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UNITED STATES  
SECURITIES AND EXCHANGE COMMISSION  
WASHINGTON, D.C. 20549

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FORM 8-K

CURRENT REPORT  
PURSUANT TO SECTION 13 OR 15(d) OF THE  
SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): March 1, 2007

**WHITNEY HOLDING CORPORATION**  
(Exact Name of Registrant as Specified in Charter)

**Louisiana**  
(State or Other  
Jurisdiction of  
Incorporation)

**0-1026**  
(Commission  
File Number)

**72-6017893**  
(IRS Employer  
Identification No.)

**228 St. Charles Avenue, New Orleans, Louisiana 70130**  
(Addresses of Principal Executive Offices, including Zip Code)

**(504) 586-7272**  
(Registrant's Telephone Number, including Area Code)

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(Former Name or Former Address, if Changed Since Last Report)

Check the appropriate box below if the Form 8-K is intended to simultaneously satisfy the filing obligation of the registrant under any of the following provisions (see General Instruction A.2. below):

- ☐ Written communications pursuant to Rule 425 under the Securities Act (17 CFR 230.425)
  - ☐ Soliciting material pursuant to Rule 14a-12 under the Exchange Act (17 CFR 240.14a-12)
  - ☐ Pre-commencement communications pursuant to Rule 14d-2(b) under the Exchange Act (17 CFR 240.14d-2(b))
  - ☐ Pre-commencement communications pursuant to Rule 13e-4(c) under the Exchange Act (17 CFR 240.13e-4(c))
-

**Item 7.01. Regulation FD Disclosure.**

Whitney Holding Corporation will make a presentation to the Keefe, Bruyette & Woods Regional Bank Conference at the Langham Hotel in Boston, Massachusetts on March 1, 2007, beginning at 2:30 p.m., Eastern Time. A copy of the visual presentation is furnished herewith as Exhibit 99.1.

**Item 9.01. Financial Statement and Exhibits.**

(d) Exhibits

99.1 Visual Presentation by Whitney Holding Corporation to the Keefe, Bruyette & Woods Regional Bank Conference in Boston, Massachusetts on March 1, 2007.

**SIGNATURES**

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned hereunto duly authorized.

**WHITNEY HOLDING CORPORATION**

By: /s/ Thomas L. Callicutt, Jr.

Thomas L. Callicutt, Jr.  
Executive Vice President  
and Chief Financial Officer

Date: March 1, 2007

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## EXHIBIT INDEX

Exhibit Number	Description
99.1	Visual Presentation by Whitney Holding Corporation to the Keefe, Bruyette & Woods Regional Bank Conference in Boston, Massachusetts on March 1, 2007

***KBW Regional Bank Conference***  
***March 1, 2007***

***Tom Callicutt, EVP and CFO***  
***Lewis Rogers, EVP, Credit Administration***



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## *Forward-Looking Statements*

This presentation may include forward-looking statements containing expectations about future conditions and descriptions of future plans and strategies. Whitney's ability to accurately predict the effects of future plans or strategies is inherently limited such that actual results and performance could differ materially from those set forth in the forward-looking statements. Factors that could cause actual results to differ from those expressed in the forward-looking statements are available in Whitney's filings with the Securities and Exchange Commission. Whitney does not intend, and undertakes no obligation, to update or revise any forward-looking statements, whether as a result of differences in actual results, changes in assumptions or changes in other factors affecting such statements.

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## *A Growing, Diversified Company*

- ✦ \$10.2B in Assets
- ✦ \$7.1B in Loans
- ✦ \$8.4B in Deposits
- ✦ Strong NIM (5.11% YTD)
- ✦ Solid credit measures
- ✦ 123-year old name started in New Orleans
- ✦ Over 150 locations across 5 states
- ✦ Focus on Relationship Banking

