

**John David Barr Recognized as a Leader in Finance
by the Mississippi Business Journal**

John David Barr, who serves as a Vice President and Senior Portfolio Manager in CNB's Wealth Management Division, has been recognized as a Leader in Finance by the Mississippi Business Journal.

The Journal recognizes honorees in this category annually from such areas as banking, investments, and accounting, based on their industry and community involvement as well as their achievement through their energy and innovative ideas.

An employee of CNB since 2006, John David is responsible for leading the Portfolio Management Team in assessing current economic conditions and establishing investment strategy, including asset allocation and security selection.

After receiving his Bachelor of Business Administration degree from the University of Mississippi, John David continued his education to achieve a Master's degree in Economics at the University of Alabama. He is also a graduate of the Southern Trust School at the University of South Alabama. In 2012, he achieved the prestigious Chartered Financial Analyst designation, which places him in the top tier of investment professionals worldwide.

He and his wife, Jenni, are members of Central United Methodist Church, and are proud parents of a 2-year old daughter, Meryl. They are expecting another daughter in 2018.

John David's community involvement includes service to the Boys Scouts of America's Choctaw Area Council.

As one of the Journal's *2017 Leaders in Finance*, he is featured in a special edition which was published on December 29, 2017, and he was given an opportunity to share insight into his approach for providing excellent service to his clients. "I seek first to understand," he said. "There is a temptation to focus on what you know and assume it fits what you think you know about your client's priorities," he says. "Often, it's the second or third time I ask for clarity regarding an aspect of my client's situation that I hear something new; something crucial to recommendations I will make. You only make a difference if you uncover the real priorities and solve the real problems," he said.

CNB is extremely proud of John David Barr for all of his professional accomplishments. The Bank has assets in excess of \$1.3 billion and manages over \$1 billion in its Wealth Management Division, which is committed to assisting clients with the accumulation, and transfer of wealth.