

**"Welcome to Union Bank of California:
An Orientation Video"**
Scriptwriter: Richard Bellikoff

VIDEO

Opening with several brief “teaser” employee soundbites -- expressing, in their own words, what a great company UBOC is to work for: George Flores, Paul Delao, Blanca Marshall, Juan Gaytan, Jr., Vanessa Castro, David Gonzalez, etc.

B-ROLL/TITLE GRAPHIC: FADE UP ON UNION BANK LOGO,
“Invest in You”

DISSOLVE TO UP-TEMPO MUSIC-DRIVEN MONTAGE OF DOWNTOWN S.F. UBOC, DOORS OPENING, PEOPLE TURNING ON COMPUTERS, OPENING TELLER WINDOWS, ETC.

FADE-UP MAIN TITLE, “Welcome to Union Bank of California”

Mag Wangsuwana, VP, Mergers & Acquisitions, & Mary Ann Russell, Branch Manager, in the Main Branch

Super: Names & titles

AUDIO

Employees:
“I’m glad to be working for Union Bank.”
“It was a smart decision.”
“It was the best thing I ever did.”
“I like working here.”
“I feel supported in my job.”
“They really value the individual here.”
“I’ve been here 20 years, that says a lot about how I feel about Union Bank.”
etc.

(MUSIC UP FOR OPENING)

WANGSUWANA: Hello, I’m Mag Wanguswana.

RUSSELL: And I’m Mary Ann Russell.

WANGSUWANA: We’d like to welcome you to Union Bank of California. You probably have a lot of questions about the company you’ve joined, and we’ll do our best to answer them.

RUSSELL: You know, Mag, I was a Union Bank customer before I came to work here.

WANGSUWANA: Really? I didn’t know that.

RUSSELL: Yeah, but it didn’t take me long to figure out I’d picked a great place to work.

Intercut with “Invest in You” logo

(MODULE #1, HISTORY)

Corey Williams, Financial Services Officer, standing in parking lot outside his branch

Super: Name & title

ANIMATION: SHOWS UBOC'S SOURCE AS UNION BANK AND BANK OF CALIFORNIA.

STILLS: MONTAGE OF HISTORICAL PHOTOS AND ARTIFACTS FROM THE MUSEUM.

Back to Corey in parking lot

B-ROLL: MONTAGE SEQUENCE SHOWS BAY AREA, L.A. & SAN DIEGO BEAUTY SHOTS, INDUSTRIES LIKE RAILROAD TRANSPORTATION, SHIPPING, LUMBER, ETC..

“INVEST IN YOU” LOGO

ANIMATION: SHOW MERGER OF BANK OF CA, UNION BANK WITH BANK OF TOKYO-MITSUBISHI. LOGO MORPHS TO BECOME UNION BANK OF CA LOGO.

WANGSUWANA: So you found out, like I did, that the company really does “Invest in you.”

RUSSELL: Absolutely. And a lot of other employees feel the same way.

WANGSUWANA: Well, let's meet one of them right now.

WILLIAMS: Hello, I'm Corey Williams. As you're about to discover, Union Bank has a rich history. In fact, our California roots go all the way back to the Gold Rush era.

WILLIAMS (V.O.): The company that's known today as Union Bank of California resulted in part from a 1996 merger between 2 large banks, Union Bank and the Bank of California.

These two large banks shared a deep California tradition going back over a century and a half.

WILLIAMS: Today, the banking industry is quite different from what it was back then. In recent years, there's been a lot of consolidation in the industry -- especially in California. Huge national financial institutions are coming into the state. Everybody wants a piece of the action.

WILLIAMS (V.O.): That's no surprise, because if California were a country, it would rank among the ten largest economies in the world.

But unlike the newcomers entering California, Union Bank has been committed to the Pacific region since the very beginning, and continues to invest in its growth.

Another thing that sets Union Bank apart is the support of our majority shareholder -- the Bank of Tokyo-Mitsubishi UFJ. It's among the largest banks in the world and allows us to leverage business opportunities in the global marketplace.

