

# **Blueharbor CEO: We succeed by being nimble**

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What advantages does blueharbor bring to the market?

We can huddle quickly and make decisions without a lot of bureaucracy or red tape. With a lot of banks it either fits in the box or it doesn't.

## **What is your goal?**

To be the very best at the things we choose to do.

## **What makes blueharbor a good fit for Statesville?**

Deep relationships in the community formed over the years. Our bankers (Ed Marxen, Doug Hendrix, Gerald Huffman and John Childress) have more than 50 years in this community. We have three board members from this community (Bill Pope, Rick Teague and R.B. Sloan). Plus, the natural connection between Statesville and Mooresville. We are the only bank headquartered in Iredell County.

## **What makes blueharbor compelling to local folks?**

People will call on blueharbor because they will have a banker that knows them. They will not have to share their life history or the history of the business. We have all the features of the big guys but better customer service.

## **Do you have an example?**

We had a customer in Madrid with a debit card that would not work. Within five minutes we had him back up and running. Our person stayed on the line with him as he went to an ATM and withdrew \$100.

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## **Numbers you should know**

- \$21 million: Capital needed to open the bank, which was raised in five months
- 2008: The year blueharbor bank opens first office in Mooresville
- 245: The Front Street address of the Statesville office, which should open around April 1.
- 8: Banker Caddy's ranking of blueharbor bank among 60 other banks in NC.

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## **Want to know more?**

Go to [blueharborbank.com](http://blueharborbank.com)