



# NEWS RELEASE

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## **ABA OFFERS PROGRAM TO TEACH “FINANCIAL” SPANISH**

WASHINGTON, July 21 – As much as half of all new retail banking customers in the next decade will come from new immigrants, the vast majority of whom speak Spanish. In order to ensure that the nation’s banks can serve the next generation of customers, the American Bankers Association has partnered with Workplace Spanish Inc. to offer bank employees basic Workplace Spanish® training materials.

“Reports have indicated that Hispanics are the fastest growing market segment,” said Teri Callahan, director of ABA’s American Institute of Banking. “Having bilingual bank employees can provide a critical, competitive edge, allowing them to provide excellent customer service and targeted products.”

Many banks are spending more time and revenue attempting to reach this underdeveloped market. According to the FDIC, 32 percent of Hispanics do not have bank accounts, yet their buying power nearly reaches \$600 billion. To reach them, bankers are preparing their front-line employees – especially tellers, customer service representatives and personal bankers –with a working knowledge of banking terms and phrases in Spanish.

“This program is tailor-made for bank employees who don’t have the time to learn Spanish in the traditional way, but want to better serve the needs of their Spanish-speaking customers,” said Tom Sutula, president & CEO of Workplace Spanish.

Workplace Spanish® programs teach job-specific words and phrases directly related to questions and requests bank employees are likely to receive. *Workplace Spanish® for Banking* includes an easy-to-use manual and an audio CD designed to teach simple and effective Spanish to English-speaking bank employees, which helps cut through language barriers in bank branches.

For more information, or to order the *Workplace Spanish® for Banking* program, call 1-800 BANKERS or visit [www.workplacespanish.com](http://www.workplacespanish.com).

*The American Institute of Banking (AIB) is a part of the American Bankers Association dedicated to offering professional continuing education and training to bankers. More than 100,000 participants enroll annually, making AIB one of the largest industry sponsored training organizations in the world.*

*The American Bankers Association, on behalf of the more than two million men and women who work in the nation's banks, brings together all categories of banking institutions to best represent the interests of this rapidly changing industry. Its membership-which includes community, regional and money center banks and holding companies, as well as savings associations, trust companies and savings banks-makes ABA the largest banking trade association in the country.*

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