Screen shot, UBOC web site, “History & Timeline” page

Corey Williams in his branch’s parking lot

Masa Tanaka on camera

Super: Name & title

Mag Wangsuwana & Mary Ann Russell
in S.F. main branch

WILLIAMS (V.O.): You’ll find lots more information about the bank’s history on our web site.

WILLIAMS: My own history with the bank started one summer. I worked as a teller after graduating from high school. I continued working here part time throughout college. After graduation, I was encouraged to get into the Financial Services Officer Training Program – and now I’m a Financial Services Officer. I started here with a plan, a kind of road map for my success in my career, and thanks to Union Bank, I’m moving on down that road. That’s why I love working here, and feel optimistic about my future.

TANAKA: I’m glad to hear that kind of optimism.

Hello, I’m Masa Tanaka, your president and CEO. I would like to add my personal welcome to you and thank you for joining our company. Our employees, our clients and our communities make Union Bank of California a very special institution. I especially value the development of our employees, to ensure that we have a workforce that is highly motivated, productive and satisfied. In the end, that will be the key to our success. Once again, I welcome your partnership in helping all of us reach our goals.

RUSSELL: (*to viewers*) The bank’s goals are directly related to its mission. (*to Mag*) Mag, how would you define the bank’s mission?

WANGSUWANA: I’d say it’s to help people make smart decisions about managing their money.

RUSSELL: Okay. How do we do that?

WANGSUWANA: Well, it starts with our corporate structure.

RUSSELL: You mean the way our employees are organized according to our expertise?

WANGSUWANA: Right. Our organization is structured to help us stay competitive in an increasingly complex financial marketplace.

RUSSELL: Let's find out more about how the bank's organization works.

(MODULE #2)

Lana Gosnell, VP, Controllers Division, in her L.A. office

Super: Name & title

GRAPHIC/B-ROLL: LAYERED GRAPHIC TEMPLATE SUPPORTS BRANCH B-ROLL.

SUPER: Consumers & Small Businesses

SUPER: Checking & Savings Accounts, Small Business Lending... Mortgages, Retirement Planning... Private Banking, Trust Services and Investment Management

GRAPHIC/B-ROLL: LAYERED GRAPHIC TEMPLATE FRAMES BUSINESS SECTOR SCENES: TRANSPORTATION, OIL REFINING, SHIPPING, POWER GRID, COMMERCIAL BUILDINGS, SATELLITE DISH.

SUPER: Middle-Market Companies, Multi-National Corporations Retailers, Non-Profit Institutions and Government Agencies

SUPER: Lends Operating Capital

SUPER: Cash Management, Payroll, Deposit, Collection, Receipt Management

GOSNELL: Hi, I'm Lana Gosnell. Once upon a time, banks provided savings and checking accounts from neighborhood branches, along with a mortgage and maybe a small business loan. But today, banks play a much more vital role in the lives of consumers and businesses alike.

GOSNELL (V.O.): UNION BANK'S CUSTOMERS FALL INTO TWO MAIN CATEGORIES – RETAIL AND COMMERCIAL.

RETAIL CUSTOMERS INCLUDE CONSUMERS AND SMALL BUSINESSES. THEY USE BANKING PRODUCTS AND SERVICES LIKE CHECKING AND SAVINGS ACCOUNTS, SMALL BUSINESS AND MORTGAGE LOANS, RETIREMENT PLANNING, TRUST SERVICES AND INVESTMENT MANAGEMENT.

THE BANK'S COMMERCIAL CUSTOMERS INCLUDE MIDDLE-MARKET COMPANIES, LARGE RETAILERS, MULTI-NATIONAL CORPORATIONS, NON-PROFITS, AND GOVERNMENT AGENCIES. THESE CUSTOMERS NEED LOANS FOR OPERATING CAPITAL, PLUS CASH MANAGEMENT, PAYROLL, DEPOSIT, COLLECTION, AND RECEIPT MANAGEMENT SERVICES.

Lana Gosnell standing in an L.A. branch

GOSNELL: For our retail customers, the most visible face of Union Bank remains our more than 320 branches located in California, Oregon and Washington.

