

**FOR IMMEDIATE RELEASE:**

**Coordinated Benefits Company Assists Spanish-Speaking Workers  
with Insurance Needs**

SCHAUMBURG, JANUARY 15, 2008 – When it came time for Coordinated Benefits Company, one of the nation’s premier independent benefit advisory firms, to hire a new account manager, Senior Vice President Jim Patrician selected Erica L. Salgado. In addition to her other qualifications, Salgado’s bi-lingual skills in both English and Spanish was a huge plus. She was specifically hired to manage and assist CBC’s small group clients whose employees only speak English as a second language and prefer communication in Spanish.

In July of 2006, CBC hired Sandra Navarro as an account manager based on, among other factors, her bilingual abilities.

“We help so many small- and medium-sized businesses with their insurance needs, that it seemed important to have someone who could discuss insurance to Spanish-speaking workers in their own language,” Patrician says. “Insurance is a complicated matter, and it can be daunting to have it explained in a language in which the person is not fluent. By discussing insurance in their own language, employees find it much easier to understand and are more comfortable asking questions. Our customers appreciate it, knowing someone is available who can answer their employee’s questions about insurance in their native language.”

The need for bilingual services is likely to grow in the future. According to the 2000 census, the Chicago metropolitan region is ranked fifth in the nation among regions housing immigrants, with 1,416,890 foreign-born residents calling the Chicago area home. Immigrants make up 20.2 percent of the region’s workforce, with one out of every two workers being foreign born.

At one time, large urban centers were the immigrant’s gateway to this country. But with more and more employment opportunities found in the suburbs,

many Hispanics are bypassing the city and moving directly to the suburbs. The 2000 census also shows that, for the first time, more immigrants are calling Chicago's suburbs their home, with 788,000 versus 629,000 in the city.

“When the 2009 census figures are released, it's likely those numbers will have increased even more,” Patrician explains. “That's going to be a huge market to service. I'm seriously considering all my future hires be fluent in another language, be it Spanish or another language like Polish. The future of customer service, I think, will begin with being fluent in a second language.”

Coordinated Benefits Company, LLC is located at 923 N. Plum Grove Road, Suite C, Schaumburg, IL. The phone number is 847/605-8560. The firm's website is [www.cbcco.com](http://www.cbcco.com).

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