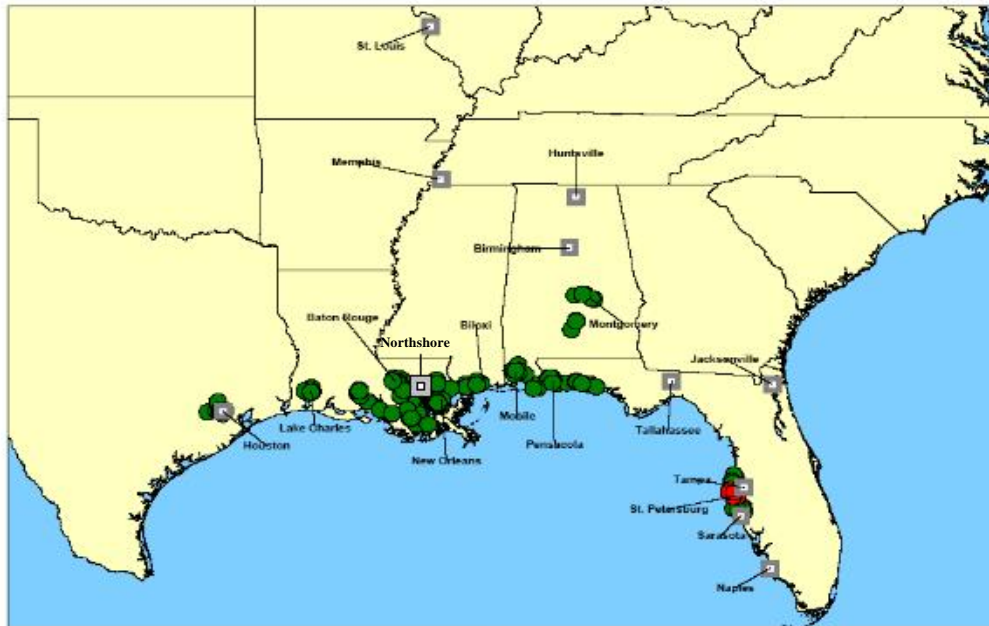


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At 12/31/06

## Following the Flow of Commerce



Potential Expansion Markets

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## *Geographic Diversification Through Acquisitions*

Recent acquisition activity focused on high-growth Florida markets

- Signature Holding Corp. (St. Petersburg) acquisition announced October 5th. (7 locations, \$220MM in deposits)
- First National Bancshares (Bradenton) acquisition completed April, 2006. (9 locations, \$319MM in deposits)
- Destin Bancshares (Destin/Pensacola) acquisition completed April, 2005. (10 locations, \$440MM in deposits)
- Madison Bancshares (Palm Harbor) acquisition completed August, 2004. (4 locations, \$177MM in deposits)



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## *Earnings Update*



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## 4Q'06 Earnings

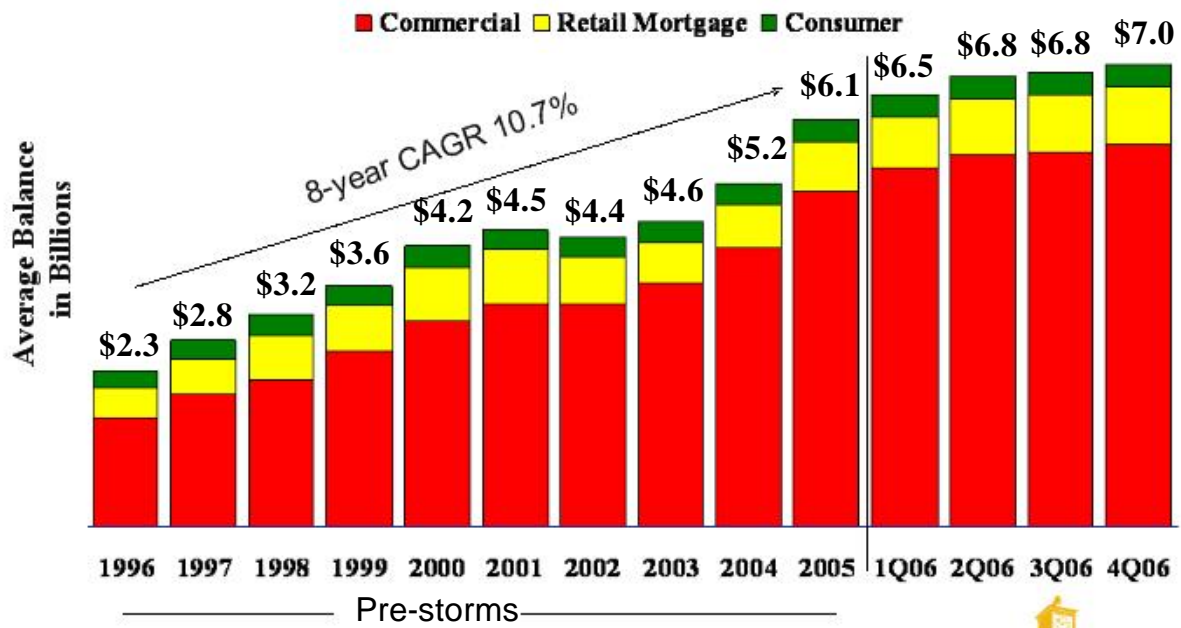
- Earnings per share (diluted) --- \$.51
- Net income --- \$33.9MM
  - Include approximately \$4.9MM in expenses associated with the 2005 hurricanes
    - Resiliency initiatives totaled approximately \$2.9MM
      - \$1.6MM recurring; \$1.3MM periodic or nonrecurring
    - Insurance coverage premium increase \$.9MM
    - Expensed disaster response costs, insurance claim management fees and casualty and operating losses \$1.1MM
- Linked-quarter loan growth up 3%
  - Growth mainly from commercial activity and demand from private banking customers in Louisiana and Texas
  - Louisiana growth not from rebuilding activity
    - **Louisiana +4%; Texas +6%; Florida, Alabama flat**
- Deposits
  - Period-end deposits up, average deposits down linked-quarter
  - Period-end growth related to normal seasonal year-end build up not additional government funding for storm losses.

