

BankersDigest

SOUTHWEST BANKING NEWS SINCE 1942

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TEXAS Trinity Bank Chairman Harp Positions

Management Team for the Next Generation of Service

JEFF HARP, who has served as chairman, president and CEO of Fort Worth-based Trinity Bank since it was established in 2003, has announced changes to the senior management team. While he will remain chair and continue to work at the bank every day, Harp announced on February 1 that three executive vice presidents have been promoted. **MATT OPITZ** is assuming the role of CEO. **BARNEY WILEY** has been named presi-

dent and **RICHARD BURT** is now chief of operations.

“Jeff remains the heart of Trinity Bank,” Opitz says. “But we’re growing now and intend to do even more. Sharing the workload among senior managers positions us to do more with the same level of service.”

Burt, who has been with the bank since it opened, will have oversight

Continued on page 9



HARP



OPITZ



WILEY



BURT

OKLAHOMA | TEXAS UMB Bank Promotes

Garner to President of Texas/Oklahoma Markets

Kansas City-based UMB Bank NA recently announced that it has promoted **MICHAEL GARNER** to president of the



GARNER

Texas and Oklahoma markets, which includes some of the bank’s fastest-growing regions. He has more than 15 years of banking experience, all at UMB Bank. He served as president

of UMB Bank in Fort Worth, where he managed a team that has grown from three to nearly 30 associates in three years under his leadership. Prior to that,

he served as senior vice president/commercial team lead at UMB Bank in St. Louis.

Garner earned a BBA degree from Drury University in Missouri. He is an active member of the community, currently serving on the boards of Downtown Fort Worth Inc. and the Fort Worth Chamber of Commerce. Garner is also a member of YPO Fort Worth, serves on the board of Cristo Rey High School and is a mentor with American Corporate Partners.

Established in 1913, UMB Bank operates nearly 100 branches in Missouri, Illinois, Colorado, Kansas, Oklahoma, Nebraska, Arizona and Texas. 🏦

TEXAS

IBC Bank-Brownsville Promotes Reed and Villarreal to Kick Off 2020

IBC Bank-Brownsville announced two key executive changes in the new year.

LEE REED, IBC Bank-Brownsville executive vice president, has been promoted to president, and **AL VILLARREAL**, IBC Bank-Brownsville president and CEO, has been promoted to chairman.



REED

Reed earned his bachelor’s degree in finance from the University of Texas–San Antonio after serving three years in the U.S. Army. After college, he joined the IBC Bank accounting/operations department and was



VILLARREAL

later transferred to the newly formed credit department. There, he served as an analyst and assistant manager, ultimately becoming credit manager. After leaving IBC Bank for a short period, Reed returned as executive vice president/CRA officer and served on the IBC Bank-Brownsville board of directors.

Reed has served in multiple capacities as director, treasurer and/or chairman of various community boards, including the Brownsville Economic Development Corp., Brownsville Children’s Museum, Rio Grande Valley Partnership/Chamber (current chair), Rio Grande Valley Partnership Foundation (chair elect), Workforce Solutions of Cameron

Continued on page 10

ARKANSAS **Generations Bank Announces Promotions of Clayton, Reyes and Gilstrap**

JON HARRELL, chairman of Rogers-based Generations Bank, announced several promotions in the new year.

VICKI CLAYTON has been promoted to chief information officer. She has served as information technology officer



CLAYTON

at Generations Bank since 2018. Prior to that, Clayton was IT officer at Heartland Bank for 20 years and information systems manager at Lockheed Martin for nine years.

Clayton holds a BBA degree in computer information/technology administration and management from Harding University.

GUS REYES has been promoted to Hispanic community officer. "His focus on the unbanked and underbanked



REYES

communities in our area will allow Generations Bank to better meet the needs [of] all our markets," Harrell says.

Born in a small town outside of Mexico City, Reyes moved to the U.S. when he was four. His banking career started in 2012 as a teller at The Bank of Fayetteville, eventually serving there as customer service representative, electronic banking specialist co-leader and loan assistant. He joined Generations

Bank in 2017 in the loan operations department.

Reyes is a graduate of the University of Arkansas. He is currently involved with the Rogers-Lowell Chamber of Commerce, community outreach programs for Cross Church and the City of Fayetteville co-ed kickball league.

THERESA GILSTRAP has been promoted to consumer loan officer. Her banking career started in 2005 as a



GILSTRAP

teller supervisor at West Pointe Bank in Illinois. She joined Generations Bank (formerly First Community Bank of Crawford County) as a teller/new accounts representative in 2008 and

became a loan assistant in 2012. She also took on the role of secondary market mortgage lender in 2018.

