

 BIOGRAPHIES**Robert Rendón**

Robert Rendón is Senior Vice President and Community Development Director for Zions Bank. He joined Zions Bank in 1998. His responsibilities include directing the bank's Community Reinvestment Act (CRA) efforts, the bank's CRA projects, and maintaining the bank's community reinvestment outreach programs.

Rendón has more than 25 years' banking experience and has a long history of community service and involvement. He has served as board chair/president for Salt Lake Neighborhood Housing Services, Indian Walk-in Center, Circle of Wellness, SLC Housing Advisory and Appeals Board and the Utah Hispanic Chamber of Commerce. Rendón is the past president of the SOMOS Foundation, for which he has helped the Latino youth scholarship fund grow from \$3,000 to over \$250,000.

Rendón and his wife Wendy have two sons, Robert Jr. and Jonathan.

What made you pursue the career you have chosen?

"It chose me. A nice lady at church, Mrs. Gonzalez, recommended I go to Continental Bank for a summer job. It was the first time I had been in a big bank. As I walked through the lobby, I ran into William Mole. I asked him if they had any summer jobs. Mr. Mole said, 'follow me.' We went to the mezzanine floor, and to a big office where a nice man in a nice suit sat smoking a pipe. Mr. Mole instructed him to hire me, and I started the next day in the mailroom. I left the bank 15 years later as a Vice President and Manager of the Commercial Credit Department."



Claribel Tejada

Claribel Tejada was born in the Dominican Republic and moved to Brooklyn, New York City, when she was eight years old. Tejada came to Utah to attend Brigham Young University. While studying at BYU she realized that she wanted to make a difference within the Latino community by providing help to those who were victims of injustice. That is when she decided to pursue a career in law and enrolled in J. Reuben Clark Law School at Brigham Young University. She has hosted radio and television programs answering questions and addressing legal issues to the Latino community.

Tejada is a licensed attorney and a member of the Utah State Bar as well as the American Immigration Lawyers Association. She and her Mexican-born husband, Melchor Cedeño, have three children—Taylor, Jordan and Brissa.

Who has had the most influence in your life?

“My mother. She encouraged me to get an education because she felt that was the only way that I could succeed in life. She always has been an example of honesty, integrity, and hard work. She sacrificed her life for her nine children, and she has been my greatest support through school and now as I practice law.”