



## PRESS RELEASE

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## TRUSTATLANTIC BANK NAMES GREENVILLE ADVISORY BOARD

RALEIGH, N.C. – TrustAtlantic Bank, the wholly owned subsidiary of TrustAtlantic Financial Corporation, today announced the inaugural members of its new Greenville Advisory Board for its Greenville, N.C. market. The purpose of this board is to assist the bank with business development efforts in the local community and provide strategic leadership and direction to the management team. The bank has identified the first five members of what will ultimately be a six to eight member committee. These five individuals have diverse and extensive business experience in the Pitt County region and are expected to significantly enhance the banks exposure and name recognition. The initial advisory board members are as follows:

### **James E. Clement, Jr.**

Jim Clement is President of The Clement Companies, an independent insurance agency located in Greenville, N.C. He is a 1982 graduate of the University of North Carolina in Chapel Hill and began his insurance career in 1987. He received his Certified Insurance Counselor designation in 2007. Mr. Clement lives in Greenville with his wife Louise and their two children, and will serve as Chair of TrustAtlantic Banks Greenville Advisory Board.

### **John Coffman**

John Coffman is Co-President of Coffman's Mens Wear in Greenville, N.C. and a 1981 graduate of the University of North Carolina in Chapel Hill. He currently serves on several boards, including the Board of

Greater Greenville Foundation and the ECU School of Merchandising Advisory Board. Mr. Coffman resides in Greenville with his wife Pam and their two children.

**Don Edmonson**

Don Edmonson is the owner and operator of Edmonson Construction Company of Greenville, LLC. Mr. Edmonson is a graduate of Atlantic Christian College and is currently on the Board of Directors for Greenville Utilities Commission and Pitt County Economic Development Partnership. He is past President of Greenville-Pitt Board of Realtors and a past Director of Pitt-Greenville Home Builder’s Association. Mr. Edmonson lives in Greenville with his wife Nancy and has two daughters.

**James G. Hite, AIA**

Jimmy Hite is President of Hite Associates, P.C., a Greenville N.C. architecture, engineering, and planning firm established in 1984. He received both bachelors and masters degrees from North Carolina State University and has served on various community and business boards. Mr. Hite is active in overseas mission work and currently serves as Trustee and Past President of the Medical Benevolence Foundation of Houston, T.X. and the Haiti Nursing Foundation of Ann Arbor, MI. He currently resides in Greenville with his wife Earlene and has three children and five grandchildren.

**Pete West**

Pete West is a native of Greenville, N.C. and a 1976 graduate of East Carolina University. Mr. West owns and operates Custom Building Company, a commercial contracting company specializing in design & build projects in the Greenville area. He is an avid outdoorsman and a founding member of the Coastal Conservation Association in North Carolina, and is also a member of the Pitt County Home Builders Association. He lives in Greenville with his wife Annelle and has two children and two grandchildren.

“We are very excited about the formation of this advisory board,” said J. Freeman Paylor, Senior Vice President and Greenville Market President for TrustAtlantic Bank. “We feel very fortunate to have such a quality group of businessmen join our team. These advisory board members will serve as important advocates for our company and signal the bank’s commitment to growing our business in the greater Greenville community.”

**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 two banking offices in Greenville and two in Raleigh, and anticipates opening additional branch offices in the greater Raleigh-Cary metro areas as well as Greenville in the coming years.

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