

With your deposits, we build relationships that help strengthen...



We are the bank for the  
**BORDERPLEX!**

## Executive Message

At WestStar, we understand the pivotal role trust plays in banking. Despite the challenges faced by our industry in 2023, WestStar has emerged more robust than ever, crossing the \$3 billion mark in assets. Our enduring financial stability, security, and strength have allowed us to navigate these challenging economic times, reaffirming our commitment to providing our clients with the reliability they deserve.

This resilience has translated into a successful year across our entire organization. Particularly noteworthy are the grand opening of our new Eastlake branch and the completion of the remodeling of our extensive branch network. WestStar now boasts state-of-the-art facilities with modern finishes and upgraded technology, providing for a better in-branch client experience. These milestones highlight our significant progress in advancing our organization, and we take pride in the positive impact these efforts have had on our clients.

In discussing our success in 2023, we must emphasize our dedication to giving back to the Borderplex community, which is integral to our identity. Throughout 2023, we made substantial investments in local organizations that form the foundation of this area, including the University of Texas at El Paso, El Paso Children's Hospital, Paso del Norte Community Foundation, United Way, and many others. Recognizing these organizations' critical role in our region, we remain steadfast in supporting them and helping build a brighter future for all.

As we enter 2024, WestStar stands as the only locally owned community bank in El Paso, uniquely positioned to drive innovation and bolster business growth. Our unwavering commitment to the Borderplex region, sets the stage for a prosperous year ahead. We extend our sincere gratitude for choosing WestStar and eagerly anticipate continuing our dedicated service and navigating the evolving landscape alongside you in the coming years.

**Thank you for choosing WestStar and entrusting us with your financial needs.**



**L. Frederick Francis**  
Executive Chairman

A handwritten signature in cursive script that reads "Rick".



**David W. Osborn**  
President & CEO

A handwritten signature in cursive script that reads "David W. Osborn".



# Treasury Management



At WestStar Treasury Management, we understand that running a successful business requires a reliable and strong team. That is why we are here to be a part of yours, taking care of your banking needs so you can focus on what truly matters – growing your business! Our Treasury Management products and services can streamline your banking processes and empower your business to thrive.

[Learn More!](#)

# Wealth Management

Are you ready to live your best life? WestStar Wealth Management has the expertise and resources to help you achieve your financial goals and create custom strategies for services, including investment management, trust, and estate administration.\*



[Learn More!](#)

*\*Investment offerings provided by WestStar Bank's Wealth Management Division are not insured by the FDIC or any other federal government agency. Investment products are not deposits or other obligations of, or guaranteed by WestStar Bank or any affiliate of the bank and involve investment risks, including possible loss of value.*



# Insurance



WestStar Insurance continues to serve the El Paso community and WestStar clients focusing on businesses and personal insurance products. As an independent insurance agency, we represent multiple insurance carriers, which is critical in the changing insurance marketplace. In 2023, our agency expansion provided employee benefits (health, dental, life, vision, disability) rounding out our offerings to our clients.

At WestStar Insurance, we will work with you to create a tailor-made protection plan to cover what you have worked hard to build.\*

[Learn More!](#)

# Title

With the addition of Bernie Del Hierro as President in 2022, WestStar Title had an incredible year, including winning the Agent of the Year award from our underwriter, First American Title Insurance Company! Our team can close transactions throughout the State of Texas and will ensure your transactions are handled accurately and on time.\*\*



[Learn More!](#)

*\*Insurance products are offered through WestStar Insurance Agency, Inc., a wholly owned subsidiary of WestStar Bank, and are not insured by the FDIC or any federal government agency. Insurance products are not a deposit of or guaranteed by the bank or bank affiliate, and may lose value.*

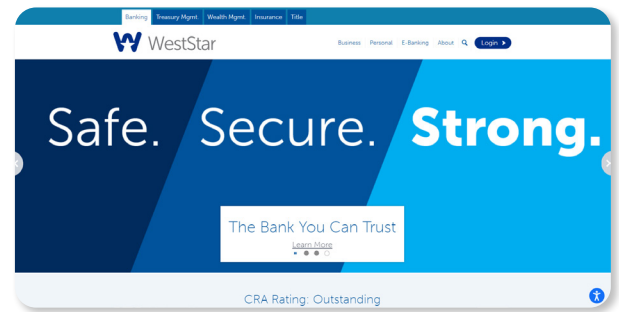
*\*\*Title products that are offered through WestStar Bank's Title Division are not insured by the FDIC or any other federal government agency. Title products are not a deposit of or guaranteed by the bank.*

## Card Controls

We continue to refine our digital product offerings, integrating more digital services into a single client touchpoint interface. As an example, **Card Controls** are now part of WestStar's mobile banking app, replacing stand-alone MyCardRules mobile app for card management.

