

Speeches/Remarks

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**Prepared for:
Tracey Collins, SVP, Key Private Bank
Welcoming Remarks – 10 min.**

**Women's Community Foundation
Wishing Wellness: A Women's Health Forum**

Good Morning and welcome... I'm Tracey Collins with Key Private Bank and I'm delighted to be with you today. As the presenting sponsor, all of us from KeyBank welcome you to today's forum. For us however, being here is much more about *relationships* than it is sponsorships.

We join you today in partnership with Women's Community Foundation and University Hospitals Health Systems -- two extraordinary organizations with unmatched commitments to enhancing the quality of life and health in our community.

And under the theme of relationships, I would be remiss without taking a moment to recognize their outstanding work.

Women's Community Foundation has expanded its reach over last 20 years to include funding and programs to optimize the potential of women and girls in the Greater Cleveland Community. As a result of their efforts, women have increased access to vocational guidance, safe housing, medical information, childcare, educational opportunities, and financial guidance. Additionally, girls have increased access to education, job opportunities, mentoring activities and health information.

University Hospitals Health System is celebrating 141 years of caring for Cleveland. UHHS is comprised of Rainbow Babies & Children's Hospital -- the number-one children's hospital in the Midwest; Ireland Cancer Center, which boasts one of the nation's best cancer survivor rates; and of course, MacDonald Women's Hospital, Ohio's only hospital for women.

Both of these organizations are certainly cutting edge in their efforts to make a difference in people's lives.

Plain Dealer Columnist Regina Brett put it best on Wednesday when writing about conjoined twins girls, Anastasia and Tatiana Dogaru (**Pronounced Dokaru**) who are making their way to Rainbow Babies & Children's Hospital for what we all hope will be **miracle** surgeries. Brett wrote:

“The surgeons, who are donating their time, are pioneers on the medical frontier. This surgery will stretch everything in them, every skill, every belief in themselves and their co-workers. It's why we send astronauts to

the moon. To advance science. To widen the horizon of possibilities. To stretch the boundaries of hope. It's a bold step for the hospital and Cleveland."

Let's hear it for the extraordinary efforts of these organizations. (Lead Applause)

And, as what typically happens when you have close friends like these for a long time, you begin adopting each other's traits. At Key, we too have longstanding commitment to community and a very special emphasis on women and health – your financial health.

Annually, Key supports the Greater Cleveland Community through volunteerism and more, and to the tune of \$7 million in contributions and sponsorships. As an example, our \$1.5 million Key Foundation grant to University Hospitals -- the hospital's largest corporate gift ever -- set the tone last year for corporate funding for the construction of UH's new cancer hospital.

We are very proud of this because -- in keeping with our focus on helping people and communities achieve economic self sufficiency -- the grant also established the Minority Medical Faculty Leadership Program and a Minority Post Graduate Fellowship.

Our focus on Women at Key is just as relentless – **and how could it not be**, given that our workforce is nearly **70 percent women**. Since 2004, we've delivered customized financial services and solutions to women business owners through our Key4Women program.

In fact, our relationships extend to nearly 85,000 women-owned businesses in 12 states, with a focus on ensuring women have access to capital, customized service, financial tools and relevant networking programs that will help their businesses grow and thrive. **(Whisper)** *And I'll let you in on a little secret...* Key will soon announce a new multi-year, multi-billion dollar lending commitment to women-owned businesses.

Equally as important, we understand that more and more women are getting a grip on managing money these days. In fact, women now make up 50 percent of stock market investors, and they statistically outperform men in investment returns by 5 percent.

Many women grew up in families where money and investing decisions were not discussed and men traditionally made the decisions about spending, saving, taxes, insurance, estate planning, and investments.

Today there are 48 million unmarried American Women. But, for those who are married or will be married, statistics on male/female longevity indicate most

women will at some point be the sole decision-makers regarding their - and their family's - financial destinies.

So from physical to fiscal fitness and personal to financial health and well-being, take advantage of today's forum. Whether seeking information in effort to help aging parents with medical decisions; for choosing a doctor; or for teaching children to make healthy life choices, please take every opportunity explore and ask as many questions as possible.

Mark twain once said, "**The only way to keep your health is to eat what you don't want, drink what you don't like, and do what you'd druther not.**" Sounds like doctor's orders to me. After all, "the doctor knows best," right? That's why more than 1,500 physicians' practices across Greater Cleveland trust Key as their bank of choice. We hope you will too.

We'd very much enjoy meeting you over the course of the day. So please, stop by our table in the foyer; consider a relationship with Key as a prescription for a happy, healthy and prosperous future; and then take two of these (hold up collateral materials in each hand) and call me in the morning!

Have a great day!