



January 12, 2021

We meet on Tuesday at 12:30 pm at Fairfield Inn & Suites – Charlotte Uptown, 201 South McDowell St, Charlotte NC 28202

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Kim McMillan

Rex Reynolds

Ranjay Sarda

John zumBrunnen

Membership Clyde

Robinson

Foundation John Tabor

Programs Elly Clary

Jeff Atkinson

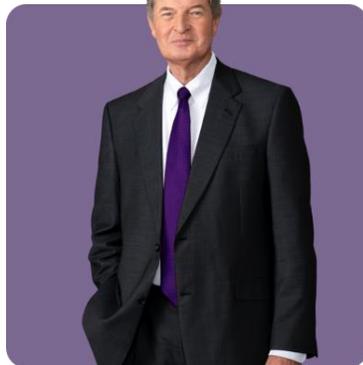
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Kelly King, Chairman and CEO, Truist Financial Corp.

Introduced by



Heath Campbell, President, Truist Financial Corp., Charlotte/Metrolina Region

The CEO of Charlotte's largest new corporate citizen talked to Charlotte Rotarians on Tuesday in very positive tones about the ongoing merger which created Truist, the sixth largest financial services company in the country. However, he also had sobering thoughts about the political divide in the country which threatens its future.

"We have a wonderful opportunity at Truist," said Kelly S. King, senior leader of the new entity, then he gave a brief glimpse of the merger and how it came about.

"It goes back about 10 years with the giant, mega increase in digitation in the world," he said. "I call it the 'Amazon effect.' It was a paradigm shift. Consumers demanded real time satisfaction, extreme convenience. They want what they want when they want it. Right here, right now.

"As a result, in all of retail, but especially in financial services, there was an imperative to change how we delivered our services," he explained. "We had to invest enormous amounts in technology... to keep a high level of touch necessary in retail today."

King noted that he and Bill Rogers (William H Rogers, Jr., CEO of legacy

SunTrust) had been talking for several years. They had known each other a long time through industry associations. “Inevitably, King said, he and Rogers ended up talking about what is happening the world.

“There seemed to be more focus on our need to disrupt ourselves than many of our peers. We talked about industry consolidation,” he said. “One thing led to another and we took a shot at putting our two great companies together. It’s turned out to be a fantastic merger.”

King has been through more than a hundred mergers during his 48-year career, all the BB&T and now Truist, including another merger of equals in 1995. “It’s the best I’ve seen.”

“Why is that?,” King asked. “It’s a combination of two similar cultures. Culture drives companies to success or failure. It has been true and will always be true, in my humble opinion.”

The veteran banker noted that senior leadership has spent much time “pulling those cultures even closer together over the last two years. We stand as a company today that has a very strong culture. It’s about purpose – trying to build better lives and communities. It’s about mission – helping clients and teammates and stakeholders including communities. And it’s about values – trustworthy, caring and operating as one team helps everyone achieve success. More importantly, helping everyone achieve a level of happiness.”

Big decisions had to be made up front, the NC native noted being guided by an over-riding principle: minimize losers, maximize winners.

- Name. “It couldn’t be either legacy name, he noted. “We came up with Truist “which I happen to love.”
- Equal board representation
- Equal leadership teams
- Leadership succession program
- Headquarters location? “You can make a case for Atlanta or Winston-Salem, but that creates losers on each side.” If not Winston-Salem or Atlanta, “then it’s obviously Charlotte.” (King admitted he was a bit biased. He lived in Charlotte twice during his long career with BB&T. He also noted that Bill Rogers is a native of North Carolina too. He grew up in Durham.)

King said it “was obvious to put the headquarters of the sixth largest financial services company in the U.S. in Charlotte... and has proved to be a really fortuitous decision on our part. Charlotte has been open, warm, and welcoming to us. I can’t think of any other city that would be warmer and more welcoming to us.”

The CEO said he thinks Truist’s move to Charlotte is good for the Queen City as well. With the move, Charlotte becomes the second largest financial center in the country with headquarters of the second largest U.S. bank (Bank of America), the sixth largest (Truist) and the tenth largest (Ally), and large operations of many other strong financial companies.

