available  
#0500010852

Responsible for the processing of commercial and casino high-dollar deposits. Able to work in a fast-paced production environment with little supervision, deliver high-quality work characterized by exactness and completeness and work at repetitive or routine tasks for substantial periods of time. Ten-key pad experience and cash handling experience is preferred.

Apply through eWorkplace or [www.bankofamerica.com/careers/](http://www.bankofamerica.com/careers/).

# Team Takes Innovative Approach to Decorating and Team Building

By AMY BROOKS– Market Development Specialist, Global Corporate Affairs

Why use the Christmas tree only once a year when you can use it to celebrate the holidays throughout the year? This is what one associate asked herself.

As a team building activity, Commercial Banking in Las Vegas decorates their Christmas tree with different themes corresponding to that particular month.

For example, in January the theme was the birthday of Dr. Martin Luther King Jr. February's theme is Valentine's Day.

Each month, a rotating cadre of team members gather decorations and decorate the tree. Some decorations have been donated by associates from across the region.

"It's a lot of fun to participate in an activity with your co-workers that helps to improve morale and the décor of the office through team building," said Lisa Cummings, Administrative Assistant.



On the left is the tree celebrating the birthday of Dr. Martin Luther King Jr. and on the right is the tree for Valentine's Day. All associates are welcome to stop by and take a look. The tree is located on the 2nd floor of the Plaza Building (300 S. 4th Street, Las Vegas).

## Associate News



**Julie Higgins**  
Client Manager,  
Premier Banking

Julie Higgins joins Bank of America as a Client Manager in Premier Banking and Investments.

Higgins began her career six years ago at Merrill Lynch in Financial Planning. She then went on to manage an independent financial planning firm in Denver, Colorado. Prior to her career in finance, Ms. Higgins was employed in marketing and sales positions first at Warner Bros. Films and

then at Miller Brewing Company. Higgins was last at Washington Mutual Bank as a Licensed Personal Financial Rep.

Julie Higgins is a group leader for local children at Central Christian Church and recently joined the Junior League of Las Vegas.

### Bank Bowl 2006

Sat., March 18<sup>th</sup> – 12 PM - 4 PM

Texas Station Bowling Center  
2101 Texas Star Lane

*Good fun, prizes, t-shirts, trophies,  
giveaways...oh yeah, and bowling!*

Gather a team of five to compete  
against other financial  
professionals in bowling to benefit  
Big Brothers Big Sisters of Nevada!

For more information, visit  
[www.bbbsn.org](http://www.bbbsn.org) or contact Amy  
Beaulieu (Big Brothers Big  
Sisters) at 702.731.2227 x. 408.

We challenge

# YOU

to be a part of  
SOMETHING

# BIG!



Big Brothers Big Sisters

# Team Bank of America— Silver State Team

## Speakers Network

By LYNN RUDERMAN, Vice President of Education and Membership—Speakers Network

If you are like most people, public speaking is not your favorite pastime. Yet we all know that communication skills are crucial to any work environment.

Here's where your Speaking Network can help! Through Team Bank of America Speaker's Network, associates across the nation lead and participate in Toastmaster's Clubs. It is through these member Clubs, Toastmasters International helps men and women learn the art of speaking, listening and thinking – vital skills that promote self-actualization, enhance leadership, foster human understanding, and contribute to the betterment of mankind.

Think about this—much of your success in business is based on how well you communicate. Through participation in the Toastmasters Communication and Leadership program, people from all backgrounds learn to effectively speak, conduct a meeting, manage a department or business, lead, delegate and motivate.

Through the monthly meetings, as your improved communication skills become obvious within the workplace, increased visibility, recognition and promotion can follow. Your improved presentation skills will win you respect and admiration. Leadership skills acquired through participation in Toastmasters will increase your management potential. As a Toastmaster you will acquire an increased ability to motivate and persuade, making you more effective as a supervisor or manager.

The goal of a Speaking Club is to provide a mutually supportive and positive learning environment in which every member has the opportunity to develop communication and leadership skills, which foster self-confidence and personal growth. It's like a "learn by doing" workshop where you can fine tune your skills in a fun and friendly environment.

There are many levels of achievement one can attain through Toastmaster's.

The CTM, or Competent Toastmaster Award, is achieved after progression through and the completion of the first manual which consists of 10 speeches. Each speech focuses on a different skill and is designed to instill the basics of Public Speaking.

Are you interested?

Find out how you can become a part of this Network or join The Summerlin Sounder's Speaker's Club by calling Tammie Wright, President, at 702.804.3294 or our Vice President of Education and Membership, Lynn Ruderman at 702.804.3332.



Here are some of the members from the Speakers Network (from left to right): Jean Yanzer, Lynn Ruderman and Don Schaefer.

## TEAM CALENDAR

- **Tax Service to Low Income Citizens**  
February 1 to April 15  
Volunteers needed for various positions at tax preparation site. Training provided.  
For more information, contact:  
- Anabelle Jimeno at 702.654.7202
- **Blood Drive**  
Tuesday, February 7  
10:00 am—2:00 pm  
300 S. 4th Street  
For more information, contact:  
- GERALYN DOZIER at 702.654.8119
- **Team Bank of America Meeting**  
Thursday, February 9  
7:30—8:30 am  
300 S. 4th Street, 2nd floor boardroom  
Everyone welcome!
- **Summerlin Sounders (Speaker's Network)**  
Wednesday, February 8  
5:30 pm  
Call Center, 1351 Town Center Drive  
For more information, contact:  
- Tammie Wright at 702.804.3294.
- **Summerlin Sounders (Speaker's Network)**  
Wednesday, February 22  
5:30 pm  
Call Center, 1351 Town Center Drive  
For more information, contact:  
Tammie Wright at 702.804.3294.
- **Team Bank of America Meeting**  
Wednesday, March 8  
7:30—8:30 am  
300 S. 4th Street, 2nd floor boardroom  
Everyone welcome!

Visit the Silver State Team News Page!

<http://flagscape.bankofamerica.com/portal/site/teambankofamerica/menuitem>

Scroll down to 'Local Team Pages' click on it and go to Silver State. Be sure to bookmark this site!

- **Summerlin Sounders (Speaker's Network)**  
Wednesday, March 8  
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Call Center, 1351 Town Center Drive  
For more information, call Tammie Wright at 702.804.3294.