



**Remarks by Dallas Haun  
Executive Vice President, South Coast & Inland Empire Region  
City National Bank  
Remarks at Long Beach Area Chamber of Commerce Inaugural Gala  
June 17, 2004**

*[Introduction and presentation of the "Destination Tomorrow" award by Dave Neary, Long Beach Area Chamber of Commerce Board of Directors, ...]*

Thank you, Dave.

On behalf of my colleagues at City National Bank, thank you all for this award. We're honored to join the many fine organizations that have received it over the years.

I'm especially grateful to the Chamber, and to my friends Dave Neary, Lou Ann Bynum and Randy Gordon and his staff for all the hard work they've put into making our city what it is today.

I've been a resident of Long Beach since 1977, and I've watched the city's growth and transformation.

Thanks to the efforts of the Chamber, our mayor Beverly O'Neill and many of you here tonight, Long Beach has become an example of what can be accomplished when many talented people work together.

A bank is only as healthy as the communities it serves. So it's not a surprise that City National Bank has been so successful since coming to Long Beach in 1998.

City National is a rarity: This year marks our 50<sup>th</sup> anniversary as an independent bank. We've earned our independence by becoming the largest bank headquartered here in Southern California. We feel we are California's Premier Private and Business Bank<sup>®</sup>.

However, our success is no secret. City National is now a member of the "Forbes Super 500." And, for the third year in a row, Barron's magazine has recognized our company as one of the nation's top 50 wealth managers.

We've worked hard to build a culture that combines big-bank capabilities with personal service. Our clients remain at the center of everything we do.

Believe me, we understand that you have a choice. I'm told that every day the average American is subjected to between 2,000 and 3,000 advertisements! And a fair number of them come from banks and financial institutions with which we compete.

So why is City National different? What sets our company apart?

Well, as business owners and entrepreneurs, you know it all starts with people.

My colleagues -- the 2,300 men and women who work for City National -- are among the banking industry's best and brightest.

A number of them are here this evening and, like me, they're proud to receive this award. So hope you'll join me in recognizing these people as I ask them all to stand.

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Every day, through 53 offices that include 12 full-service regional centers statewide, our colleagues deliver complete financial solutions.

1. Through our commercial banking operation, they provide small and mid-sized companies with business credit, cash management and the other services needed to grow.
2. The owners and executives of these companies also get the high-touch personal service of our private bank.
3. And most importantly, through City National Asset Management and our 11 investment affiliates, we help our clients to preserve and grow their wealth, and to pass it along to their heirs in a tax-efficient manner.

Day in and day out, it is our colleagues who fulfill City National's mission of serving as a "trusted advisor" to our clients.

But that's not all. Together, our company and its colleagues support more than 1,000 local service organizations through volunteer activity and community-based lending.

They say a picture is worth a thousand words, and so I'd like to step back and invite you to look at a brief clip that tells the story of City National bank's first 50 years.

#### **[VIDEO PRESENTATION]**

For all of our company's accomplishments, the best is yet to come. And the same is true for Long Beach.

To me, the "Destination: Tomorrow" award captures what is unique and exciting here in Long Beach. Because of what our city has accomplished over the past few years, it is well-positioned to build on its past success.

To see the remarkable transformation that has taken place here, all you have to do is step outside and take a look at the city's continuing development. Here in Long Beach, there is now \$1 billion of investment earmarked for residential and retail development.

We should be proud of this city's accomplishments. Together, they underscore the resilience and forward-looking determination that have come to characterize Long Beach.

Early this year, Governor Schwarzenegger – one of City National's better-known clients, by the way – chose to announce the creation of a new commission to re-ignite job growth and economic development.

And what I found particularly interesting about his announcement is that it was made ***right here – at the Port of Long Beach.***

The decision to make that announcement against a backdrop of container ships and international merchandise underscores our city's importance to the future of California.

I can't tell you how proud we are – those of us who work at City National Bank – to be a part of what you're doing, and to serve many of the entrepreneurs that have authored this city's fabulous success story.

Thank you again for the honor and prestige of this award, and for all you're doing to make this city – ***our*** city – an even better place to live and work.

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