King observed that the COVID effect is causing many of the largest companies to reevaluate their mega cities locations. “I wouldn’t be surprised if Charlotte benefits from this. Ten years from now I wouldn’t be surprised if Charlotte is the major financial center in the country. All the ingredients are there. I predict that will be a likely outcome.”

According to King, the new bank has made good progress in the past two years. Revenue generation is “moving as a very good clip.” Expense management is positive. “These are all touchstones of a

good, successful merger of equals.” And he said the company’s T-3 is positive: technology, touch and feel and a high level of trust.

King is excited about the company’s Innovation and Technology Center being developed in its new Uptown corporate center – the Truist center, formerly the Hearst Tower. “It’s going to be wonderful,” he said. It will be the size of two football fields. It will be the best in the country, maybe the world.”

The East Carolina University alumnus said he and the Truist executive team love Charlotte. “We believe Charlotte is the right home for us and we look forward to being a strong supportive leader for Charlotte Metrolina. It’s our home and we want to be a proud resident and corporate citizen of Charlotte.”

King then pivoted to the political upheaval in the country, referencing the January 6 Capitol Hill riots, and offered some thoughtful words about leadership in trying times. “These are difficult times for the U.S. and the world”: a global pandemic, a global economic collapse and a very important but also very intense discussion about racial and social injustice.

“But then on January 6, evidence of what has been brewing for quite a while about political and ideological disagreement festered up last week in our nation’s capital. What are we as leaders to do about that?” He cited three characteristics of outstanding leadership:

1. “Be honest about the reality. What’s really going on? Don’t try to sugar coat it. Don’t try to dodge it. What’s the truth?”
2. Clarity about where you want to go. What is the vision?
3. Have the courage to go there.

“It’s a tough situation,” he explained. “The pandemic is at all-time highs. Deaths are up. Hospitalizations are up. The number of positive cases is up. It shows no time of ending at this time.

“On the other hand, versus three months ago, multiple companies have developed vaccines that are effective. The roll out of inoculation “is off to a rocky start. But effective vaccines will begin to end the fear and trepidation. It will not go away right away but we can see the light at the end of the tunnel.

“We must be conservative and careful. I tell my people to wear those darn masks. Best thing you can do to protect yourself and others.”

“The economy is bifurcated right now,” he said. Medium and large size companies are doing well. “Not great but much better than you would expect. But small and micro companies are really struggling. They are having a really hard time today. We should all do what we can to support them.”

King said we “will probably get a new stimulus in the next few weeks and we should. I hope a lot of that will focus on infrastructure and education.” The economy will begin to come back. There will be a rugged start to 2021 but as we get control of COVID, the economy will be set up to a good 2022.

“Political discourse is very troubling, representative of a great divide in our country around ideologies and we need to think about how to react to that. Our country has always had differences. All organizations have differences. We need to get back to realizing that we can survive and thrive together without fighting each other. We can’t fight over our differences. We can differ. That’s what makes us better. That’s how we grow, how we improve. But fighting over differences and hatred and outright violence is just so foreign to everything this great country stands for.

“We need to deal with all the issues we’re facing. That’s why great leadership is required for us to get through this rough patch and move forward. Being honest about that is really very important. It is also imperative that we be clear about where we’re going,” he continued. “What’s the vision? I personally think that Biden and company, members of Congress and all of us need to forge a new or refocused vision.

“We don’t have to start from scratch.” A vision was very clear in the Declaration of Independence -- certain unalienable rights, that among these are life, liberty and the pursuit of happiness. “It didn’t say what color you are. It didn’t say whether you were a Republican or a Democrat. It just said this is the land of opportunity and hope.

“This is the land where you love your neighbors and work together and go out and be free people and have a good place to live and work and offer our kids and grandkids something better. That what the United States of America is about to me and that’s what it was designed to be and that’s what is should be today. We’ve got some work to do, some wood to chop.

“We all need to bind together. Get over these differences. Stop fighting and go forward on this vision or whatever vision we agree on to prepare our kids and grandkids a great, great future. If we don’t it’s not going to be a pretty picture.