Interview soundbite, David Gonzalez,
Branch Manager

Super: Name & title

Interview soundbite, Joe Benoit

Super: Name & title

Intercut with B-roll, New Accounts desk
in a branch

Lana Gosnell in L.A. branch

Super (create graphic):

LIFESTAGES

Beginnings – under 35
Families
Boomers – born 1946-64
Traditionals – 65+

Interview soundbite, Dave Dean, Senior
Segment Manager

Super: Name & title

Intercut with B-roll, a variety of
customers in a branch

Super (create graphic):

RETAIL BUSINESS SEGMENTS

- Professionals
- Wholesale manufacturing
- Retail businesses

Interview soundbite, Dave Dean

Intercut with shots of new print ads

DAVID GONZALEZ: “Working in a branch, there’s a lot of variety -- tellers, customer service reps, financial service managers, and more. Every day you get to experience something new. You never know who’s going to walk through the door, or how you’re going to be able to help them.”

BENOIT: “In the past, we were a one-size-fits-all bank, a bank for all people. Today, we’re becoming extremely knowledgeable about different types of customers and the importance of developing products and services for them. In marketing, this is called segmentation. At Union Bank, we call it Life Stage Marketing.”

GOSNELL: The bank’s Life Stage Marketing strategy groups retail customers into four main groups -- Beginnings, under 35 years old – Families – Boomers, born between 1946 and 1964 – and Traditionals, meaning seniors, 65 or older.

DEAN: “By focusing on our customers in terms of Life Stages, we’re looking at what is happening in their lives at any given time, and how their financial needs might best be met through specialized services. So we’re trying to customize the experience for each person and make it relevant to them.”

GOSNELL: On the retail business side, the market segmentation groups include professionals, like accountants, physicians and attorneys -- wholesale manufacturers -- and small business owners.

DEAN: “There’s a lot of creative energy currently being spent on developing products and services that support our segmentation concept. We’re focused, highly targeted, and becoming way more responsive to each customer and small business owner’s needs.”

Lana Gosnell in L.A. branch

Lana Gosnell standing in customer contact center (probably Brea) amidst a beehive of activity, with agents on phones

Contact center agent on phone with customer

Interview soundbite, Barbara Hiehle, Customer Services Div.

Super: Name & title

Intercut with B-roll, call center (probably Brea), cash vault in Monterey Park

Interview soundbite, Julie Kahanamoku, SVP, Client Banking Services

Super: Name & title

Intercut with B-roll, montage of branch & contact center footage, plus screen shots of UBOC web site

Lana Gosnell in call center

Interview soundbite, Julie Kahanamoku

GOSNELL: When you think of the bank's products and services, what usually comes to mind is a branch. Certainly our local branches are the most visible means of transacting business with Union Bank, but there are many other options available today for customers to carry out their business with us.

A lot of customer service goes on behind the scenes, in customer contact centers like this one.

(Brief soundbite of phone agent in conversation with customer)

HIEHLE: "We're the hub for servicing the customer outside the branch. That entails the major customer contact centers of the bank, at four locations: Brea, Monterey Park, Oakland and San Bernardino. We service all the channels that a retail customer could come in with -- calls, fax, e-mail, and web."

KAHANAMOKU: "Traditionally, retail banking was much more branch-focused. But today, we're really looking to give our customers a choice and understand how they like to do their banking, whether via the web or the contact center, or the branch. The reality is, a lot of our customers use all three channels equally. What we've found is that, when you introduce new channels, customers are quick to try them."

GOSNELL: The technology advances that the call centers have made in the last few years are exciting.

KAHANAMOKU: "What we've done in the contact center is to make ourselves more technically and operationally efficient. That's what's fun about working here. We're always investing in new technology, to make sure we're current."

Lana Gosnell in commercial call center

Intercut with B-roll, commercial call center footage

Interview, JoAnn Bourne

GOSNELL: The commercial call center is a little different from the retail call center. Here, the focus is more on customer service rather than transactions -- because there are more efficient ways to do typical commercial transactions than by phone. For commercial customers, our associates function more like advisers and less like order takers.

