Building on Greatness

Lauritzen, Scott, Holland, Yanney: These are some of the family names that adorn buildings, charitable foundations and attractions throughout Omaha, an indication of great wealth and impressive generosity. These movers and shakers can afford to live anywhere, but they choose to stay here.

Bruce Lauritzen is the chairman of First National Bank. His ancestors helped found the city in 1854, about the same time that they founded the bank. With nearly $16 billion in managed assets, 90 banking locations in seven states, and