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Merrill Lynch Assists Arthur Ashe's Wife in Keeping His Legacy Alive

In carrying on the legacy of tennis icon Arthur Ashe, his widow, Jeanne Moutoussamy-Ashe, is careful about the people and organizations interested in partnering with her.

"I'm doing all that I can to give his legacy wings; I don't just partner with everybody," she said. "I partner with corporations and organizations that I consider family."

That family now includes Merrill Lynch employees who have volunteered their time and expertise to assist her efforts.

While Mrs. Ashe was creating a [website](#) last year dedicated to her husband's legacy, some Merrill Lynch employees, including **Feisal Ahmad**, a product manager in Online Marketing; AVP **Eddy Remy** and VP **Shawn O'Connor**, both of Multimedia Productions, volunteered to assist her.



Arthur Ashe
Copyright Jeanne Moutoussamy-Ashe

Mr. Ahmad worked with Mrs. Ashe to help manage the development and launch of the website, an online home for all things Arthur Ashe. He also helped her coordinate with Merrill Lynch's Multimedia group to direct and edit never-before-seen video footage of Arthur Ashe, including his trip to Africa in the 1970's and his efforts against apartheid.



In Atlanta: Jeanne Moutoussamy-Ashe with Bill Lorenz, left, MD Westina Matthews Shatteen, head of Community Business Development, and Andrew Young, the former mayor of Atlanta.

"Arthur Ashe's legacy is one that transcends sports to reach all of humanity. From both a personal and professional standpoint, it was a humbling and incredibly exciting opportunity to help bring that legacy online for future generations," Mr. Ahmad said.

Mr. Remy helped Mrs. Ashe go through hundreds of hours of videotape from her husband's life, matches and activism to select the best footage to tell his story. "I had so much of the legacy that I wanted to put on the website that I couldn't narrow it down," she recalled.

Mr. Ashe's story is told via six videos on the website: *Life Story*, *Kids*, *Education*, *Service*, *Wellness and Sport & Tennis*, narrated by Sidney Poitier, which tells the story of the 24-year-old Mr. Ashe's victory over Dutch champion Tom Okker in the

finals of the first U.S. Open in 1968.

Mr. Remy said viewing the images taught him to respect Mr. Ashe beyond his athletic accomplishments.

"My father turned me on to Arthur Ashe and at that point I didn't know how important he was. So I was honored to end up being part of this project years later," he said.

On the 15th anniversary of Mr. Ashe's death on February 6, Mrs. Ashe held a memorial for friends and family in her late husband's honor. Again, Merrill Lynch employees provided support, donating audiovisual equipment and creating a screensaver for the event. "They did an amazing job," Mrs. Ashe said.

"It speaks volumes to who Arthur was as a human being that 15 years after his death people feel it's an honor to participate in his legacy," she added. "It means the world to

me."

Separately, Mrs. Ashe's exhibit of photographs from Daufuskie Island, South Carolina, sponsored by Merrill Lynch, opened on February 20 at the Fernbank Museum of Natural History in Atlanta. Merrill Lynch [sponsored the exhibit last fall](#) when it was displayed at the World Financial Center in New York City.

The photographs in the exhibit are part of the work Mrs. Ashe did for her book, *Daufuskie Island*, published in 1982. Last year, Merrill Lynch published a 25th anniversary edition of the book, which won the 2008 *Essence* Literary Award for photography.

"Merrill Lynch recognizes the importance of investing in the preservation and development of cultural and educational programming in the communities where we work and live," said MD **Bill Lorenz**, head of Global Wealth Management's Atlanta-based TriSouth Region. "Through this photographic essay, viewers are transported back in time and given an intimate look at the Gullah culture, known for preserving more of their African linguistics and heritage than any other community in the United States. We are proud to sponsor this exhibition."

"The relationship with Merrill Lynch has been extremely rewarding for Arthur's legacy but also empowering for *Daufuskie Island*, completely giving new life to a project that I began 30 years ago and bringing it into the 21st century," Mrs. Ashe said. "That is a very generous contribution to not just African American history but to reminding people of valuable Americana."

While at the Fernbank Museum, Mrs. Ashe also hosted a photography workshop and tour of her exhibit for 50 honor students from Booker T. Washington High School and Therrell High School. She also attended a recruiting luncheon for students at Morehouse College and Spelman College as well as a GWM reception for clients and prospective clients.



In New York: Jeanne Moutoussamy-Ashe, center, with Eddy Remy, right, and his wife, Martina Remy. *Copyright Ed Goldman*



Jeanne Ashe conducts a photography workshop for high school students in Atlanta