

You're a Name, Not a Number

First Fed Bank

FOR ALMOST 100 YEARS, First Fed has provided community banking in locations across Western Washington.

First Fed opened its doors in 1923 in Port Angeles, eventually expanding along the Olympic Peninsula over the following decades. There are now 15 First Fed banks with three located in Whatcom County. Each operates with a focus on local communication and attention to each client's individual needs.

"A community bank, in our viewpoint, is a bank that is involved in the community, that has a pulse on what the 'business climate,' if you will, is. What's going on in those communities financially," says Troy Wills, the first vice president and regional retail manager for First Fed.

This ethos is demonstrated through the bank's numerous charitable actions. First Fed makes donations to food banks in Bellingham and Ferndale as well as local charities such as Lydia Place, a nonprofit that serves individuals and families experiencing homelessness.

Wills described banking with First Fed as "boutique banking." The environment is inviting and calming, and the experience is relaxed yet structured.

It's easy to start banking with First Fed. Customers can walk in to meet with employees face-to-face or fill out forms on the bank's website. There are always representatives available to field questions, making the banking process simple and stress-free.

"You're not a number at a community bank. You're a name," says Wills. "You come in, it's like 'Cheers.' Everybody knows your name." 1215 12th St., Ste. 105, Bellingham,

360.647.5696. ourfirstfed.com **EMILY BISHOP**