

# Persistence and the Value of Staying in Touch During These Unprecedented Times



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When I reflect on “trying to find some good” in these last 14 weeks, where so much trouble, and strife has come to the forefront, I am reminded of the quote by our 30th President Calvin Coolidge: “Nothing in the world can take the place of persistence...for persistence and determination alone are omnipotent, press on!”

I see this trait reflected in the lives of our team at Franklin Street Partners, when faced with the adversity and challenges of “work from home,” our people simply pressed on! We collectively stayed in touch with our clients, we stayed in touch with each other through the implementation of a daily “check-in call”, where the first question was always: “is everyone feeling healthy?”

I am proud and encouraged by the successes we have managed during this time. Instead of drifting apart, we’ve grown closer, we have shared more with each other about how we are feeling (the ups and downs). A couple of success stories highlight this notion of “turning lemons into lemonade.” Chuck Mahaffey, a veteran relationship manager who has developed a niche for managing “operating reserve funds” for hospitals, airports, municipalities, etc. has seen a \$30 million influx of new managed assets from two clients, each taking advantage of COVID-19 relief payments and choosing instead to add to their managed accounts at Franklin Street. Another such story involves Brick Brown, who referred his auto dealer HNW client to Fifth Third Dealer Financial Services team for a PPP loan, and through the “dint of his hard work and persistence” the Fifth Third banker secured the loan for what had been a coveted prospect for the Bank and now has the opportunity to become that mega dealer’s treasury services bank as well. Again, persistence was the common denominator.

I believe in America. I believe we will find a vaccine. I believe and have faith in the science being tested by the “brightest and most talented minds in the world.” I believe we will overcome our challenges, together, and become once again, better together and United We Stand! As Winston Churchill said: “You can always count on America to do the right thing, even if it remains the only option!” While his comment was meant to be a humorous reflection on his admiration for America, it also reminds us that we don’t always get it right, and that persistence and our common desire to “Press On!” together as one will be the tie that binds!