

# Crocker bank to close its office in Watsonville

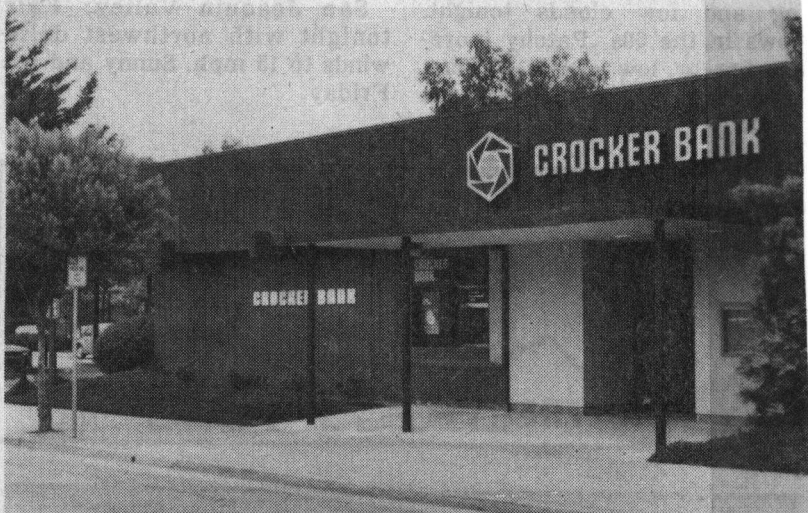
The Watsonville office of Crocker Bank is closing shop after nine years of operation on Rodriguez Street, bank officials in Pebble Beach confirmed this morning.

According to George Dujmovich, regional manager for Crocker, the Watsonville branch was serving only 2 percent of the market, and "the branch stood out as not being productive."

The bank will close Aug. 22, consolidating with the Santa Cruz office at 720 Front St.

"From a general standpoint, the financial industry is going through some changes," Dujmovich, a former star athlete at Watsonville High, said this morning. "Strategically, all banks are dealing with where they want to be placed."

He said there's a "heavy trade saturation" in Watson-



ville, and Crocker is not in a "desirable location."

"We don't like to close, but it is a prudent decision," Dujmovich said.

Crocker has already closed another branch in Carmel Valley, but has no plans to

close any more branches, Dujmovich said.

A spokeswoman in the Crocker office said this morning the bank is receiving "very good customer response" to the news of the closing.