

# A Closer Look at Our Clients

## Westridge Forest Products

Tigard, Oregon

FOR TIGARD-BASED WESTRIDGE FOREST PRODUCTS, BUILDING RELATIONSHIPS WITH ITS CUSTOMERS has been the key to its success. Personal connections are important in this business, which sells Douglas Fir and Western Red Cedar to distributors nationwide. The wood is used on interiors and exteriors of high-end homes and commercial buildings.

The company began its banking relationship with West Coast Bank in 2002 and in 2007 moved its company profit-sharing and 401(k) plan to West Coast Trust. Ed Soler, who owns the company with partners Dan Reid and Tim Shanafelt, had used West Coast Trust's services for his personal investments and was pleased with the results. At the same time, the mutual fund company that administered Westridge's 401(k) plan changed ownership, leading to a steady decline in service and the loss of personal contact the company valued.

"What was previously a mutual fund company born and raised in Portland was sold once and then again," said Soler. "The division that handled small-to-medium portfolios like ours was sold to a California firm and they downsized the support staff. By the time we switched to West Coast Trust, I couldn't even tell you who our account manager was."

The three partners like the fact that West Coast Trust is a local company and that it's big enough to offer the products of a much larger firm, yet small enough to provide personal service. With their 401(k) plan in the hands of West Coast Trust, the three meet quarterly with Chief Investment Officer Rick Trout to review the performance of investments and make any adjustments. Trout also is available to employees who want to discuss their individual 401(k) portfolios.

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"It's important to our employees to be able to sit down with someone, ask questions and feel that their money is being looked after" said Soler.

Another aspect of West Coast Trust the partners like is that West Coast is not limited to a specific family of mutual funds. They can select from the best funds in each category without being tied to a single mutual fund company or fund manager.

Soler compares the service Westridge has received at West Coast Bank and West Coast Trust to banking in the 1950s. The employees at the local branch bank know him by name and he feels comfortable calling Jan Jensen in the commercial lending department or Rick Trout at West Coast Trust whenever he has a question or concern.

"We've always viewed our banking relationship as a partnership. We provide business for them and they support us in our financial needs," said Soler. "At Westridge, we like doing business with people we trust, and I think we've found that with West Coast Trust."