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*Forbes & Fortune*

WASHINGTON / *Best in Banking*

PHOTO BY DEAN DAVIS

## Stepping Up to the Plate

As Washington Trust Bank expands across the Northwest, a new campaign reflects its commitment to community and connection.



Kevin Blair, President

“**E**very customer has a story, as does every local business,” says Kevin Blair, president of Washington Trust Bank. “As a community bank, we get to be a part of those stories. We’re able to use our knowledge of the region to help people buy homes, grow businesses, and manage their money.”

Headquartered in Spokane, Washington Trust Bank serves customers from a network of more than 40 locations throughout Washington, Idaho, and Oregon. Founded in 1902, it’s also the oldest and largest privately held commercial bank in the Northwest. The bank’s long commitment to the communities it serves has made it one of the region’s most trusted financial institutions.

“We have a different perspective on our work, because we’ve been a part of these communities for generations,” Blair says. “We’re focused on building strong relationships with our customers and investing in their long-term success. We offer products and services that are competitive with anything big banks can offer while still retaining the flexibility of a community bank. It’s the best of both worlds.”

One of Washington Trust’s greatest strengths is its extensive knowledge of the diverse local markets. From providing agricultural loans to farmers outside of Boise to securing financing for manufacturing startups in Tacoma and backing housing solutions in Bend, Washington Trust’s expert bankers understand the unique needs of their communities. As the bank expands along the I-5 corridor, its talent base continues to grow.

“Our bankers have years of experience in their markets,” says Blair. “They live and work in these communities. They know the local industries, and they understand the importance of always being on the lookout

for new opportunities. They see how important it is for local businesses to have someone who can guide them through challenging situations.”

This commitment to high-quality service is a core part of the bank’s culture, Blair notes. In addition to standard retail and business banking, Washington Trust also offers services ranging from private banking to wealth management. Customer support is also a priority, with calls answered by real people at its Spokane-based call center.

“We’re always thinking about ways to improve the customer experience,” Blair says. “As a result, we’ve always had great relationships with our customers.”

Blair notes that the bank is planning on taking a big swing with its next investment, but he expects the team will knock it out of the park.

### A Great Catch

This year marks the start of a new era for Washington Trust, as it launches a marketing campaign with its new spokesperson, Cal Raleigh. The Seattle catcher and record-setting switch hitter is a household name throughout the Pacific Northwest, making him an ideal partner as the bank continues its expansion across the region.

“Working with Cal is a big step for us,” says Blair. “He’s one of the most recognizable names in baseball, and he was already a major celebrity with our customers before his historic season last year. Everyone knows him.”

The bank’s campaign features Cal as its new “Home Run Officer” and showcases his relaxed charm and natural charisma.

“Cal is funny, competitive, and hardworking,” Blair says. “He’s a great fit for our culture.”



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