BOURNE: (*Elaborates on all this in her own words, create simple bullet points before shooting interview with her*)

“We have a unique competitive advantage, with dedicated deposit managers for 18 different niches – including labor unions, bankruptcy trustees, agencies all across the state, native American tribes (*names a few others*). ”

“Some of our customers are familiar companies like Costco, Ralphs, Vons, Safeway, Bestbuy, Office Depot, and Lowes. In other banks, customers like these are managed by a relationship manager who’s a lender. They don’t have the additional resources that we provide to the customers. Our relationship managers have a great deal of industry expertise and product expertise.”

Lana Gosnell seated at a desk, with UBOC home page visible on PC monitor

GOSNELL: Another big growth area for the bank is e-commerce. The Internet has turned out to be a perfect technology for banking.

Interview soundbite, Terry Kelly

Super: Name & title

Intercut with screen shots, UBOC.com, retail on-line banking pages

KELLY: “My group has two main responsibilities: managing the systems that deliver our marketing pages to the web, and partnering with product management to deliver new web applications for our retail customers, primarily for retail on-line banking. Customers can get complete account information on-line, and we’re very competitive in all our features and functionality.”

Interview soundbite, John Dugan, User Experience Specialist

Super: Name & title

Intercut with screen shots, web analytics pages that Dugan uses to analyze users’ experiences

DUGAN: “We use state-of-the-art computer tools to find out how people are using our web site, so we can improve their on-line experience. We’re trying to get a sense of who our users are, where they come from, whether they got to our site using a search engine, and which customer segment they belong to. We also do other things, like focus group interviewing, to gather information to make our site more user-friendly.”

Lana Gosnell seated at desk with PC

Interview soundbite, Terry Kelly

Mag Wangsuwana & Mary Ann Russell
in SF Main

(MODULE #3: CORE COMPETENCIES & VALUES)

Greg Melidonian, VP, Commercial Banking, in Commercial Cash Management Center

Super: Name & title

Another angle on Melidonian

GRAPHIC.

Circular “flow” graphic morphs to animation of Core Competencies “wheel,” sequenced to description of Core Competencies.

GOSNELL: There are lots of challenging, exciting opportunities in e-business at Union Bank.

KELLY: “I’m looking for people with project management experience. I only see this area of the bank growing in the future. And this is definitely one place in the bank where the people aren’t bankers, they’re enablers.”

WANGSUWANA: Union Bank has an efficient and adaptable corporate structure that’s well suited to both its customers and employees. It also has a unique corporate culture.

RUSSELL: So let’s look at that corporate culture, and explore the philosophy and values that are the bedrock of this company.

MELIDONIAN: Hi, I’m Greg Melidonian. By now you’re probably thinking, Union Bank sounds like a great place to work, but what is the bank expecting from me? Well, to make those expectations as clear as possible, we’ve developed a set of company-wide standards called “Core Competencies.” They’re guidelines for how to interact with our customers and also with each other.

These are the the skills that bank management believes make a person successful. And by helping the bank succeed as an organization, they allow it to offer better careers to employees.

MELIDONIAN (V.O.): No matter where you work at Union Bank, you need to have the ability to:

- drive for results,
- delivery extraordinary customer experiences,
- nurture and grow relationships,
- communicate effectively and professionally,
- foster collaboration with others,
- and, balance risk with opportunities.

Two other special skills are needed by our bank's leaders:

- the ability to influence and inspire others
- and, the ability to develop talent.

And at the top of the list, are the two key values that truly define Union Bank:

- the commitment to act ethically without exception,
- and, placing a high-value on diversity.

Core Competency animation highlights core competency #2

Interview soundbite, Gretta Ryan

Super: Name & title

B-roll, footage of branch customers talking with employees

Interview soundbite, Gretta Ryan

Interview soundbite, Gretta Ryan

Phil Flynn in main lobby

Super: Name & title

“Invest in You” is an over-arching value that encompasses all the core values. It refers to our promise both to our customers and each other.