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## Mixed Lending Environment in 2006

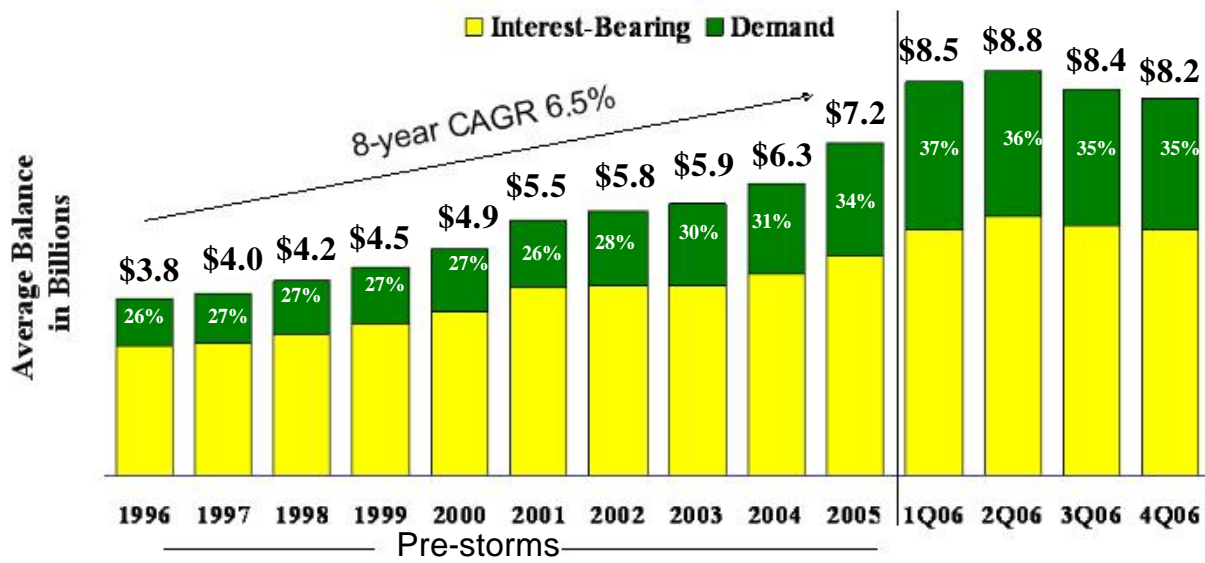
Robust Production; Some Quarters Offset By Payoffs



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## Steady Growth In Deposits Multiplied Post Storms



Although the timing cannot be predicted, some run-off of the post-storm deposit accumulation has been expected as the recovery process continues, the inflows from insurance proceeds diminish and the initial disaster-assistance programs are completed. Significant additional government funds to cover uninsured property losses and to support the rebuilding process are becoming available in the storm-impacted markets, but only limited distributions have been made.

