

It's more than banking.

2023 Annual Client Newsletter
weststarbank.com | 915.532.1000



Executive Message

2022 was an exceptional year for WestStar. Our Bank, Treasury Management, Wealth Management, Title, and Insurance team members remain committed to meeting the financial needs of our clients. **We are proud of the impact that we have made in our community and strive to make the Borderplex region a better place to live.**

At WestStar, we have always focused on the success of our clients. We strive to anticipate and meet your needs with our state-of-the-art facilities, modern branches, upgraded digital products, and a commitment to an extraordinary client experience.

As we like to say, "It's more than banking." WestStar continues to focus on investing in local organizations like the University of Texas at El Paso College of Business Administration, Texas Tech University Health Sciences Center, and many local non-profit organizations. **Supporting this region is a part of our culture, and we are happy to be able to give back to the community that has given us so much.**

As we reflect on the past year, we also want to take a moment to recognize the passing of WestStar Founding Director and former Director Emeritus Tom Hussmann. Tom was valued by all of us here at WestStar and throughout El Paso. We are grateful for his contributions.

And looking forward to 2023, we will continue updating our branches, remain involved in our community, and foster business growth throughout the Borderplex region, and our New Mexico market. We are determined to provide the best services possible for our clients, like you, who say "yes" to WestStar.

As always, we are thankful for your continued confidence and trust in us!

L. Frederick Francis
Executive Chairman

David W. Osborn
President & CEO

Additions To Our Team

Bernie Del Hierro
President, WestStar Title

Bernie Del Hierro joined the WestStar Title team as President. He brings over 22 years of commercial real estate experience.

Erica Saunders
SVP, Commercial Banker

Erica Saunders joined WestStar's New Mexico Commercial Banking Group as Senior Vice President, Commercial Banker, and brings 15 years of experience.

Luis Rodriguez
VP, Commercial Banker

Luis Rodriguez joined the WestStar Commercial Banking Group as Vice President, Commercial Banker, and brings 17 years of experience.

Marcela Candia
VP, Controller

Marcela Candia joined the WestStar accounting team as Vice President and Controller. She brings 17 years of experience working with large publicly traded companies.

IT'S MORE THAN BANKING.

WestStar Wealth Management



WestStar Wealth Management focuses on building lasting relationships with our clients. Our local team of fiduciary experts, with our global resources, will work with you to create custom strategies for investment management, trust, and estate administration, as well as online investment portfolios.*

WestStar Insurance



While it might not always be top of mind, ensuring you and your business is covered should be a top priority. At WestStar Insurance, we will work with you to create a tailor-made plan to protect you and what you have worked hard to build.**

WestStar Treasury Management



Organizations are continuously working to balance their desire for safety and liquidity against a competitive rate of return. Let our local Treasury Management Team help you monitor and manage your company's cash flow and working capital with products and services that best suit your business.

WestStar Title



WestStar Title is local and has the experience working in the Borderplex region that makes a difference while representing national underwriters. Our professionals have decades of expertise that provide unparalleled service to ensure that your transactions are handled accurately and on time.***

"BEST BANK"

VOTED BY

El Paso Times **EL PASO INC.**



Championing Small Businesses

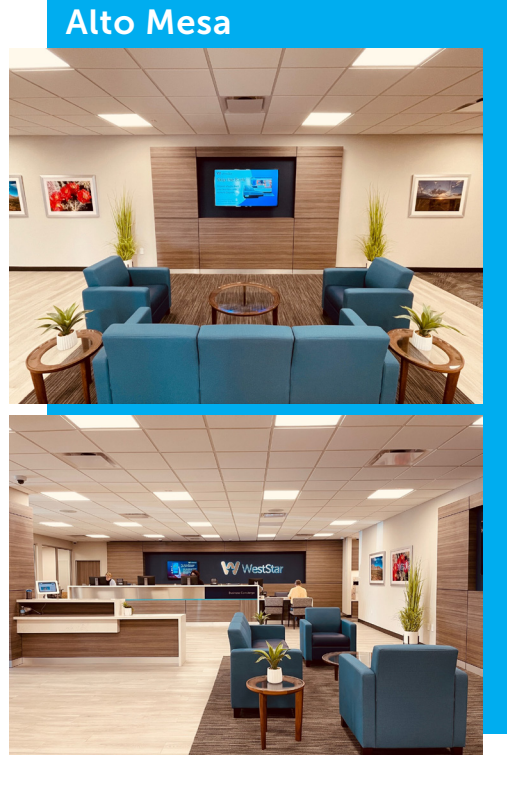
The Commercial Banking team received the **Financial Services Champion of the Year Award** at the National Small Business Week Ceremony hosted by the Small Business Administration (SBA) El Paso District Office.