RYAN: “We have worked very hard to create our brand promise, ‘Invest in You.’ It’s a way of expressing our individual, personal responsibility to invest in our employees and our customers’ financial future and security.”

RYAN (V.O.): “Everybody has a responsibility to understand how their actions might affect their customer, whether it’s an internal or external customer. Everybody needs to understand who their customer is.”

RYAN: “So, a strong brand promise that people understand internally will not only help us attract and retain customers but also employees and shareholders. People love being loyal to a brand, they like rallying behind it. I’d like employees to passionately understand what ‘Invest in You’ means. It’s not just a gimmick for P.R. and advertising, it’s our commitment to the way we do things.”

PHIL FLYNN: Hello, and I’d like to thank you for joining Union Bank of California.

We are continually working to set ourselves apart from the competition, and achieve a unique and highly successful position in California and the Pacific Northwest.

Intercut Phil with Core Values chart

Our brand promise, “Invest in You,” is a big part of our strategy. I look at it as kind of like the bank’s DNA. It’s not an abstract concept or an advertising slogan. It’s who we are, deep down, as a customer-focused organization.

Greg Melidonian in commercial cash management center

The bank’s brand promise is also deeply reflected in our core values. “Acting Ethically without Exception” and “Placing a High Value on Diversity” are singularly prized values. Our core values are what guide us.

Intercut with Core Values chart

MELIDONIAN: Let’s take another look at our core values. As a financial institution where people place their utmost trust in us to manage their finances, it’s easy to understand why acting ethically is one of the bank’s two key values. But what does the other one, Valuing Diversity, really mean?

Interview soundbite, Robert McNeely, EVP - Corp. Community Development (from Diversity video)

McNEELY: “Diversity is a way of doing business and it is our business.”

Interview soundbite (from Diversity video), Randy Lowe, VP, Corp. Staffing & Diversity

LOWE: “Embracing diversity is absolutely essential to our success because of the demographics of California and the marketplace in which we operate. It’s key for us to understand the communities in which we have branches.”

Greg Melidonian in commercial cash management center

MELIDONIAN (V.O.): Embracing diversity also means community development.

Interview soundbite, Robert McNeely (from Diversity video)

McNEELY: “Community development, in its simplest terms, is going into any community, looking at what the needs are, and doing something about that.”

Greg Melidonian in commercial cash management center

MELIDONIAN: Union Bank commits 6 ½ % of its assets annually to community reinvestment activities.

Interview soundbite, Robert McNeely (from Diversity video)

McNEELY: And that represents some 3 billion dollars each year that we put into low and moderate income communities. And those communities by definition are very diverse communities.

Housing construction footage (from Diversity video)

Interview soundbite, Carl Ballton, President, UBOC (*to be reshot*)

Footage of Pam Isom giving training class (from Diversity video)

Interview soundbite, Richard Chacon, VP - Supplier Diversity (from Diversity video)

Mag Wangsuwana & Mary Ann Russell in SF main branch

Mag turns to address viewers

(MODULE #4, EMPLOYEE BENEFITS)

Halisi Byrd on USC campus, outside a building displaying typical collegiate architecture.

Super:
Halisi Byrd
Corporate Recruiter
College Relations Program

Interview soundbite, Mark Saeli, VP, Commercial Customer Service Processing

Super: Name & title

MELIDONIAN (V.O.): For over 50 years, thousands of groups have received grants and financial support from the Union Bank of California foundation.

BALLTON: “On an annual basis, we provide grants totaling some \$15 to \$20 million dollars throughout our marketplace. We focus on affordable housing, community economic development, education and the environment.”

MELIDONIAN (V.O.): The bank’s commitment to our communities also means reflecting their diversity in the suppliers we do business with.

CHACON: “It is a mindset, part of the culture, part of the fabric of this institution.”

RUSSELL: The culture and values of Union Bank run deep. They guide us in all our relationships with our customers, our communities, and each other.

WANGSUWANA: Now let’s talk about what you can expect from the bank as your career here progresses.