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## *Additional Government Funds*

- Louisiana Recovery Authority
  - \$10.4B available for Louisiana Community Development Block Grants
    - \$8.1B available through the Road Home Program
    - \$350MM allocated to businesses
    - \$2.0B allocated for infrastructure rebuilding/repair
  - \$1.5B available for Hazard Mitigation Grant Program
    - \$1.2B available through the Road Home Program
    - \$330MM allocated for infrastructure and hazard mitigation



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Source: Louisiana Recovery Authority

<http://www.rememberrebirth.org/ritadocs/Ritadata091906update.pdf>

## *LRA Distributions Limited*

- An estimated 123,000 homeowners are eligible for up to \$150,000 in uncompensated damages
  - Total available: \$7.5B
  - Applications received: 107,739
  - Closings concluded: 632
  - Average award paid: \$64,439
  - Total paid to-date: \$40.7MM
  - Calculated claims (unpaid): 37,369
- Benefit options chosen
  - Keep former home: 68.5%
  - Rebuild in Louisiana: 11.5%
  - Rebuild out of state: 1.5%



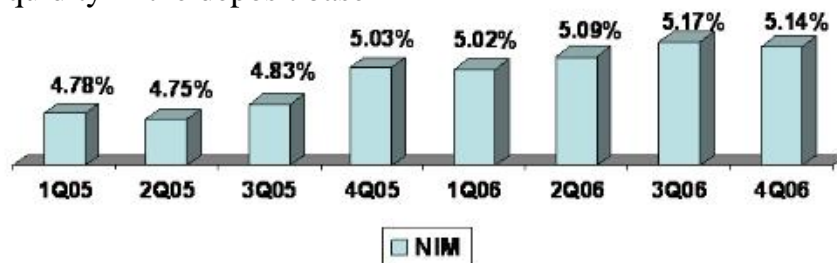
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Source: The Road Home Program; as of February 15, 2007

## *Continue to Report a Strong, Growing NIM*

- 4Q06 NIM --- 5.14%
- 2006 NIM --- 5.11% (Rank 1<sup>st</sup> in WTNY peer group)
- Improved earning asset mix
- Growth through acquisitions
- Lower cost of deposits in Louisiana markets allows us to fund loans in higher-priced deposit markets of Florida, Texas and Alabama
- Higher short-term market interest rates
- Active management of loan and deposit pricing
- Liquidity in the deposit base



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## *Focus On Growing Fee-Based Businesses*

- Service Charges on Deposits is the largest component of fee income
  - Fees are “seasonal” as charges are based on movement in interest rates and in balances carried by customers
- Expanded presence in fee-based businesses
  - Trust - Positioned relationship officers to attract and service trust and wealth management customers across all markets
- Acquisitions have added to fee income
  - Trust - (First National Bancshares)
  - Investment services - (Destin Bancshares)
  - Insurance services - (Destin Bancshares)
- Treasury Management



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## *Expense Levels Higher in New Operating Environment*

- Plans designed to make the company's operations more resilient with less exposure to disasters were implemented in 2006
  - Relocated mainframe computers and critical servers
  - Upgraded telecommunications systems using more modern technology and added redundancy with multiple vendors
- Incurred expenses associated with operating in a post-storm environment
  - Contingency housing contracts
  - Professional fees
  - Insurance
  - Employee pay scales
- Resumed or initiated projects to enhance systems and products
- Resumed maintenance and repair projects deferred after the storms

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## *Asset Quality*

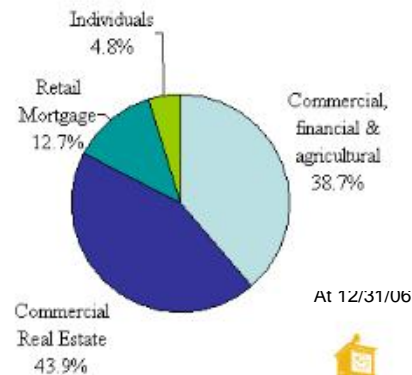


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## Diversified Loan Portfolio

- Commercial portfolio 83%, Consumer portfolio 17% of total loans
  - Less diversification
  - But, less credit issues post-storms
- No Indirect portfolio
- Minimal Credit Card portfolio
- Commercial customers diversified by industry
- Real Estate portfolio diversified by geography