“These issues are troubling and deep, but they are not insurmountable. As great leaders we can rally behind that vision. We can move forward and solve these challenges.

King was introduced by Heath W. Campbell, president of Truist’s Greater Charlotte, Metrolina Region. He serves as a member of the Truist senior leadership team, while also serving as the most senior ranking member of the Truist community bank in the Metrolina Region. A native of Mecklenburg County, his primary responsibility is to serve as the chief integrator within this market by leading and facilitating a comprehensive financial services team consisting of banking, insurance and investments in the newly headquartered Region at Truist. He is also in charge of Truist’s philanthropic efforts in its headquarters’ city.

Written by: Henry Bostic

*A recording of the program is available here: https://zoom.us/rec/share/ONUAmxnkztQwN4-TPy48vp_qtZ8GxWm3OKZKlrAWpQS9CGs3CQ8XQ04qJGC8TLvP.jrPtCMr7Fkk3hpgY
Passcode: Huy6?+@! (be sure to use the “.” as it is causing some not to be able to log in)

*This link will only be available for one month from the recording date.

UPCOMING SPEAKERS

Mark your calendar for these upcoming speakers.

January 19



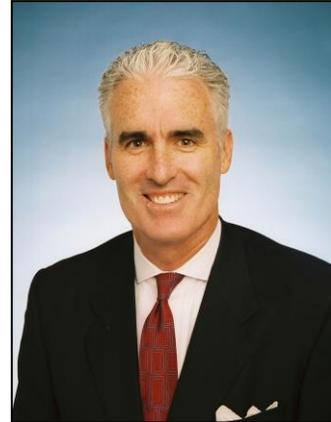
Rhett Brown
President
Wingate University

January 26



Dr. Sharon L. Gaber
Chancellor
UNC Charlotte

February 2



Matt Doherty
Basketball Commentator

February 9 – Johnny Jennings, CMPD Chief

February 16 – Excellence in Leadership Award

The Club is always looking for new, interesting speakers. Please forward ideas to Christine at christine@charlotterotary.org

CLUB NEWS

KEEPING IN TOUCH with our Rotary members is important. If you hear of anything you find interesting, other members may too! To help us stay connected, report updates for this newsletter to Christine Cipriano at christine@charlotterotary.org



We are all still trying to process the news that [Jerry Bryson](#) died unexpectedly on Wednesday, January 6, 2021. Jerry joined our club in January of 2012 and was a Rotarian in Florence, AL for 3 years prior to joining the Rotary Club of Charlotte. Due to the pandemic, services will be announced at a later date. (<https://legcy.co/3i5V7Dm>)

As requested in the obituary, the club has made a memorial contribution to the COVID Relief fund sponsored by The United Way of Central Carolinas and The Foundation for the Carolinas. Please keep Jerry's family, especially his twin son and daughter, in your thoughts and prayers.

4-WAY January 21 Lunches Postponed:

To keep our members safe and abide by the new Mecklenburg County stay at home directive announced on Tuesday that will remain in effect until Feb. 2, we are postponing our January 4-WAY lunches. We'll reschedule when it's safe to do so.

Trees Charlotte: In light of the Mecklenburg County stay at home directive announced on Tuesday, the Trees Charlotte event previously planned for Saturday, January 30th at University Meadows Elementary has been postponed until sometime in the fall.

Pledge of Allegiance: The Pledge of Allegiance has now been added to the Zoom meetings. Please reach out to Bill Constancy constangy@mindspring.com at if you would like to lead the pledge at future meetings.

NC MedAssist: Charlotte Rotary is sponsoring a Mobile Free Pharmacy - Free Over the Counter Medicine Event through NC MedAssist.

Dates: January 23, 2021

Time: 9am-2pm

Location: James Martin Middle School, 7800 IBM Drive, Charlotte, 28262

Mobile Free Pharmacy (OTC) Program provides free over the counter medicines to our low-income neighbors in need. Even with insurance, many individuals and families struggle to purchase medicine cabinet staples such as, first aid, digestive aids, cold and flu and vitamins. Last fiscal year, NC MedAssist served 38,384 individuals with OTC medicines and saved NC more than \$30 million in healthcare cost.