BYRD: Hi, I’m Halisi Byrd. No, this isn’t a Union Bank facility. It’s the University of Southern California -- one of many college campuses where I recruit employees for the bank.

The first question graduates usually ask me when I interview them is, why should I work for Union Bank? I start by telling them about all the great benefits we offer, like help with your education, and even a traditional retirement plan -- which, by the way, a lot of companies no longer have.

But I also tell them about all the opportunities for career advancement. You can see living proof of this all over the bank.

SAELI: “There’s a lot of variety in the bank, many different positions and a lot of opportunity.”

Interview soundbite, Vanessa Castro, call center supervisor	<u>CASTRO</u> : “In our department, there’s a lot of opportunity for growth. People get experience here and are able to move up in this department or go to other departments.”
Super: Name & title	
Interview soundbite: Ricardo Munoz, VP of Customer Service & Quality Assurance	<u>MUNOZ</u> : “If you’re looking for a company that recognizes people and you’re passionate about what you do, then this is the place for you.”
Super: Name & title	
Interview soundbite, George Flores, Vice President & Industry Manager, Real Estate Deposit Services group	<u>FLORES</u> : “If you perform, you’re recognized.”
Super: Name & title	
Halisi Byrd on USC campus	<u>BYRD</u> : Banking tends to have a traditional, conservative image, but Union Bank isn’t an assembly line environment. It respects and rewards individual initiative and innovation.
Interview soundbite, Christy Schmitt	<u>SCHMITT</u> : “At one point in my career, I did some research and discovered the bank had a specific need. I called up the head of retail and said ‘I have a proposition for you and have written a job description’. And he gave me six months to prove myself. Basically, I created my own position.”
Interview soundbite, David Gonzalez	<u>GONZALEZ</u> : “I always tell my manager where I want to be, what are my short and long term goals. That’s very important.”
Halisi Byrd on USC campus	<u>BYRD</u> : If you want to get to know people in other departments or even senior executives, you can. Sure, we’re a big bank, but not so big that you’ll get lost in the shuffle.
Interview soundbite, Joe Benoit	<u>BENOIT</u> : “I was out in the Inland Empire talking to employees. Several non-officer employees told me, ‘I really like being in the branch, but I’d also like to work on some of these other projects. How would I find out about those?’ I suggested talking to their branch manager or regional manager. You could see their eyes light up.”
Halisi Byrd on USC campus	<u>BYRD</u> : You have the ability to work your way up in the organization -- either step by step through the ranks, or on a fast track via management training.

Interview soundbite, Paul Delao

DELAO: “I started in the mailroom, then got into the Financial Services Officer training program.”

Interview soundbite, Juan Gaytan, Jr., Customer Service Manager

GAYTAN: “I started as a part-time teller, not with any intention of staying with the bank. I was just looking for a part time job to finish college. But as I learned more about banking, I got very interested in pursuing a career in this industry.”

Super: Name & title

Interview soundbite, Mark Saeli

SAELI: “I started as a teller 28 years ago. I really enjoyed working in the office, and eventually moved into the back office.”

Interview soundbite, Julie Kahanamoku

KAHANAMOKU: “I came here for a week through a temp agency to fill in as a secretary in one of the branches. That was 15 years ago.”

Interview soundbite, George Flores

FLORES: “I started at Union Bank with the Property Management Group, soliciting commercial management companies for their deposits. The group has been very successful, and now I run it.”

Halisi Byrd on USC campus

BYRD: Another thing I always tell my college recruits about is all the career guidance and training that Union Bank offers. We do everything we can to help you develop your skills and realize your potential. Some of our training programs last up to 12 months, which is pretty rare in the banking business. If you need help improving any of your Core Competency skills, you’ll get it. We really mean it when we say we “Invest in You.”

Interview soundbite, David Gonzalez

GONZALEZ: “I continue to go to training classes to excel and learn more. If you’re not acquiring knowledge, you’re losing knowledge.”

Interview soundbite, Juan Gaytan, Jr.

GAYTAN: “The management training program for Customer Service Manager is a great program. I got a lot of different perspectives on the bank, with rotations in different departments, and also working in two different offices under great managers.”

