



The 12th United States Colored Heavy Artillery at the July 18th launch of the Civil War Helena plan

## Mission News

Second Quarter 2009

### President's Message



Phil Baldwin, President & CEO of Southern Bancorp

We are excited to welcome the staff and customers of Timberland Bank to the Southern Bancorp family and are equally pleased to be a part of the El Dorado community. As a community development financial institution, Southern provides not only financial services but also a commitment to people and places we serve. We look forward to partnering with El Dorado residents in the continued development of their community.

Southern Bancorp was recently honored to share our efforts in Clark and Phillips County, Arkansas with over 150 philanthropic leaders during the Rural Philanthropy Conference. Thanks to the leadership of the Council on Foundations, Winthrop Rockefeller Foundation and the Arkansas Community Foundation, foundation representatives from across America traveled to Little Rock to share their expertise and show support for rural communities. President Bill Clinton noted in his speech that “foundation activity in rural America has been woefully inadequate.” We are proud to be a voice in the crowd of philanthropic leaders speaking out on behalf of our rural communities that receive a disproportionately small share of philanthropic capital.

> [Learn more about Southern Bancorp's mission](#)

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## Southern Bancorp expands into new rural market



Southern Bancorp recently completed the acquisition of Timberland Bank of El Dorado, a \$140 million community bank in South Central Arkansas. This acquisition not only preserves access to financial services for thousands of South Arkansas residents, but anchors Southern Bancorp's rural development model in this region of Arkansas. Southern Bancorp named Scott Fife, a banker with over 20 years of experience, President of the El Dorado market.

> Visit [Banksouthern.com](http://Banksouthern.com)

## Winthrop Rockefeller Foundation mission banking

Southern Bancorp has been chosen by the Winthrop Rockefeller Foundation (WRF) to provide all banking services for the foundation. By banking with Southern, WRF will leverage its financial resources to deliver greater mission impact beyond traditional grant making. This new business relationship between WRF and Southern represents a mission-related investment that will enable Southern to increase its impact in distressed rural communities and thus support the mission of WRF.

> Read more recent news on [SouthernBancorp.com](http://SouthernBancorp.com)

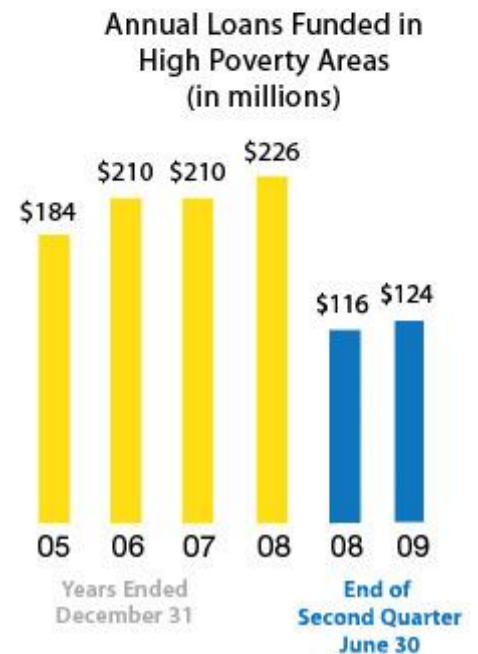
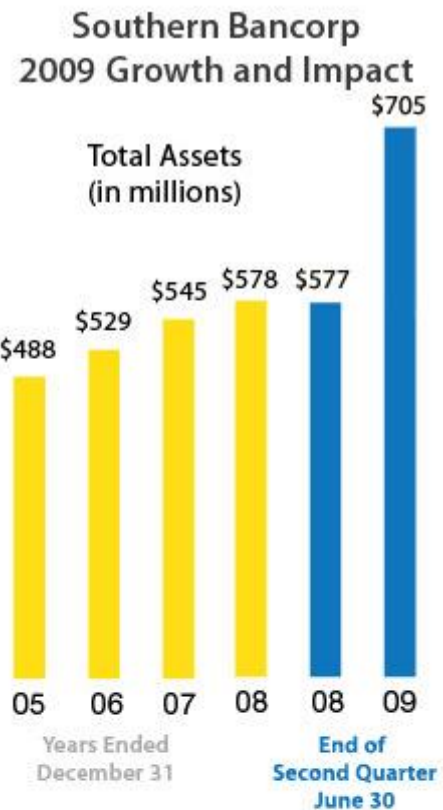
## Arkadelphia College Preparatory Academy to pilot model for state



The Ross Foundation and Southern Bancorp teamed up to fund a pilot program targeting high school students who were eager but unprepared to attend college. In 2007, over 52% of college freshmen in Arkansas required remediation costing \$53 million. The Arkadelphia College Prep Academy housed on the Henderson State University campus in Arkadelphia is

aiming to reduce the number of students requiring remediation. Legislators from across Arkansas recently visited the Academy to explore developing a statewide model that cost-effectively addresses the college remediation and drop-out rates.

> Learn more about Southern Bancorp's mission



## Civil War Helena economic development tourism plan announced



Cannons fired once again in Helena-West Helena, Arkansas, during the July 18th launch of the Civil War Helena plan for economic development and tourism. The project explores 27 historic sites in Helena-West Helena and will focus on the lives of everyone in Phillips County during the Civil War: men, women, and children; black and white people; Union and Confederate troops and supporters. When completed in 2011, the project is expected to attract 180,000 tourists and \$9 million to Phillips County each year.

[> Read more recent news on SouthernBancorp.com](#)

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## Customer Spotlight



First-time homebuyers Kevin and Sandra Poplin sought out Southern's help after attending a homeownership training class. They thought that they might be eligible for a homebuyer's tax tax return. With the help of the VITA program, the Poplins were not only able to receive their \$8,000 first time homebuyer's credit, but found that they were eligible for \$2,900 in Earned Income Tax Credits that their paid tax preparer missed. The Poplins have since opened an Individual Development Account with Southern to save for their other goals.

[> Read more Southern Bancorp successes](#)