

SOME AREA COMPANIES REACH OUT TO THE HISPANIC POPULATION

Bilingual businesses are booming

Wells Fargo, Lind's Market and Tillamook are among those trying to cultivate cross-cultural customers.

BY SHAWNA ROREM
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When numbers improved dramatically at the Wells Fargo bank Rosa Godinez-Reed managed in Salem, her supervisor Mike Murphy took a second look.

"I noticed that our increase in customers was heavily Hispanic," said Murphy, the bank's regional manager. "She said it was because she took the time to talk with the Hispanic customers in Spanish and make them feel comfortable. So, I thought if she can do this here, maybe we can spread it around to all of our branches."

Murphy mobilized Godinez-Reed to go out in the Marion and Polk counties and act as a personal banker to the bank's regional Hispanic customers. Now she works in 20 branches, gives seminars and drives to Latino owned small businesses to offer them the bank's services.

"It's real word-of-mouth," said Godinez-Reed, whose first language is Spanish. "I get a lot of referrals. My customers tell their friends, family and employees to go see Rosa."



BANKING ON IT: Rosa Godinez-Reed (left), business development officer with Wells Fargo Bank, listens to Maria de Los Angeles in her clothing and music store in Woodburn on Wednesday. Godinez-Reed works with Latino-owned businesses to help them to understand that their needs can be met through her bank.