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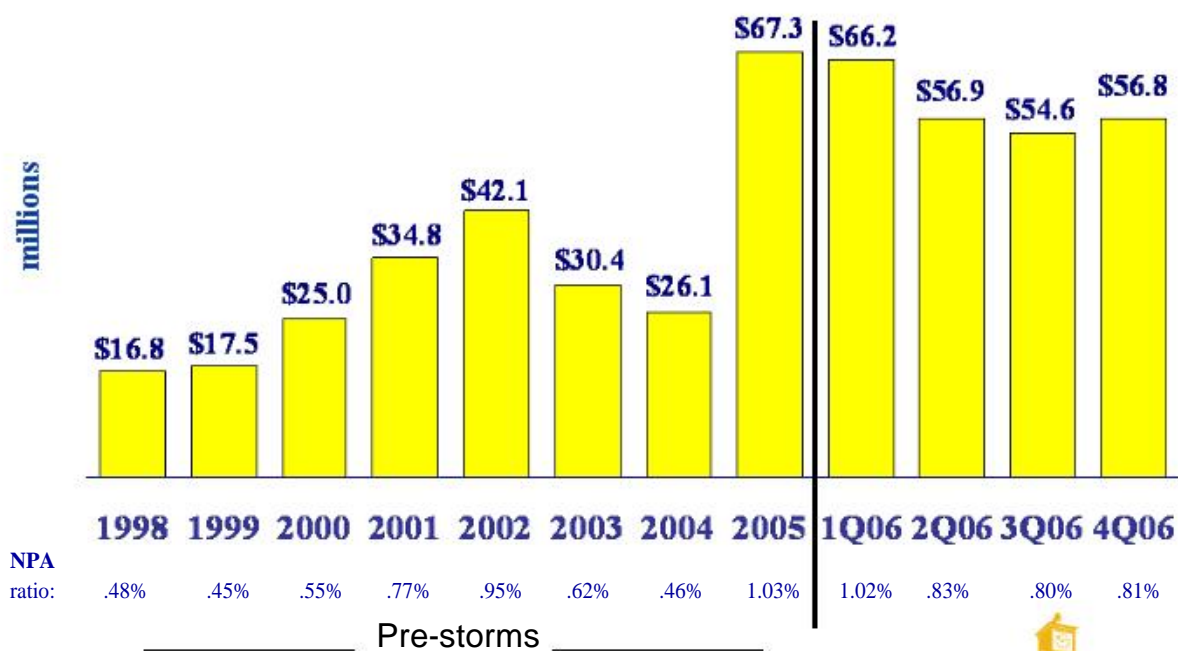
## **Impact of Storms on Credit Quality**

- **Majority of loans to commercial customers had little to positive impact from the storm, and mortgage customers required to have insurance.**
  - **Continual Assessment Process**
    - All criticized loans and larger loans will continue to be reviewed each quarter
    - There will be fewer and fewer unreviewed loans and less need for an overlay process
  - **Added \$31MM to the Allowance after assessment of the storm's impact**
- 
- ***The company does not segregate hurricane-impacted loans from its normal credit-by-credit allowance building process***
    - *Therefore, there is no separately identified hurricane-related allowance*
- 

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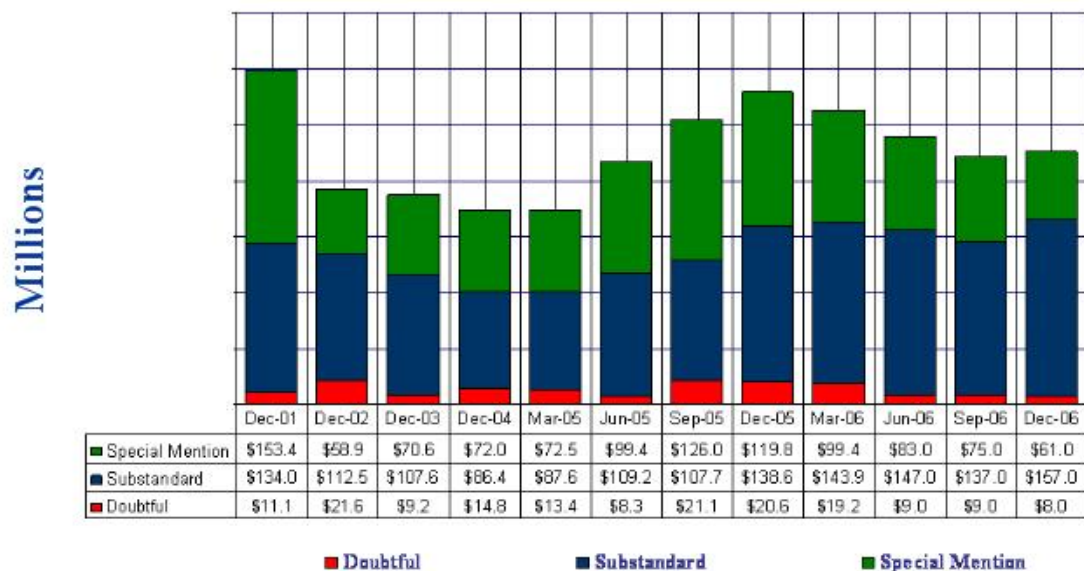
## Working Through Nonperforming Assets Post Storms



