



PRESS RELEASE

CONTACT:
John Anthony
Executive Vice President,
Chief Administrative Officer
TrustAtlantic Bank
Phone: (919) 277-8711

FOR IMMEDIATE RELEASE

October 26, 2011

JIM BECK ASSUMES CHAIR OF GREATER RALEIGH CHAMBER BOARD

RALEIGH, N.C. – The Greater Raleigh Chamber of Commerce Board of Directors recently named James A. Beck the 2011/2012 Board Chair. Beck is the President and Chief Executive Officer of Raleigh-based TrustAtlantic Bank and TrustAtlantic Financial Corporation. He has been a volunteer with this organization for over 25 years and he leads the 60 member Board with the experience of having recently chaired their Education Committee, and twice served as Chair of the annual membership campaign. Beck received the gavel at the September 27th annual meeting from outgoing Chairman Gary Joyner.

“Jim Beck has been an integral part of our leadership for many years,” said Harvey Schmitt, President of the Greater Raleigh Chamber of Commerce. “He has the experience and the vision to lead our organization during this critical economic period. The Board and I have full confidence in Jim’s capabilities.”

“I am honored to serve the business community in this way and to work alongside the distinguished group of business leaders that make up our Board of Directors,” stated Beck. “Our city and region is unsurpassed as a place to live, work and do business, and our future is bright. While some economic challenges remain, the Board and professional staff of the Chamber are committed to help our businesses face those challenges and move forward to seize the opportunities before us.”

Jim Beck is a native of New Bern, North Carolina and a graduate of North Carolina State University. A seasoned bank executive with over 30 years of experience, he was a founder of TrustAtlantic in 2006. Beck has successfully led the company to profitability and growth to approximately \$370 million in assets. He has two grown children and five grandchildren, and lives in Raleigh with his wife Kenny.

About TrustAtlantic Bank:

Headquartered in Raleigh, North Carolina, TrustAtlantic Bank is the wholly owned subsidiary of TrustAtlantic Financial Corporation. The Bank’s primary competitive focus is to build broad financial relationships with mid-market businesses and their owners, professionals and other individuals who desire value-added service. The Bank operates one banking office in Greenville, two in Raleigh, and one in Cary, and anticipates opening additional branch offices in the greater Raleigh-Cary metro areas as well as Greenville in the coming years.

About the Greater Raleigh Chamber:

The Greater Raleigh chamber of Commerce is the Triangle's largest nonprofit business membership organization and is made up of more than 2,400 member firms representing two-thirds of the private sector employment in Wake County. The Chamber has represented the interests in the local business community since 1888.

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