Interview soundbite, Vanessa Castro

CASTRO: “I received a lot of one-on-one coaching, which gave me insight into scenarios we run across with employees and steps to take with them. I was exposed to a lot of different projects with a lot of role-playing with managers, and it really focused on customer service skills.”

Ricardo Munoz giving call center training class or coaching an employee

(SHORT SOUNDBITE OF RICARDO MUNOZ GIVING A CALL CENTER TRAINING CLASS OR DOING ONE-ON-ONE COACHING)

Halisi Byrd on USC campus

BYRD: The “My UBOC” Intranet web site has lots of resources to empower you, so you can take charge of your career.

Screen shots, My Career pages

BYRD (V.O.): It includes “My Career,” with informative and inspirational stories from employees about their own career advancement. It’s worth taking the time to check out -- and you’ll benefit from seeing all the stories of professional growth here at Union Bank.

Screen shots, My Success pages

Another part of the site, called My Success, has career planning and performance improvement resources for you. You can sign up for classes, take Web-based training, and set up your career goals.

Halisi Byrd on USC campus

BYRD: These are among the many things that make Union Bank a special place to work.

Interview soundbite, David Gonzalez

GONZALEZ: “You know what’s different here? It’s how they treat employees. They take care of you, go the extra mile for you. You’re not just a number, they want to get to know you.”

Interview soundbite, Blanca Marshall

MARSHALL: “I have made such wonderful friendships, a lot of my friends have become like part of my family, my children call them aunties or uncles.”

B-roll, montage of UBOC employees in various locations

MARSHALL (V.O.): “If you’re in a branch, you’re in a family, if you’re in a department, you’re in a family, and as a corporation, I think they really do care about their employees and our lives.”

Montage of faces of executives we’ve seen earlier: Flynn, Bourne, Benoit, Pettiti, Hiehle, Schmitt, Kelly, etc.

BYRD (V.O.): Maybe that’s why so many employees stay with Union Bank for so long. You’ll find that it’s not uncommon to meet employees who have been around for 20 or 30 years.

Halisi Byrd on USC campus

BYRD: Union Bank understands that any company is only as good as the people who work for it. Our employees are our strongest asset.

Interview soundbite, George Flores

FLORES: “The bank is a very fair employer, you’re well compensated, there are great benefits, and it’s a great place to work.”

Interview soundbite, Ricardo Munoz

MUNOZ: “The only limitations are the ones you place on yourself.”

Mag Wangsuwana & Mary Ann Russell in S.F. Main

WANGSUWANA: In my personal experience with the bank, I’ve been fortunate to work with smart, talented people. I’ve made great connections and had great mentors. How about you, Mary Ann?

RUSSELL: I’ve had a similar experience, Mag. This is a company that gives you a lot of support, both personally and professionally.

Begin building split screen sequence, showing each of the previously seen module hosts in the locations where we saw them earlier. First, Corey Williams

WANGSUWANA: Absolutely. Believing in people and empowering them is what Union Bank of California is all about.

Lana Gosnell

WILLIAMS: You’re working for a company with a rich tradition and a continuing commitment to California --

Greg Melidonian

GOSNELL: -- A bank with a clear vision for the future, and many opportunities for advancement --

Halisi Byrd

MELIDONIAN: -- Where you’ll always know what’s expected of you --

Mag Wangsuwana & Mary Ann Russell in SF main branch

BYRD: -- And you’ll be treated like family, and given all the support you need to have a long and fulfilling career.

Closing (bookending the video’s opening): Several short employee interview soundbites describing what a great company UBOC is to work for and how confident they feel about their futures: George Flores, Paul Delao, Blanca Marshall, Juan Gaytan, Jr. ., Vanessa Castro, David Gonzalez, etc.

WANGSUWANA: Congratulations to all of you --

RUSSELL: -- And best of luck!

Employees:

“UBOC is a great place to work”
“I love UBOC”
etc.

FADE TO “Invest in You” logo

FADE TO BLACK.

**FADE UP CREDITS AND
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