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## Loans Internally Classified as Having Above Normal Credit Risks



■ Doubtful

■ Substandard

■ Special Mention

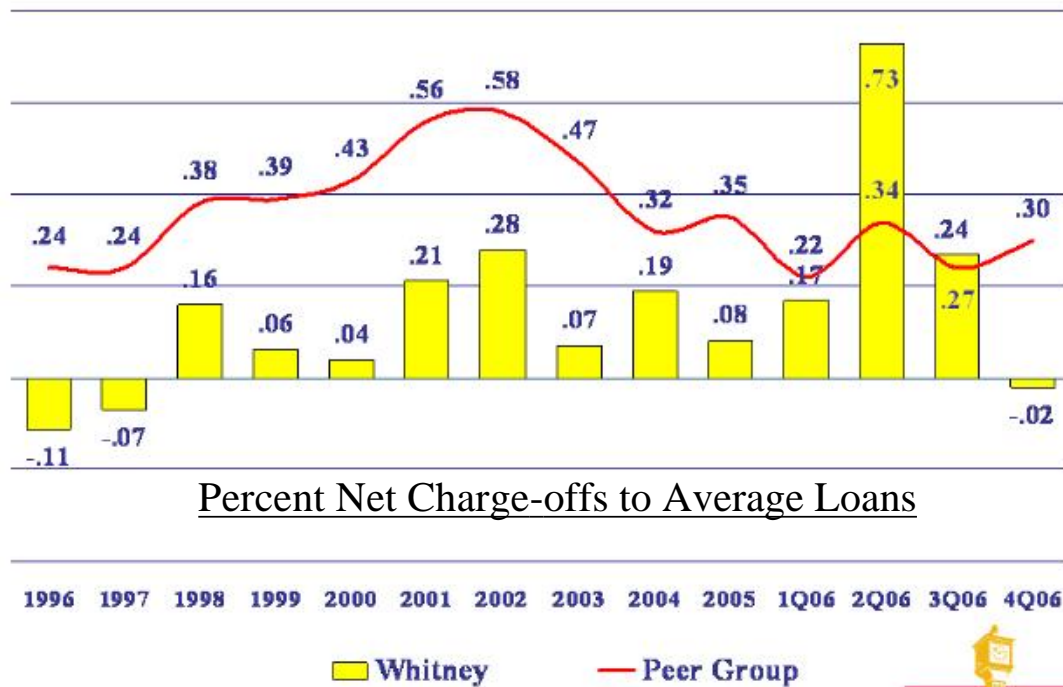
Pre-storms

Post-storms

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## Net Charge-Offs At or Below Peers



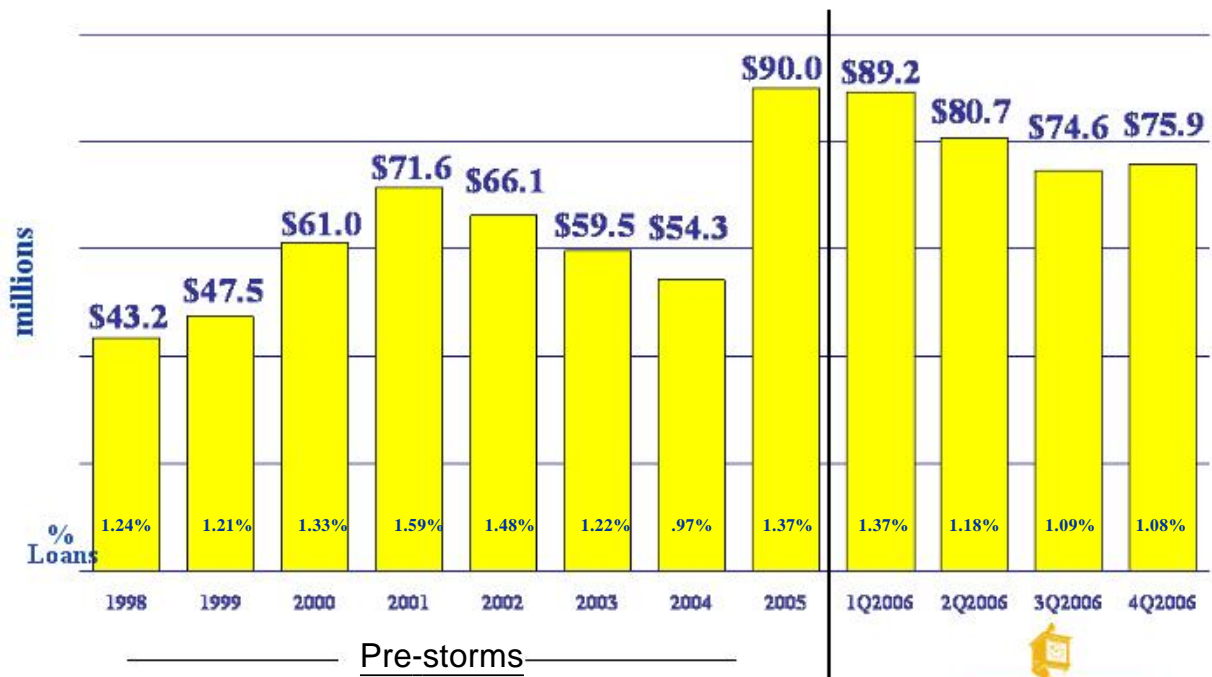
Percent Net Charge-offs to Average Loans