Gilstrap is a graduate of the University of Central Arkansas. She currently serves as a director of the Crawford County Medical Reserve Corps, ambassador for the Van Buren Chamber of Commerce and president of the Van Buren Cheer and Dance Booster Club. She is also a Leadership Crawford County alumna.

Established in 1907 in Harrell as Calhoun County Bank, Generations Bank serves Arkansas with nine locations in Camden, Junction City, Siloam Springs, Van Buren, Hampton, Fayetteville and Rogers. 🏡

BANK NOTES

The **FEDERAL DEPOSIT INSURANCE CORPORATION** recently issued a Financial Institution Letter reminding agricultural lenders to maintain sound underwriting standards, strong credit administration practices, effective risk management strategies and appropriate allowances for losses and capital levels. In light of agricultural industry challenges in recent years, the agency encourages lenders to work with agricultural borrowers when they experience financial difficulties. Read the letter at bit.ly/FDICAg.



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The Looming Generation Crisis in Banking

THERE IS A CRISIS LOOMING in the form of an evaporating funding pool. Deposits might not be a strategic goal today, but increased competition and changing preferences of future generations could mean that by the time you need them, it's too late. As Kasasa recently revealed, a look at the age distribution of accounts paints an obvious picture: the time to address the issue is now.

To better understand what age distribution at community banks looked like, Kasasa took a sample of 29,000 accounts from non-Kasasa community financial institutions (figure 1). More than half (56 percent) of the consumers

Figure 1:
AGE DISTRIBUTION

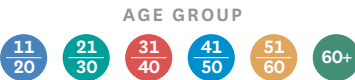
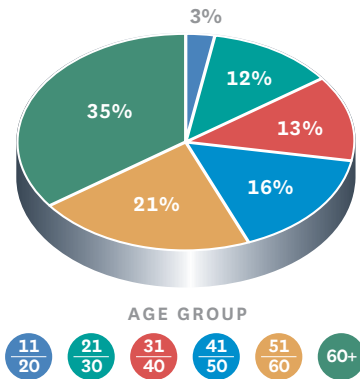


Figure 2:

MEDIAN U.S. CHECKING ACCOUNT BALANCE BY AGE GROUP

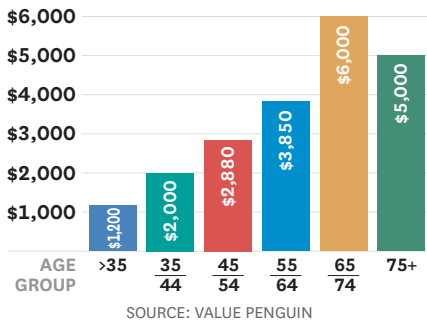
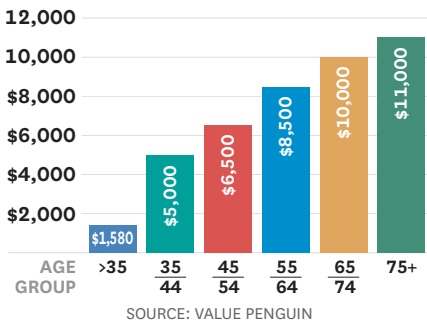


Figure 3:

MEDIAN U.S. SAVINGS ACCOUNT BALANCE BY AGE GROUP



in this data set were over the age of 50. The average account holder age was 52. Kasasa dove further into the 60-plus group and found that 11 percent of the sample set fell between the ages of 65 and 74, and 8.5 percent were over the age of 75. In the U.S., the average life expectancy is 78.74 years.

Of course, we know that not all accounts are equal. Some customers carry higher balances than others. As

3). If you combine the checking and savings account value, you'll have a DDA average balance for the respective age groups; in its data set of 29,000 accounts, Kasasa found similar results:

	VALUE PENGUIN	KASASA
UNDER 35:	\$2,780	\$1,912
35-44	\$7,000	\$4,266
45-54	\$9,380	\$5,502
55-64	\$12,350	\$9,834
65-75	\$16,000	\$17,302
75-plus	\$16,000	\$21,319

From here, we can see that while account holders age 60 and older might only constitute 35 percent of accounts, they hold a little more than half (50.38

DEPOSITS MIGHT NOT BE A STRATEGIC GOAL TODAY, BUT INCREASED COMPETITION AND CHANGING PREFERENCES OF FUTURE GENERATIONS COULD MEAN THAT BY THE TIME YOU NEED THEM, IT'S TOO LATE.

it turns out, there is often a correlation between balance and age. Value Penguin found the breakdown for checking and savings accounts (figures 2 and

percent) of the deposits. Consumers over the age of 75 held 24.22 percent of deposits. This means there is a very real chance that you could lose a quarter of your funding within the next four years.

