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Businessman, Philanthropist Morsani Hosted by Sanibel Captiva Trust Co.; Discusses New Book

In his new book, “To Be Frank: the American Dream in Business and Life,” businessman and philanthropist Frank Morsani tells the story of a most unlikely journey.

It took him from a Dust Bowl-era home in Arkansas to status as one of the top auto dealership owners in the country, as well as Chairman of the Board of the United States Chamber of Commerce, working hand-in-hand with three U.S. Presidents as a champion of small businesses.

Morsani, also a Navy veteran, shared his thoughts in a town hall style program Tuesday, Feb. 23 at The Sanctuary Golf Club. The Sanibel Captiva Trust Company Founder and Chairman Al Hanser served as host, posing 10 questions to his longtime friend whose life experience in business and the community has affected change from the national to local levels.

“He never gave up on the American dream and is an inspiration to us all,” said Hanser.

Morsani wrote his book to demonstrate to young people “they can be all they want to be” by hard work and determination. His goal in “To Be Frank” is to inform, educate and inspire. He underscores that education is a continuum: To paraphrase Winston Churchill, “never, never, never, ever give up.” Any “student of life” will enjoy the anecdotes and pearls of wisdom in this book.

“It was not an easy decision to write the book,” said Morsani, “and education is a continuum evolved into a major part of its message.”

At 84, Morsani is still hard at work and proclaims, “The American Dream is alive and well.” For the past three decades he has served as keynote speaker on college campuses and for national and international trade associations, having spoken throughout the United States, Europe and Asia. “It has been fun to speak on college campuses,” he admitted.

He and Carol, his wife of 65 years, have been long-time Florida residents in both Tampa and Sanibel-Captiva. The Sanibel Captiva Trust Company is proud to say he serves on its Board of Directors.

The book's co-author, Dave Scheiber, is a veteran Florida-based author and national award-winning journalist.

About The Sanibel Captiva Trust Company

The Sanibel Captiva Trust Company is an independent trust company with \$1.4 billion in assets under management that provides wealth management services including investment management, trust administration and financial counsel to high net worth individuals, families, businesses, foundations and endowments. Founded in 2001 as a state-chartered independent trust company, the firm is focused on wealth management services that are absolute-return oriented and performance driven. Each portfolio is separately managed and customized specifically to the client's yield and cash-flow requirements. The Naples Trust Company and The Tampa Bay Trust Company are divisions of The Sanibel Captiva Trust Company. www.sancaptrustco.com

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PHOTO CAPTIONS:

(Morsani-Hanser) **Businessman and philanthropist Frank Morsani, left, discusses his new book with The Sanibel Captiva Trust Company Founder and Chairman Al Hanser as host.**

(MorsaniBook-Lori) **Lori Mobley of The Sanibel Captiva Trust Company assists guests with book**