



FIRST WESTERN TRUST BANK

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FIRST WESTERN TRUST BANK NAMES ADVISORY BOARD FOR SCOTTSDALE OPERATIONS

Local Leaders Assembled To Help Guide Bank's Growth In The State

Scottsdale, AZ — March 23, 2010 — First Western Trust Bank (www.fwtb.com), the best private bank for the Western wealth management client,, has announced the creation of an Advisory Board for its Scottsdale office.

A number of local leaders and experts were selected to provide insight and visibility to First Western and help grow the firm's business throughout Arizona.

"I'm excited by each member's willingness to join the Advisory Board and support our efforts here in Arizona," said Dan Thompson, President of First Western Trust Bank Scottsdale. "These community leaders bring a rich variety of experience to our planning process at First Western and we look forward to their contributions."

The new Advisory Board includes long-time leaders in the Arizona community and several Arizona State University graduates. The ten inaugural members of the Board are:

- § John Fees (ASU graduate) – Managing Partner of Access Venture Group, LLC, Co-Founder and CEO of NGI Group LLC, and a partner in SlipStream. Fees also served as an executive officer of Virginia-based Collegiate Funding Services prior to and thru its public listing.
- § Kenda Gonzales – CFO of Harrison Properties, LLC, former CFO/Treasurer of Apollo Group, Inc., the parent company of University of Phoenix. Gonzales also serves as a Board Member of Sojourner Center, Argosy University, and Xavier College Preparatory.
- § Julie Hancock (ASU graduate) - Vice President and Co-owner of Camelot Homes, Inc., one of Arizona's oldest family-owned homebuilders. Hancock is a Board Member for the Camelot Foundation and is involved with Habitat for Humanity and Homeward Bound.
- § Jay Hoselton – Senior Director at Cushman & Wakefield of Arizona. Hoselton is a 34-year veteran of the real estate industry and has been an active fundraising volunteer for Hospice of the Valley for the past 11 years.
- § Alison McAdam – Former Community Program Director at Grayhawk, and trial consultant for various law offices in the Phoenix area. Her community service includes the Junior

League of Phoenix, Arizona Children's Heart Foundation, Helping Hands for the Homeless, ASU's Women and Philanthropy, the Jewel Ball, the Gore Range Natural Science School, and the First Tee of Eagle County.

- § James Monaghan – Founder and Principal of the Monaghan Company LLC. Over the last 32 years, Monaghan has successfully created housing, commercial, and retail projects in Arizona, California, Florida, and Texas.
- § Kevin Olson – Chairman and Founder of Universal Background Screening, Inc. and Chairman and CEO of Verify Today. Olson previously was a Senior Vice President of an Arizona Bank and helped launch Independent Community Bank Network and Wall Street of America.
- § Brad Schoen (ASU graduate) – Schoen held executive positions with Outdoor Systems and CBS Outdoor currently involved with real estate investments and mortgage lending.
- § Elyse Sioles – Former President and owner of Westar Kitchen and Bath Corporation. Since retiring in 2006, Sioles’ efforts include the management of personal real estate investments and her family’s foundation.
- § Peter Volny – Founder of Griffin Bacal Volny, one of Canada’s most successful advertising agencies. Volny is past president of the Canadian Business Press and of the Society of Advertising Agencies. He has been an editorial advisor and regular columnist for several magazines and currently serves on the board of the San Francisco Aeronautical Society.

“It’s important to the growth of our organization to have influencers in the community be part of the strategy,” said Dino Camunez, CEO and President of First Western Trust Bank, Arizona. “This is a great group of extraordinary people who’ve come together for the benefit of the bank and its clients.”

About First Western Trust Bank

First Western Trust Bank is the best private bank for the Western wealth management client, providing comprehensive tailored solutions in the areas of wealth planning, private banking, investment management and trust services. With over \$3 billion in assets under management, First Western was ranked by Inc. magazine as one of the fastest growing bank/bank holding institutions in the country. Built specifically for the new economies of the West, the firm has offices in Arizona, California, and Colorado. For more information, please visit www.fwtb.com or call 480.596.1800.

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