



## Baker Boyer Bank Case Study

When Megan Clubb became the president of BBB, she had a vision that included having a relationship with the clients of the bank that changed as their needs changed. She knew that banking in the traditional sense was always about the clients needs but that most financial companies sold products without really understanding the whole person. That the clients who had large agricultural loans also had a personal checking account or were concerned about how to finance their children's education. There were the newlyweds who moved to the valley because it provides a great place to raise a family, they wanted a home, a car, a family and perhaps to have their own business.

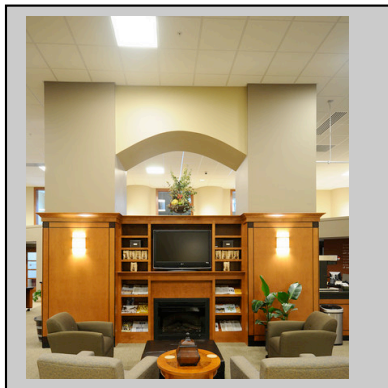
Baker Boyer Bank has been part of the Walla Walla community forever. The oldest bank in Washington, BBB has been invested in the community. Dr. Baker, one of the founders, had a keen sense of future needs and, in 1871, began construction of a railroad that would connect Walla Walla with the Columbia River. This would provide area farmers and merchants a less expensive, quicker way to move their freight. The railroad was completed in 1875 and was sold soon after, eventually becoming part of the Union Pacific.

To really meet client needs, the bank needed to change the way that they worked with their clients. They heavily invested in training their staff not just in how to open an account but to look at all of the pieces that make up the whole client. They learned to work as teams and bring in resources to supplement their strengths. The physical space of the bank needed to be reorganized to support this strategy not just as a business that happened to have clients visit but to create a warm and inviting space that focused on the clients but was also functional.

Marckecture Inc. is a marketing consulting business that specializes in creating environments and enhancing the brand image - taking a product or business concept

and turning it into new ways of generating income, blunting the competition and creating a point of difference. This includes creating a plan, to the look and feel of the product and the environment.

Jo-Ann Kelly, the principal, was referred to the bank as someone who approaches design from a marketing perspective, has a history of looking at companies and helping them create a space that is not only functional but also reflects their brand and their uniqueness, in addition to creating a space that just looks good, has new colors and furnishings, it also has meaning.



With each remodel and addition to their 7 locations, the team became closer to making their vision a reality. The major step would be in the remodel of their 1911 Main Branch location in downtown Walla Walla. Classified as a "renovation" rather than a "restoration" the building was large and cavernous with 16' foot ceilings with multiple windows to 9' ceiling and no windows. Twelve thousand square feet housed 18 people who focused on personal relationships. Today, in the same amount of space, there are 35 who service the "whole" relationship and the end result is an open and comfortable space that focuses on the clients.

There is nothing cookie cutter about BBB's Main Branch. Seven client rooms provide privacy and a unique environment. Each with a unique theme relevant to the community:

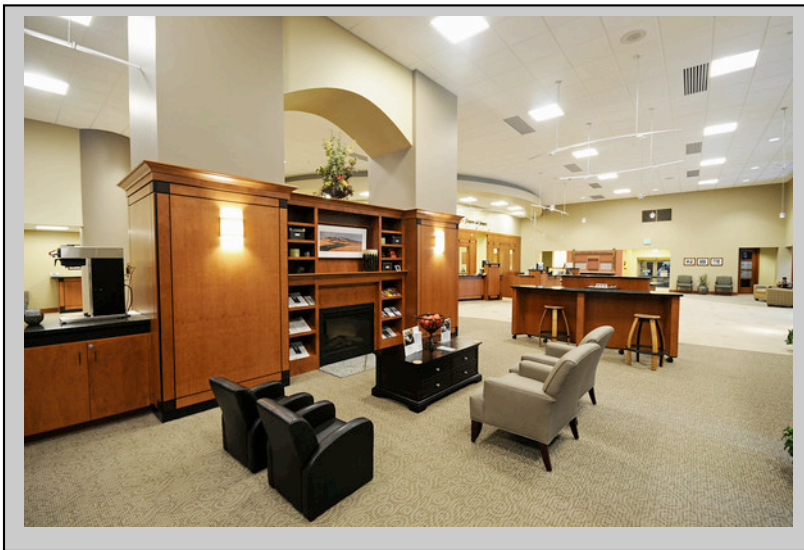
- Wheat Room - reflects the importance of the wheat industry to the national and local economy.
- Education Room - Equipped with a desk for young students to use while their parents are busy supports the three major colleges in the area
- Railroad Room - celebrates the bank's rich history and uses a mural of the inside of a railroad car
- behind open glass doors like an entry to the past.



- Vintage Room - with over 50 wineries in the area and numerous vineyards, wine has become a burgeoning industry in the area. Venetian plaster, farm table, planked floors and a barrel wall, and a chandelier the vintage room create an atmosphere not unlike a wine tasting room.
- Baker and Boyer Rooms -two rooms pay tribute to the founders of the family owned bank, Dorsey Baker and John Boyer who started the bank in 1869. Murals depicting a collage of historical pictures of the bank throughout its history and of the founders.



- Community Room -one of the larger meeting rooms, the community room is filled with fun facts about Walla Walla including the history of Walla Walla Sweet Onions.



One of the most unique features by design is the "community living room". A gathering place in the lobby, large bookcases flank a television viewing area and a reading area both surrounding a double-sided fireplace. Two coffee bars with wine barrel bar stools create a more casual place for clients to meet and have a cup or

conversation or a game of checkers.

Even the pint-sized leather chairs and children's books encourage a place for children to read or watch TV as their parents enjoy a cup of branded coffee. Lots of space and options are available for entertaining clients that the bank does several times a year.

A spacious Internet Café was created to help clients with their electronic needs and at the same time the bank introduced "e-Solutions checking", a totally electronic-environmentally-friendly product.

By not confusing the rich history of this 1911 building with what is important to today's clients, clients love the touches of history such as the original marble wall clock, 1950's terrazzo floor, 1911 brass and marble teller cage, and history wall photos information that were incorporated into the design. "We really wanted the space not only for us but for the community as Walla Walla continues to attract visitors and new residents. We wanted our community to be proud of it's' heritage and not to loose sight of where we came from but also where we need to go. We wanted a design that was warm, inviting and welcoming."

Nineteen paint colors were used in a combination of ways throughout the space along with a variety of finishes. All of the furnishings coordinate so that they can be moved to fit the occasion. At the same time electrical, HVAC and fire systems were upgraded.



All of the artwork is either a product of local artists or local subject matter. Different local groups provided information and photos to support the theme rooms. Staff members enthusiastically supported the inconvenience of being crowded into temporary space with the vision that the new branch would allow them to better serve the needs of their clients. Today, with the whole client in mind, the branch has both personal and business bankers working side-by-side.

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