

Audio file Transcript: Orange-Bank-Jeff-Waaland-P1.mp3

Mike Bennett: Hi, Mike Bennett from WHUD. How are you Sir?

Jeff Waaland: Hey, good. How you doing, Mike?

Mike Bennett: Good is your last name, Wayland?

Jeff Waaland: It's actually Walland, but yes, yes. But I've been called Wayland many times.

And the company is Golden Link and we're going to get some comments from you. So, we can use them with the Orange Bank.

Jeff Waaland: Yeah. OK. Fantastic.

Mike Bennett: Alright, well, I'm looking here at the questions that you replied to already, so you got a pretty good idea of what your answer will be. Tell us about how your business started and why did you leave your financial institution?

Jeff Waaland: Sure. So, starting in 1997, I had Worked for a Paper company and my first World sales job out of out of college was a small cup company in Ohio and Just kind of fell into a position of to sell internationally. They didn't do any international business. They had some inquiries coming in to buy Cooper Cups from overseas. So, they gave it to the junior guy because they didn't really care and just Total lock within six months. We had two large accounts. So, they said do you want to would you like to Do this internationally now. At the time I had barely been out of Ohio, let alone out of the Country. But I thought, what the hell? So gave it a run, and from there you know grew their international business over the next 9-10 years. And at the time they about two years in, bought out by a large paper company, federal paper born out of Montville, NJ. So move there with that and then about seven years later, they got bought out by International Paper, and at that time I just we went from a working for a very entrepreneurial type company. It was big, but they were they, you know, had a small field. The company that's like working for the government. You know, International Paper. So, I kind of saw the writing on the wall, thought, you know what? I'm gonna go out there and look for something else. But if I'm ever going to start a business, this will be the time to do it. So, I went to one of my original customers and someone I had become Very close to from Singapore, with the idea of You know, starting your Export company that would take US supplies to companies overseas. I had no money to really start the business. He had the money, he agreed to it and that's how it started in 97 so...

Mike Bennett: OK. And let me ask you, why did you leave your old financial institution for Orange Bank?

Jeff Waaland: So, I had the old financial institution was Bank of America and they were my first bank When I first started 97. Been with them for almost 20 years. But over the years they got bigger and bigger and less personal and within the last three years, I literally had no account manager. Nobody calling on us. They would simply renew, you know, look at the line of credit on a yearly basis and sign off on and go. Now the year we decided to look at it, they were going to decrease it even though our business was as strong as ever. And then I knew you know I had never shopped at our bank before and I knew it was time. So that's what maybe start looking. I was looking for a probably larger international bank because 90% of our business is overseas, but someone told me "Take a look at

this this company. You know, they've really done us well." Met with them and right from the start. I knew it was the right bank for us. If everything worked out so.

Mike Bennett: And what was it that you liked best about Orange Bank?

Jeff Waaland: It was a personal service. You know, they asked me a lot of questions, asked the right questions, but it really, you know, I felt like if I had problems, I knew it was someone that would not just able to get on the phone, you can meet with them and have a personal relationship and I just hadn't had that with Bank of America for the last 10 years of doing business with them.