

James Dusenberry, Jackson, Tenn., City President, Receives Regions Bank's Top Associate Honor

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Veteran military special forces officer's mission is rescuing Haitian orphans

BIRMINGHAM, Ala.--(BUSINESS WIRE)-- [Regions Bank](#) today announced that Jackson, Tenn., City President James Dusenberry is the January 2015 recipient of the Regions Bank Better Life Award. The Better Life Award is the top honor given to a Regions associate for outstanding dedication and job performance, as well as exemplary involvement and commitment to the community.



James Dusenberry reads with Jobenson Charles, a child who lives at the orphanage James' church founded in Williamson, Haiti. (Photo: Business Wire)

In addition to the recognition, Regions donates \$1,000 in the name of the recipient to a charity of the winner's choice. Dusenberry chose Mission of Hope-Haiti, a U.S. charity that supports the orphanage his church founded in Williamson, Haiti, in 2011. [A video of Dusenberry](#) is available on the [Regions Financial YouTube channel](#).

As a U.S. Army Special Forces officer, Dusenberry led several missions to Haiti in 1994 and 1995. It was there that he met a Haitian national who had attended the U.S. Military Academy at West Point, Dusenberry's alma mater.

Fast forward to today: that fellow former West Point cadet, Reginald Delva, is now Haiti's Secretary of State for the Interior. Delva and Dusenberry have worked together since 2013. They are both passionate about the protection and well-being of children left without parents by the earthquake that ravaged Haiti in 2010.

"God works in amazing ways," said Dusenberry. "Because of my relationship with Reginald, my church will be able to operate the orphanage in accordance with Haitian regulations much easier. We started with 16 children, and now

we're meeting the needs of 45, helping to give their life hope for the present and future."

Dusenberry shows that same compassion and care at Regions.

"James is truly devoted to his people," said David May, West Tennessee area president for Regions. "He gets them what they need to help them become the best they can be. They know he cares for them, so they reach higher."

The Jackson community also benefits from Dusenberry's dedication. He has served on the boards of the STAR Center, Trinity Christian Academy, the Jackson Downtown Development Corporation, and Union University. He is also involved with Leadership Jackson, speaks to college athletes across the Southeast, and serves as an elder at his church.

"My professional life has always been about leading teams, and I hope to apply my faith-based values at work and in life," said Dusenberry. "I try to live out the leadership characteristics of love and grace. It's the most important balancing act for me."

Dusenberry reached the rank of major as an active duty soldier. Today he is a sergeant and chaplain's assistant in the Tennessee Army National Guard. He is pursuing a master's degree in Divinity in hopes of becoming a chaplain and voluntarily took a lesser rank to fulfill that dream.

About The Better Life Award

The Better Life Award is presented monthly to a Regions associate who lives the company's mission to make life better for customers, associates and the communities Regions serves, and who is an example of the company's values:

- Put People First
- Do What Is Right
- Focus On Your Customer
- Reach Higher
- Enjoy Life

Regions associates are nominated for the award by their managers and peers. Regions Chairman, President and Chief Executive Officer Grayson Hall honors recipients at the company's headquarters in Birmingham, Ala., at a meeting broadcast live to offices in the 16 states Regions serves. In addition to the recognition, associates who earn the Better Life Award receive an additional week of vacation, a crystal award, and a \$1,000 donation is made in their name to the charity of their choice.

About Regions Financial Corporation

Regions Financial Corporation (NYSE:RF), with \$119 billion in assets, is a member of the S&P 500 Index and is one of the nation's largest full-service providers of consumer and commercial banking, wealth management, mortgage, and insurance products and services. Regions serves customers in 16 states across the South, Midwest and Texas, and through its subsidiary, Regions Bank, operates approximately 1,700 banking offices and 2,000 ATMs. Additional information about Regions and its full line of products and services can be found at www.regions.com.

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