Are you growing quickly enough? The average account holder age 75 and
Continued on page 10

INDUSTRY INSIGHTS

By KASASA



TEXAS

Texas Bank and Trust Co. Hires Hutka as Senior Vice President/Commercial Lender in Terrell

CELESTE HUTKA has joined the staff of Longview-based Texas Bank and Trust Co. as senior vice president and



HUTKA

Involved in the financial services industry since 1982, Hutka holds a real estate lending certification from the

commercial lender in the bank's Terrell location. She most recently was vice president and commercial banking principal relationship manager for Wells Fargo Bank NA.

Texas Bankers Association, certifications in the fundamentals of commercial lending and consumer lending, as well as a Texas general lines-life, accident and health license. She attended Richland Junior College. Hutka has volunteered for United Way, March of Dimes, Meals on Wheels, Habitat for Humanity and Feed My Starving Children. She is a member of the Rotary Club and has served as committee chair for Youth Leadership Garland.

Established in 1958, Texas Bank and Trust Co. operates 20 branches in East Texas and the Dallas/Fort Worth Metroplex. 🏡

ARKANSAS

Arvest Bank Names Crain President and CEO in Benton County

Fayetteville-based Arvest Bank has named **BRAD CRAIN** president and CEO in Benton County. He has been president of



CRAIN

Bank and director of sales for Arvest Wealth Management, as well as director of the investment management group for the company.

Crain is a graduate of Hendrix College. He is a certified wealth strategist and holds several securities licenses from the Financial Industry Regulatory Authority. He is a former member of the Bentonville City Council and former board member of the Bentonville Convention & Visitors Bureau. He also recently served as president of the Springfield Business Development Corp., vice president of the Downtown Council of Springfield, treasurer of Ozarks Food Harvest and as a board member for the Missouri State University Foundation, among numerous other civic endeavors.

The search for a new Arvest Bank president in Springfield is currently underway.

Established in 1871, Arvest Bank operates more than 260 branches in Arkansas, Oklahoma, Missouri and Kansas. 🏡

BANK NOTES

REBECA ROMERO RAINEY, president and CEO of the Independent Community Bankers of America, wrote an op-ed addressing the fact that “**CREDIT UNIONS** are exploiting their tax exemption, unlevel playing field and lax oversight to stray from their own mission in the name of unbridled growth.” Read it at bit.ly/CUoped.

TEXAS

WestStar Bank Announces Promotions of Terrazas, Baca and Fornelli

El Paso-based WestStar has announced the promotions of **JOANNE TERRAZAS** to senior vice president/branch opera-



TERRAZAS



BACA

district manager and branch operations manager. She previously served on the board of Financial Women in Texas and as a past president of the Paso del Norte chapter of Financial Women in Texas.

Baca has more than 11 years of experience in information technology

tions, **JOE BACA** to vice president/information security officer and **FELIPE FORNELLI** to assistant vice president/facilities manager.

Terrazas oversees the bank's 14-branch network and its 96 team members. She has approximately 34 years of financial experience. Since joining WestStar Bank in 2009, Terrazas has served as branch manager, branch



FORNELLI

certificate from Concordia University. He is also a certified banking security manager.

Fornelli oversees the maintenance, operation and rolling renovation of WestStar Bank's network of branches, as well as the planning, design and construction of the bank's footprint in the new WestStar Tower. He has more than 35 years of experience in facilities and industrial engineering. Fornelli earned a BS degree in industrial engineering from the University of Texas-El Paso and is a graduate of the New Mexico Military Institute. Fornelli volunteers for Habitat for Humanity and has contributed to Books are Gems.

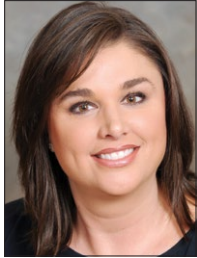
Established in 1990, WestStar Bank serves customers in El Paso, Las Cruces and Northern Mexico. 🏡

and information security. He earned a bachelors degree in network and communications management from DeVry University and a cybersecurity risk management graduate

TEXAS

Mosier and Powell Promoted to Regional Branch Managers at TrustTexas Bank

Cuero-based TrustTexas Bank has promoted **KIM MOSIER** and **JO POWELL** to vice president/regional branch



MOSIER

manager positions. Mosier will manage the bank's North region, with offices in Kyle and New Braunfels, while Powell will manage the South region.