During COVID-19, our goal for this event is to serve 1,000 low-income individuals and families with much needed over the counter medicines. Volunteers will work indoors and observe all COVID-19 protocols. No prior experience is required for most positions.

Join your fellow Rotarians and sign up to volunteer using this link: <http://cerv.is/m?0332gyzyfV9>

NEW from the Rotary District: "Third Wednesday at 5:00 All-Rotarian Zoom Call"

Next Wednesday, January 20th from 5:00 to 5:45, Mike Walker, 2020-2021 Rotary District Governor, will host the first "Third Wednesday at 5:00 All-Rotarian Zoom Call."

If you're in career transition, might like to be, or know someone who is, this is the call for you. The topic this month is the exciting new program, Rotary Works. This is a new initiative driven by our Rotary International Director Stephanie Urchick, for Zones 33 and 34 (made up of 31 Districts from western PA through Florida and 25 Caribbean countries). The website for Rotary Works is <https://www.rizones33-34.org/rotary-works/> It is comprised of three distinct programs - mentorship, professional and personal development, and limited financial assistance. All Rotarians and Rotaractors are welcome.

Stephanie will be our speaker for this All-Rotarian call. **NOTE: EVERY Rotarian in the District is encouraged to join. We are leveraging all our newfound Zoom skills by encouraging all Rotarians to join these monthly calls.**

Time: Jan 20, 2021 05:00 PM Eastern Time (US and Canada)

Join Zoom Meeting: <https://us02web.zoom.us/j/82398012911>

Meeting ID: 823 9801 2911

One tap mobile

+13126266799,,82398012911# US (Chicago)

+16465588656,,82398012911# US (New York)

MEMBERSHIP

07/01/2020 259

011/12/2021 229

Net Increase -32 Recent resignations: Bob Brietz, Bob Culbertson, Russell Peck, Jerry Bryson, Mike Restaino

Meeting Attendance, Tuesday, Jan. 12, 2021: 100 members participated in the Zoom meeting.

We welcomed 11 guests this week:

Kam Chandan, our District Governor Nominee

David Mildenberg, Business NC

Caroline Hudson, Business Journal

Rick Mathieu, Dean of the McColl Business School (guest of Nancy McNelis)

Adam Cline (guest of Carol Hardison)

Shelly Fisher (guest of Carol Hardison)

Aleta Worzella (guest of Mike DeAmicis)

Taber Cathcart (guest of Stephanie Hinrichs)

Stuart Stogner (guest of Stephanie Hinrichs)

Vanessa Morris (guest of Stephanie Hinrichs)

Brittany Esparza, Division Philanthropy Director (guest of Terri DeBoo)

CELEBRATIONS

BIRTHDAYS (01/06/2021 – 01/19/2021)

Jan. 20 – Fred Brown

Jan. 20 – Tony Zeiss

Jan. 21 – Konnie Rattley

Jan. 24 – Benton Bragg

Jan. 24 – Mike Orzech

Jan. 24 – Dan Rajkowski

Jan. 24 – Chase Saunders

Happy Birthday to each of you!

ROTARY ANNIVERSARIES (01/06/2021 – 01/19/2021)

13 years, Jan. 22 – Rick Handford

3 years, Jan. 23 – Catherine Bracey

2 years, Jan. 22 – Jessica Mallicote

Happy Anniversary!

THE ROTARY FOUNDATION WEEKLY MESSAGES

By Rotarians for Rotarians



WEEK 2

WHAT IS THE ROTARY FOUNDATION?

The Rotary Foundation is the charitable arm of Rotary International. It is a non-profit that is supported solely by voluntary contributions from Rotarians and friends of The Rotary Foundation who share its vision of a better world. Its sole mission is to support the efforts of Rotarians through Rotary's mission, and the achievement of world understanding and peace through local, national and international humanitarian and educational programs in your back yard and around the globe.

Thank you for supporting The Rotary Foundation and its work.