We are honored by the nomination from Cindy Ramos-Davidson's, CEO of the El Paso Hispanic Chamber of Commerce. WestStar appreciates the SBA team and is proud to support local businesses on their journey to success.

A Fresh Update

The branch renovations continued in 2022. Our **Lee Trevino** and **Alto Mesa** branches were updated with a new modern design and upgraded equipment. While the interior may be different, you can expect the same quality of service you have come to expect.

As we look to 2023, we are excited about the remodeling of our **Las Cruces** branch and the building of our **Eastlake** branch, which should be completed in the 3rd quarter of 2023.



Digital Expansion

We are always looking to expand our digital options we offer to our clients. In 2022, we took a massive step forward in helping our clients manage their financial life with our **Financial Tools**. We also launched our **Financial Education Center**, which offers a variety of FREE modules to help you make the best financial decisions possible.

Moving Across The Street

We opened the brand new **Motorbank/Merchant Services Walk-Up** at 601 N. Stanton. The facility offers four drive-up lanes, a night depository, an upgraded full-service ATM, and a Merchant Service Walk-Up area, which can process all types of commercial transactions.

The Motorbank has **improved technology** for a better client experience and our same friendly team members to help bring you the **best service in the Borderplex region**.

Supporting Our Community

Our branch team members participate in community outreach programs annually. They call their team **BRAVO (BRanch Activity Volunteer Opportunities)**, where they support many great causes throughout the Borderplex region. Similarly, teams across WestStar give their time, talent, and treasure through our **Jeans Day campaigns, Money Smart Week, Rebuilding El Paso Together, and more!**

United For Our Community

In the 4th quarter of 2022, we held a United Way of El Paso rally; team members and the bank contributed **\$150,000** combined. In 2022, we received the United Way of El Paso's Champion and Arco De Oro awards for our contributions in 2021.

In addition to our monetary contributions, many of our team members volunteered their time last year to United Way. We partnered with **United Way of Southwest New Mexico** to prepare shoe boxes filled with essentials for unhoused individuals. Lastly, President & CEO, David W. Osborn, spoke at the Young Leaders Society's "Wine & Wisdom Speaker Series" on the importance of professional growth and leadership.



Investing In Local Talent

In appreciation of WestStar's pledge of **\$1 million**, **The University of Texas at El Paso's College of Business Administration (COBA)** announced the lobby of the COBA building and student success center will now be known as the **WestStar Collaborative Atrium**. The funds will be used to create a top-tier environment for the students in the College of Business Administration.

Our EVP - CFO & COO, Lisa J. Saenz said, "We hope our financial commitment to UTEP, along with our collaboration on the Banking Academy and internship opportunities will help keep our talent in the region to contribute to the community's continued and future success."

Dancing Backwards In High Heels

WestStar team members were well-represented in the 18th Annual International Women's Business Symposium: **Dancing Backwards In High Heels**.

During the event, our EVP - CFO & COO, Lisa J. Saenz, took part in **The Women Changing the Face of Business Banking** panel and discussed her path to becoming a leader in the banking industry.

At the closing ceremony, our President & CEO, David W. Osborn, and the WestStar Lending team were honored with the **Access to Capital Champion of the Year award** for their contributions to the Borderplex region through the Paycheck Protection Program (PPP).

Achievements



Cindy Conroy
Director of Community Outreach

In 2022, Conroy was reappointed by Governor Greg Abbott to the Texas Governor's Commission for Women for an additional two years, became Chair of the Board of Directors for United Way of El Paso County, and the Chair of the El Paso Community College Foundation.

Conroy was also recognized as one of El Paso Inc.'s Women of Impact. This honor is given to women who have made a real and significant impact in our community. We appreciate Cindy's commitment to WestStar, El Paso, and the Borderplex region.

- **L. Frederick Francis** – Texas Economic Development Corporation Board
- **David W. Osborn** – Vice Chairman of the Texas Bankers Association, 2022 Junior Achievement El Paso Business Hall of Fame Honoree
- **Lisa J. Saenz** – UTEP College of Business Golden Nugget Recipient

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CONGRATULATIONS TO KENT STATE



Deposit and loan products are offered through WestStar Bank, Member FDIC.
*Investment offerings provided by WestStar Bank's Wealth Management, or Guaranteed by WestStar Bank or any other federal government agency. Investment offerings are not deposits or other obligations of, or guaranteed by the bank or bank affiliate, and may lose value.
**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 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 or guaranteed by the bank.