## Coming Soon

We are excited to announce that we will launch our **redesigned website in the first quarter of this year!** This upgrade demonstrates our dedication to our clients and offers a cutting-edge platform for managing all your banking needs. We cannot wait for you to experience the improvements!



## History Wall

Our history spans over a hundred years. From First National Bank of Fabens and Bank of the West to becoming WestStar Bank in 2016, our local ties are strong, and **our history wall located on the 12th floor of WestStar Tower highlights our most significant moments.** We are so grateful to have grown with the Borderplex region and look forward to continuing to build a successful future.



## Get Invested Locally!

Deposits are crucial for WestStar to sustain and enhance essential financial services that contribute to the creation of jobs and develop a resilient local community.

- WestStar is the only locally **owned** bank in El Paso.
- Local deposits let us focus on providing the capital and financial leadership that is needed to propel the Borderplex forward.
- We reinvest funds into locally owned businesses, community development, and non-profits to help fuel our region's growth.

Your deposits make a difference in our community. Invest locally with us, and together, we can build a better future for generations to come!





## New & Improved

The branch remodels wrapped up in 2023 with the completion of our brand-new Eastlake branch and the renovation of our Las Cruces branch. Over the past five years, we have given our 14 branches a sleek, modern design with upgraded technology to meet the ever-changing needs of our clients. The Borderplex region is experiencing rapid growth and development, and these upgrades demonstrate our commitment to meeting our client's needs.

**Directions and  
Hours of Operation**

**"...A sleek,  
modern  
design..."**



**Total Contributions  
\$153,000**



We recently held our annual United Way giving campaign; collectively, our team members and WestStar committed to contributing \$153,000 for 2024, including 63 leadership givers - the most of any company in El Paso. **We were honored to receive the Arco De Platino Award for our contributions to the 2023 campaign.**

In addition to our contributions, many WestStar team members volunteered their time last year to United Way, including Cindy Conroy, Director of Community Outreach, who served as the Chair of the Board of Directors of the United Way of El Paso County. We also teamed up with the United Way of Southwest New Mexico to create shoe boxes filled with crucial items for those without housing.





# LEAD

## Building Tomorrow's Leaders



## Supporting The Community

Team members all across WestStar give their time, talent, and treasure to the community, and we are proud to support many wonderful organizations and nonprofits in the Borderplex region. Specifically, our branch team members, also known as **BRAVO** (**Branch Activity Volunteer Opportunities**), give their time to multiple organizations every year to support many great causes, like **El Pasoans Fighting Hunger, the Humane Society, Moms on Board, and more!**

## Paint The Town Red

WestStar team members proudly participated in the **"Walk a Mile in Her Shoes: International Men's March"** to support YWCA El Paso's Sara McKnight Transitional Living Center for survivors of domestic violence. Men walked in high-heeled shoes to raise funds and awareness of gender violence and to confront gender stereotypes.



## Congratulations to our team members who completed the WestStar LEAD (Leadership Excellence And Development) Program in 2023!

These individuals hold various leadership positions within our organization and have showcased their dedication to improving their leadership skills through active participation in the program. The program is comprised of several events, workshops, and volunteer opportunities.

Our LEAD class of 2023 included Adriana Alvarado, Marcela Candia, Tony Delgado, Crystal Martin, Gaby Palomo, Hector Rodriguez, Yvonne Santillan, Robert Spencer, Diana Villegas, and Shanon Woodruff.





## Achievements



**David W. Osborn**  
*Chairman of Texas Bankers Association*

*David W. Osborn was appointed the 136th Chairman of the Texas Bankers Association. He is one of only three El Pasoans who have received this prestigious title.*

**Edward Escudero**  
*University of Texas at El Paso's Distinguished Alumni*

**Arlene Carroll**  
*Certified Commercial Investment Member (CCIM)  
- Exceptional Woman in Commercial Real Estate*

## Retirement

**David Acuña**  
*Branch Manager, 25 Years with WestStar*

**Laura Cisneros**  
*Personal Banker, 27 Years with WestStar*

## New Additions



**Guillermo Zubia Jr.**  
*AVP, WestStar Insurance  
18 years of experience.*



**Andy Reed**  
*SVP, Commercial Banker - New Mexico  
35 years of experience.*

## Board of Directors

### WestStar Bank



**John L. Hummer**  
*Co-Founder and President,  
Burrell College of  
Osteopathic Medicine*



**Kelly Tomblin**  
*President and CEO,  
El Paso Electric Company*

### WestStar Insurance



**Jarett Rogers**  
*Partner,  
Rogers Farms*



**Voted 2022 & 2023 Best Bank**  
**El Paso Times** EL PASO INC.



**Voted 2023 Best Financial Planning Company**  
**EL PASO INC.**



**Voted 2023 Best Title Company**  
**EL PASO INC.**





Congratulations **UTEP!**  
2023 Tournament Winners