



"You want someone by your side during the good and bad times. Heritage Bank has supported us in a variety of ways and we're still growing together." Bruce Haldors, CEO of Transpo Group

CUSTOMER

Bruce Haldors

CEO of Transpo Group

High School Basketball Athlete (among other sports)

Avid Golfer

SUMMARY

Long before Bruce became the CEO of Transpo group, he played basketball in high school and served five years as coach of a local high school varsity team. It's a piece of his personal heritage that he uses every day in the business world. "Basketball has an element of jazz to it in that you need to improvise if the ball doesn't bounce as expected, much like business," said Bruce. You can have the world's best laid plans in terms of a business plan, forecasts and client expectations, and then something changes unexpectedly and bounces in a different direction."

He also learned to juggle early on, which has come in handy while waiting his turn on the golf course or the many demands of his job. While golf can be a solitary sport it also requires problem solving and time spent with other players. That time is also valuable in building relationships, as such what Bruce attributes most to his career success is relationships. Strong relationships and a supportive team working together is also a lot like the sport of basketball.

Bruce joined Transpo in 1994 and became CEO in 2003. Transpo is a professional services consulting engineering company solving important and complex transportation challenges to help people move more efficiently. In the



Bruce Haldors, CEO of Transpo Group



Transpo Group, based in Kirkland, WA, is an international consulting firm delivering transportation solutions for sustainable, livable and diverse communities.



beginning, the business focused on auto accessibility and mobility through intersections but has evolved today to broad multimodal transportation uses including rideshare, scooters and bikes, and buses that add more choices and complexity to efficient solutions.

Clients range from government agencies to real estate developers throughout the country. Transpo has offices in Washington, California and New York, and in 2011, expanded internationally into United Arab Emirates, Saudi Arabia, and recently working throughout North Africa, Asia and Europe.

As Transpo was expanding and the business was changing, their needs for a banking partner also changed. Transpo conducted an exhaustive analysis and interview process with local, regional and national financial institutions. "The biggest challenge was finding a bank that asked questions about our business and understood we were embarking on something that was non-traditional, and Heritage Bank did just that," said Bruce.

Bruce met Katherine Thompson, senior vice president, commercial banking team leader at Heritage Bank, through a mutual connection. "There are not a lot of quantitative differences—some banks may have been less expensive or had more services—but the connection with Katherine and the Heritage Bank staff goes back to what's important to me, the relationship," added Bruce. There are regular check-ins no matter how things are going for his business and that's always reassuring.

Since choosing Heritage Bank, Transpo has launched two successful new entities outside of their traditional markets and services. People and relationships matter to Bruce and his company. He has strong relationships at Heritage Bank and in turn, Heritage Bank advocates for his business through the tough times and the good times.

"If you're a business looking for a banking partner for the long-term, you want someone by your side during the good and bad times," said Bruce. "Heritage Bank has supported us in a variety of ways and we're still growing together."