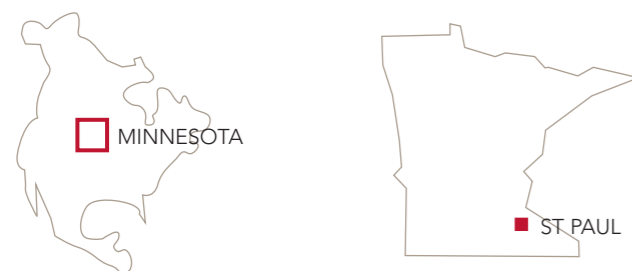


YOU KNOW YOU'RE NOT WORKING FOR AN ORDINARY BANK WHEN YOUR FOUNDER WAS A MAN WHO TRAVELED ACROSS AMERICA DURING THE GREAT DEPRESSION SHORING UP STRUGGLING FINANCIAL INSTITUTIONS WITH HIS OWN MONEY. THREE-QUARTERS OF A CENTURY LATER, BREMER STILL HAS CHARITABLE STATUS, AND KATE KELLY GOES ON THE ROAD TO OFFER HELP AND ADVICE IN THE BEST COMPANY TRADITION – BUT THE TECHNOLOGY BACKING THE BANK'S SUCCESS HAS CHANGED



"OUR PEOPLE ARE SALES-MANAGED TOGETHER, AND THEY'RE COMPENSATED TOGETHER. WHEN THEY'RE IN A CONVERSATION WITH A CLIENT, ONE CAN FINISH THE OTHER ONE'S SENTENCE."



range of needs." Kate set about shaping this strategy, building infrastructure, hiring top people, and integrating those already in place.

"A few years back," she says, "we might have had a personal banker who had a great relationship with a client and was located out at a suburban branch. Then we'd have an investment management person here in downtown St. Paul, and an insurance person in south St. Paul. These were bright, well-intentioned people, but there was no systematic way for them to work together. Now they sit together, they're sales-managed together, and they're compensated together. When they're in a conversation with a client, one can finish the other one's sentence."

COMMUNITY ROOTS

Bremer has always enjoyed strong roots in the rural communities and

mid-sized towns it serves across Minnesota, Wisconsin and North Dakota. In the days of the Great Depression, founder Otto Bremer sowed seeds of goodwill as he traveled the region shoring up local financial institutions with his own cash.

"Today we're especially successful in serving small and mid-sized businesses in these areas," Kate says, "and the owners of those businesses are an excellent match for our wealth management services."

Kate describes a typical client in this segment as a privately held firm with earnings of \$5 million to \$50 million in annual revenues. "It could be a small manufacturer or any kind of service firm," she says, "although there's always been a special affinity here and expertise when it comes to the agricultural sector."

Helping the owners of these businesses see Bremer not only as a partner for business banking but also as a partner for their financial planning and family wealth management is a process of education, personal contact and persistence. "I am on the road quite a bit," Kate says, "most recently planning a series of breakfast seminars on business succession, which we think will be a perfect fit for our target market."

TECHNOLOGY BACKBONE

In building Bremer's wealth management operation, part of the charge for Kate and her team has been to put the right IT tools in place. Prominent among these are three integrated SunGard solutions: AddVantage, for asset management and trust accounting; PlanningStation, for financial planning; and Overlay Manager, a solution helping Bremer to offer its clients a greatly expanded set of investment alternatives as part of a seamlessly integrated portfolio.

"At Bremer, we sell the close relationships of a community bank combined with the superior services of a big regional bank," Kate says. "The SunGard solutions have helped us deliver on this promise. We

Kate Kelly works for an unusual bank. In fact, Bremer, a regional institution headquartered in St. Paul, Minnesota, is the only U.S. bank owned by a charitable foundation. As such, it returns a significant share of its net income each year to the communities it serves. "It may sound corny," Kate says, "but when you are working for a foundation, all your efforts feel in some sense like community service."

As a regional president with Bremer, Kate's service takes a highly entrepreneurial form. Over the past three-and-a-half years, she has helped the bank build a thriving wealth management business and expand its presence in the metropolitan market of Minneapolis-St. Paul—a clear case of performing well while doing good.

In launching its wealth management business, Kate says, Bremer made a strategic decision to build on several lines of business already in place. "When I joined the bank," she explains, "we had a solid trust and investment business, a mature brokerage business, and a well-established insurance business. What we didn't have was a wealth management strategy to pull them all together and meet a client's full

HOME LIFE

HOME: "Plymouth, Minnesota, a western suburb of Minneapolis out near Lake Minnetonka."

CLIMATE: "People associate us with winter, but we have four beautiful seasons. Really."

COMMUTE: "Thirty minutes driving in, 45 going home."

FAMILY: "My husband is at home with our kids and works part-time. We have two daughters, aged 13 and 10."

HOMETOWN: "St. Cloud, Minnesota. I was from a big family in a small community."

EDUCATION: "The College of St. Catharine, here in St. Paul, with an MBA from the University of Minnesota."

PASTIMES: "I run, garden, read, and attend many soccer and basketball games with my girls."

VACATION: "We have a very small resort in northern Minnesota that's been in our family for years. In the summer my free time is spent up there keeping the place in shape."

CHILDHOOD DREAM: "My friends always said I would be a banker. Is that pathetic?"

WORK LIFE

HOURS: "I get in around 6:30 or 7:00 a.m. and work till about 6:00 p.m. It's very engaging work."

LOCATION: "Our corporate headquarters is in the Bremer Tower in downtown St. Paul. We're on the 21st floor."

VIEW: "I see the cathedral, the capitol and, in the distance, the city of Minneapolis. I can also watch traffic on Highway 94 to see if it's worth trying to get home yet."

OFFICE: "It is pretty typical, except that we have portraits of Otto Bremer, our founder, all over."

DESK HYGIENE: "It's very neat, but there are lots of piles corresponding to the business lines I oversee."

PERSONAL ORGANIZATION: "I've just started with a Treo, and that seems to be great."

DRESS CODE: Business, with business casual on Fridays.

CORPORATE CULTURE: "Our official materials say that we treat people with kindness and compassion, and it's absolutely true."

put Bremer people on the front line with clients and let SunGard and portfolio managers across the industry do the specialized work for us."

As an example of these specialized services, Kate cites picking individual equities. Rather than attempting to develop a robust capability to meet this need in-house, Bremer can access top money managers through Overlay Manager.

Kate and her colleagues describe SunGard's solutions as holding an absolutely central place in their portfolio of IT tools. "These systems form our technology backbone," Kate says. "They have made a tremendous difference for us, directly supporting our business strategy."

**THE SUNGARD SOLUTION: ADDVANTAGE,
PLANNINGSTATION, & OVERLAY MANAGER**

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