Note: Increase in 2Q'06 net charge-offs related to one storm-impacted commercial relationship. Relationship identified as impaired shortly after storms in 2005 and a substantial impairment allowance had been established.



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## Adequate Allowance for Loan Losses



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## *Portfolio Risks and Uncertainties*

- **Length of recovery period**
  - **Long-term economic impact**
    - **Rebuilding of public infrastructure**
    - **Government, private or philanthropic investment**
    - **Population and economic contraction**
    - **Availability and affordability of insurance**
- 
- *Reminder: Over the last decade Whitney and many of its customers have diversified outside of the New Orleans area, minimizing risk.*
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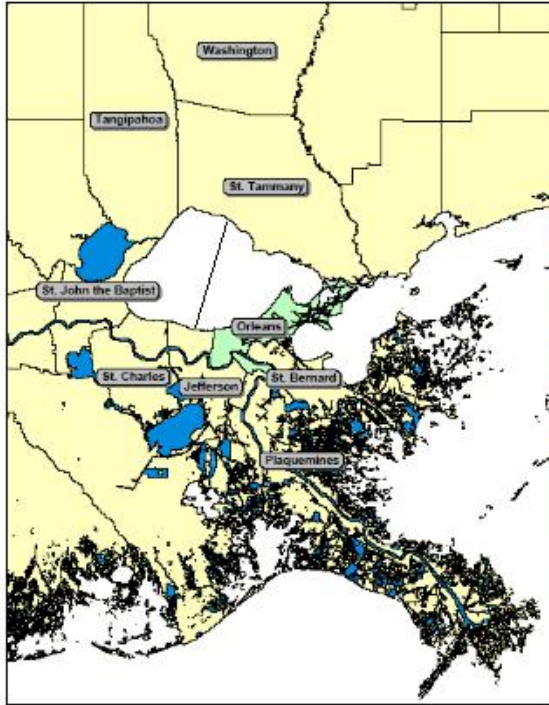
## *Post-Katrina Update Greater New Orleans*



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## Greater New Orleans Metro Area



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Map produced with ArcGIS

## *New Orleans Economy: Positive Impacts*

### ❖ MARDI GRAS 2007

- Attendance at near pre-Katrina levels  
700,000-800,000 estimated Carnival visitors
- Hotel occupancy was as high as 95%  
with some hotels at 100% occupancy
  - More hotel rooms and rooms available to tourists



### ❖ Re-opening the Louisiana Superdome

- New Orleans Saints home and playoff games
- Bayou Classic and Sugar Bowl
- Conventions and festivals returning

### ❖ Convention Center repaired/refurbished

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Sources of information: N.O. Metropolitan Convention & Visitors Bureau, N.O. Times-Picayune,

## *New Orleans Economy: Yet To Be Fixed*

### ✦ Education

- New Orleans Public schools slow to re-open
- Recovery District schools lack essential facilities and teaching tools
- Charter schools have been “successful” to-date

### ✦ Housing

### ✦ Criminal Justice System

### ✦ Healthcare

### ✦ Insurance



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Sources of information: N.O. Metropolitan Convention & Visitors Bureau, N.O. Times-Picayune,

