

2008 TRIBUTE TO WOMEN AND INDUSTRY HONOREES RECOGNIZES LAFREDA DOCTOR



Within her role as Manager, Talent Management & Human Resources Services, Lafreda oversees the sourcing, assessment and placement of employees. Her daily activities include involvement with benefits and compensation, HRIS and payroll management and performance management. She is a vital link to the First Reliance Bank employee relations and compliance activities as well. Most recently, Lafreda has facilitated the implementation of a Performance Management Tool and an on-line benefits portal. Her efforts have proven to be critical to the success of the First Bank management process for communication. Lafreda is dedicated to continuous improvement, both personally and professionally. She is a role model for young women in our community and volunteers as a Girl Scout Troop Leader. In addition, Lafreda is member of both National and Pee Dee Society for Human Resource Management organizations. First Reliance Bank is very proud to have recognized Lafreda as their 2008 First Reliance Bank Professional of the year.

Courtesy of YWCA

*First Reliance Bank, founded in 1999, has assets of approximately \$510 million, and employs over 170 highly talented associates. The bank serves the Upstate, Midlands, Piedmont, Low Country, Grand Strand, and Pee Dee regions of South Carolina. The bank has been recognized for its success including being the only company ever to be named to The Top 25 Fastest Growing Companies™ in South Carolina four times including 2002, 2004, 2005, and 2006 (SC Chamber/Elliott Davis). In June 2007, the bank was added to the Palmetto 25, a list of S.C.'s largest publicly held companies. In 2006 and 2007, the bank was also recognized as One of the Best Places to Work in South Carolina by the SC Chamber of Commerce. **First Reliance Bank offers Totally FREE Checking, Totally FREE Business, FREE Coin Machines, a Nationwide NO FEE ATM Network, and a 5 Way Mortgage Service Promise. It also offers 8-8 Extended Hours in all of their Florence, Mt. Pleasant, and Lexington locations. Its Easy to Do Business With™ standard has earned the young bank a customer satisfaction rating of 96% (Performance Solutions-June 2007-Audited). First Reliance Bank is traded as FSRL.OB.***

