



## **For Immediate Release**

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## **Partnership Will Help Midsouth Banks Navigate the Troubled Assets Relief Program (TARP) and Survive Market Turmoil**

**Germantown, TN (November 17, 2008)** — In response to unprecedented demands on bank CEOs and CFOs, Gregory A. Noonan & Associates Inc. (GNA Inc.), a Germantown, TN consulting firm, has expanded its resources to include the services of Teresa Wright, a Memphis resident and noted expert in change management for the banking industry.

Since 2005, GNA Inc. has helped financial institutions from de novo to \$50 billion in assets remain profitable with more stringent financial processes and more effective strategies. According to Greg Noonan, the firm's founder, "Bank CEOs face *the* challenge of their careers. The banks that survive now will be the ones that know how their banks can best use TARP and demand optimal financial management at every turn. Sound strategies and smart execution will make the difference between profits, jobs, and customers being retained or lost."

Mr. Noonan also states that the recent interest-rate induced pressure on bank profitability, the "staggering" number of acquisitions and mergers pending, and diminished in-house resources will necessitate agile response teams to supplement current staffs. To that end, the addition of a change management expert to his current suite of financial and project management resources will provide banks a critical and comprehensive skill set to deploy to help them survive next year's market conditions.

Teresa Wright is a 28-year retail banking executive with a wide variety of banking knowledge and project management expertise. She is exceptionally skilled at leading banks through organizational change, and designing and implementing growth and efficiency strategies. Ms. Wright has played a key role in many large Midsouth bank mergers including the conversion of a 300+ branch network. As an operational efficiency expert, Ms. Wright has helped banks improve profitability through the use of innovative

technology, improved processes, and streamlined organizational staffing models. Ms. Wright earned an M.B.A. degree from Southeastern Louisiana University and a B.S. degree from Louisiana State University. Prior to starting her firm she worked in executive positions at Regions Bank and Union Planters Bank. In addition to partnering on projects, in 2009 Ms. Wright and Mr. Noonan will offer intensive, one-day project management courses for Midsouth banking professionals.

Noting a silver lining in the current crisis, Mr. Noonan views this as an opportunity for financial institutions to make significant changes “Bank CEOs have the opportunity to make bolder moves, summon the support of all stakeholders, and create cultures that will enable them to be stronger in the future.” Working with Ms. Wright and his other associates, Mr. Noonan plans to provide Midsouth CEOs and CFOs with a cohesive resource to use for these important initiatives.

**About Gregory A. Noonan**

Mr. Noonan has held numerous senior level positions at financial institutions of various sizes over the last 25 years. In addition to consulting engagements, his firm also provides financial analysis support and products that deliver quick and efficient changes to banks’ financial processes. Mr. Noonan graduated from Marquette University with a B.S. in Finance and has served on the Boards of Directors for several organizations. Mr. Noonan was recently appointed to the Germantown Education Foundation and is also a contributor to Gonzo Banker magazine, a national on-line publication.

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