## *Corporate Overview*



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## *We Will Continue to Operate Within the Guidelines of Our Mission*

*Our mission is to deliver extraordinary value and superior results to our customers and shareholders, while providing leadership to our local communities and outstanding career opportunities to our valued employees. We do this within the framework of our three guiding principles: soundness, profitability, and growth, in that order of priority.*

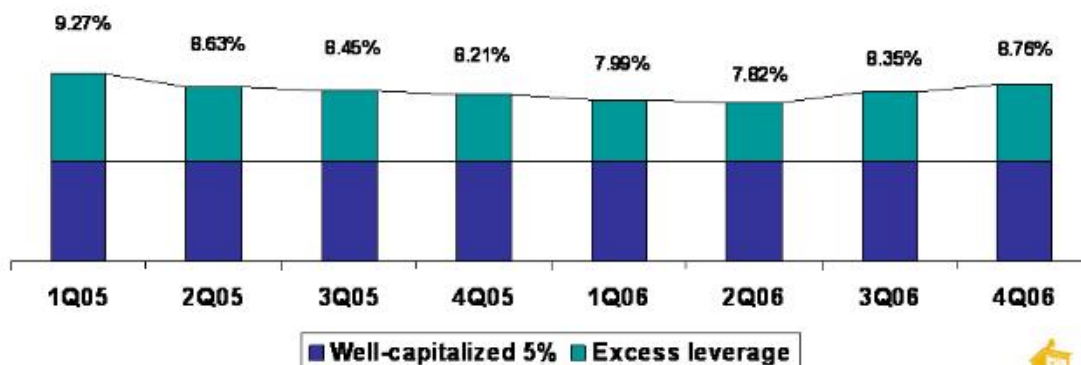
- Soundness – This ensures our continuity and promotes the trust of our customers, shareholders and communities.
- Profitability – We focus on profitability, since it is not only a gauge of our success, but ensures that we will have the capital we need to continue to evolve and improve in the future.
- Growth – Growth will result when we exercise leadership and diligently apply sound, profitable strategies to our local market opportunities.

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## Sound Capital Levels

- 4Q06 Leverage ratio 8.76%
- Dividend payout ratio 53% (of fourth quarter 2006 diluted earnings per share)
- Dividend yield 3.3% (based on Whitney's February 20, 2006 closing price)

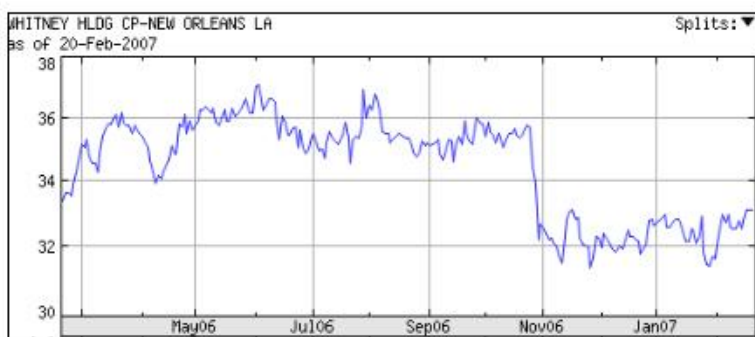


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## Trading At A Slight Discount To Peers



20-Feb-07	Price	T/M E	P/E
BOKF	\$53.21	\$3.16	16.84
BXS	\$26.05	\$1.57	16.59
CFR	\$55.19	\$3.42	16.14
CNR	\$26.69	\$1.72	15.54
HRHC	\$46.58	\$3.06	15.22
IBKC	\$57.94	\$3.57	16.23
RF	\$37.58	\$2.67	14.07
SNV	\$33.27	\$1.90	17.51
TRMK	\$30.02	\$2.09	14.36
WTNY	\$33.08	\$2.20	15.04
Peer Avg			15.83

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Source: Yahoo.com/finance

## Whitney Today

- Continuing geographic diversification through acquisitions in high-growth markets
- Operational resiliency
- Strong NIM with a focus on building fee-based business lines
- Asset quality trends are showing signs of improvement reflecting sustained, better than anticipated performance
- Greater New Orleans markets still have a lot of work to do, but progress is being made in rebuilding post-Katrina
- Strong level of capital allows diversification and ability to endure market downturns



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## *Focus On The Whitney Banker*



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***KBW Regional Bank Conference***  
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