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**FARMERS & MERCHANTS BANK SALUTES LOCAL HEROISM,  
LONGEVITY WITH INAUGURAL RECOGNITION EVENT**

*'People You Can Bank On' Honors Long Beach and South Bay Community Leaders*

**LONG BEACH, Calif., Aug. 29, 2011** – Continuing its century-old tradition of service and recognition, Farmers & Merchants Bank (F&M) recently honored 11 Long Beach and South Bay community leaders at its inaugural *People You Can Bank On* breakfast. The Aug. 25 event paid tribute to individuals from various walks of life that have had a notable impact on their community, profession and country.

“Throughout our 104 years in the banking business, F&M has been privileged to engage with countless individuals who share our core values of service, integrity and reliability,” said F&M Bank CEO W. Henry Walker. “These visionary leaders have shaped the very landscape of the region, so F&M decided to create an annual program to recognize the efforts of those who embody our own longstanding approach to business.”

The honorees were selected by local F&M branch managers and hail from communities throughout Long Beach and the South Bay. Each was recognized for his/her influential leadership and longstanding mission to make a positive impact on society. The 2011 honorees included:

- **Mark Schneider** (Main Office), the award-winning owner of Dave Schneider Jewelry whose family has designed beautiful jewelry for the Long Beach community since the 1920s.
- **Thomas J. Rhoads** (Main Office), a Cal State Long Beach professor who has made significant contributions by helping young Hispanic business students become tomorrow's leaders.
- **Rod Wilson** (East Long Beach Branch), an award-winning public relations agency owner and president of the East Anaheim Street Business Alliance, a group promoting the growth of the business district.

- **Dr. Myrvin Ellestad** (Long Beach Memorial Branch), the former Long Beach Memorial Hospital Chief of Cardiology, founder of MemorialCare's cardiology program and author of 185 research papers and six textbooks.
- **Cindy Atkinson** (Belmont Shore Branch), owner of the iconic Coffee Cup Cafe and co-founder of Cranium Crusaders, an organization dedicated to fighting brain cancer.
- **Blair Cohn** (Bixby Knolls Branch), an organizer of numerous local charity events and executive director of the Bixby Knolls Business Improvement Association.
- **Wayne Piercy** (Lakewood Branch), the former mayor of Lakewood, former principal of Long Beach Poly High School, dedicated Rotarian and tireless community volunteer.
- **Peter D. Pettler** (Torrance Branch), a local attorney, former U.S. Army Lieutenant Colonel and dedicated Rotarian.
- **George M. Murchison** (Los Altos Branch), the former Port of Long Beach harbor commissioner, founder of two charitable foundations and volunteer for countless arts, youth and infrastructure programs.
- **Kevin McDonald** (Artesia Branch), CEO of The Arc, where he has dedicated his life's work to providing support and services to individuals with intellectual and developmental disabilities.
- **Richard Blade** (Rolling Hills Estates Branch), owner of six local McDonald's restaurants and board member for Camp Ronald McDonald for Good Times™, which helps young cancer patients and their family members participate in a fun and inspiring camp experience.

"Our honorees are men and women from different backgrounds and professions united by an unyielding commitment to goodwill and progress," said F&M Bank Chairman of the Board and President Daniel K. Walker. "*People You Can Bank On* showcases the diversity, dynamism and passion that make the Long Beach/South Bay region the thriving community it is today."

The exclusive event, held at the venerable Virginia Country Club in Long Beach, was attended by the F&M executive team, branch managers from the Long Beach and South Bay region, the honorees and their special guests.

### **About Farmers & Merchants Bank**

Founded in Long Beach in 1907 by C.J. Walker, Farmers & Merchants Bank has 22 branches in L.A. and Orange counties. The Bank specializes in commercial and small business banking along with business loan programs. Farmers & Merchants Bank of Long Beach is a California state chartered bank with deposits insured by the Federal Deposit Insurance Corporation

(Member FDIC) and an Equal Housing Lender. For more information about F&M, please call the media contacts listed above or visit the website, [www.fmb.com](http://www.fmb.com).



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