

RICARDO WORL, A Versatile Southeast Banker

Whether you need a loan, want to discuss bank accounts or are looking for insight into doing business in Southeast Alaska, **Ricardo Worl** can assist you (789-9550). In addition to being a Personal Banker and branch loan officer, Ricardo Worl brings a unique understanding of Southeast Alaska to his job.



Ricardo Worl

Southeast Alaska. "In addition to meeting the banking needs of my customers, my job is basically to make certain that National Bank of Alaska knows what is going on in Southeast Alaska, regardless of the size of the community," says Worl. "We want to be sure that we are providing all of the services we can for businesses, communities, corporations and tribal entities.

Born and raised in Juneau, Worl understands the nuts-and-bolts of Southeast Alaska's unique economy and the opportunities it offers. Prior to joining NBA, Worl worked for Sealaska Corporation as Assistant Director of Corporate Communications, a position which required a working knowledge of natural resource development issues in the Southeast region. As a Legislative Aide to Representative Jerry Mackie, Worl participated in political issues concerning the entire Southeast district. He was later hired as a consultant to a consortium of Native village corporations to organize their first and second annual ANCSA Economic Summit.

Worl has a two-fold mission: To meet the banking needs of new and existing customers and to extend NBA services to customers throughout

Just as important, Worl meets with community and business leaders to make certain that the needs of the bank are in line with that of the community. "In the old days, a banker sat in a building and people came and asked for money. These days, with so much competition between banks and the growing diversity of Alaska's businesses, a good banker goes to the customer, tailors loans or investments for that customer and provides service that is individualized. One loan package doesn't fit all clients. If you want to individualize a loan, you have to meet the individual."

So, if you have a unique Southeast Alaska business that requires a banker who will listen and appreciate your special needs, call or stop by to talk to Ricardo. But don't be surprised if he finds you before you find him ■