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2013

### Gerald W. "Jay" Everard : Distinguished Achievement in Public Service

St. Norbert College

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# Distinguished Achievement in Public Service



## Gerald W. "Jay" Everard '74

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Each year, U.S. Bank selects from among its 63,000 employees a small handful to receive the Pacesetter Award. It's an honor bestowed on a select number of employees based upon top revenue and sales production in the Private Client Reserve.

Jay Everard has won the award three times.

As senior vice president and wealth adviser for the Private Client Reserve, Jay counsels an elite group of clients in achieving their financial and personal goals. He also advises many charitable organizations, including

the UW Foundation, in managing their endowments and deferred giving programs.

He has earned the admiration and respect not just of those clients and his company, but of the business community in Madison, throughout Wisconsin and beyond.

For entirely different reasons, he has also earned the gratitude of a large group of goalkeepers, centerfielders and point guards.

Far from the boardroom, Jay has served extensively as a coach of youth soccer, Little League baseball and boys' basketball, teaching youngsters not only athletic skill sets but enduring principles of sportsmanship and teamwork.

Jay's career accomplishments and coaching contributions serve as bookends to a life distinguished by selfless service and tireless advocacy. A full list of his board and committee activities would exhaust this space, but it notably includes service to his church parish, the Madison Diocese, the St. Vincent DePaul Society, Edgewood High School, Meriter Hospital and the United Way.

Jay is also deeply committed to Rubin for Kids, on whose board he serves. The nonprofit is dedicated to the memory of the late Peter Rubin, a close friend of Jay's who worked in juvenile justice representing troubled youth. Rubin for Kids works with teachers and social workers to help reward disadvantaged youth who are committed to turning their lives around, and to provide technical college scholarships to approximately 15 deserving students every year. Through Jay's sound financial management, the program has endured and grown over nearly 20 years.

In gratitude for his embrace of the principles of *communio* in serving and bettering his community, St. Norbert College is proud to present Jay Everard with the Distinguished Service Award in Public Service.

## St. Norbert College

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