POWELL

With 20 years of experience in sales and customer service, for the past two years Mosier has served the bank as a regional business development officer for Comal, Guadalupe and Hays counties. She holds

a BS degree in business administration from the University of Texas. She is currently a member of the Greater New Braunfels Chamber of Commerce, New Braunfels Women's Chamber of Commerce, Kyle Chamber of Commerce, Shertz Chamber of Commerce and the Hill Country chapter of the Women's Council of Realtors.

Powell has been on the TrustTexas Bank team for 25 years. She started as a teller, then worked her way up to manager at the Laurent branch in Victoria. In her new position, she will manage the two TrustTexas Bank branches in Victoria, as well as the Yorktown branch. Active in her community, Powell volunteers with the Ambassador Chamber, Saddle Up for Alzheimer's and Ashley's Hope to Dream.

Established in 1921, TrustTexas Bank has six locations in the South Texas communities of Cuero, Victoria, Yorktown, Kyle and New Braunfels. 🏡



GET THE WORD OUT

If your company has hired new professionals, promoted colleagues from within or has any news to share with the Southwest banking community, we'll give your bank the coverage it deserves.

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TEXAS **First State Bank Announces New Roles for Sims, Engelhardt, Butts and Cooper**

Gainesville-based First State Bank has appointed **STEVEN SIMS** senior vice president/lending services and **ERIN ENGELHARDT** banking officer/lending assistant for the bank's main branch in Gainesville. The bank has also appointed **JEFF BUTTS** branch president and senior vice president/lending services at the Whitesboro branch and **DOYLE COOPER** senior vice president/lending services at the Sherman location. All four will focus on generating new client relationships with an emphasis on commercial and industrial businesses.

Sims has 22 years of experience in lending. He holds a BBA degree in finance from the University of North Texas. He serves as treasurer of the Kiwanis Club of Gainesville and on the board of the Boys & Girls Club of Cooke County.

Engelhardt's banking experience includes customer service, as well as retail, personal and commercial lending. She attended Midwestern State University.

Butts has more than 28 years in the banking industry in Whitesboro and Grayson County. He currently serves on the past president council for the

Whitesboro Chamber of Commerce, as well as the Whitesboro Parks and Recreation Board, and has served on the Whitesboro Economic Development Board and Whitesboro ISD board. Butts is a U.S. Army veteran and recipient of the Whitesboro Citizen of the Year award.

Cooper has more than 30 years of experience in the banking industry, where he spent the past four years as market president for a bank in Glen Rose. He holds degrees from Texas A&M University and the University of Texas-Dallas. He is also a graduate of the Southwestern Graduate School of Banking at Southern Methodist University. Cooper currently serves as a member of the Chambers of Commerce in Sherman and Denison, and has held positions for area education foundations and economic development and transportation boards. Cooper is also a member of Kiwanis International, Lions Club and the National Exchange Club. He is a graduate of Leadership Garland.

Established in 1905, First State Bank has 11 locations in Cooke, Denton, Montague and Wise counties. 🏡



SIMS



ENGELHARDT



BUTTS



COOPER

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TEXAS **Comerica Bank Names Weber Customer Experience Officer**

Dallas-based Comerica Bank recently announced that **JIM WEBER**, executive vice president/chief marketing officer,



WEBER

will assume the expanded role of chief experience officer. In this newly created position, he will be responsible for establishing and overseeing a dedicated customer experience management practice at Comerica Bank, while continuing to direct the company's marketing, communications and customer data strategy activities.

“For more than 170 years, the hallmark of Comerica Bank's success has been developing and nurturing deep, long-lasting relationships,” Weber says. “As customer preferences change with the advent of new technologies, it will be critical for us to...monitor and understand every touchpoint and then deliver an experience that raises our customers' expectations.”

In assuming his new duties, Weber will be joined by **MARIA ADAMS**, who recently was named senior vice president/director of customer experience management. She previously led the brand marketing group within Comerica Bank's corporate marketing department.

Comerica Bank serves Arizona, California, Florida, Michigan and Texas, with select business operations in several other states, as well as in Canada and Mexico. 🏡

Comerica Bank serves Arizona, California, Florida, Michigan and Texas, with select business operations in several other states, as well as in Canada and Mexico. 🏡

BANK NOTES

A recent ICBA Main Street Matters post details how to detect and mitigate **SYNTHETIC IDENTITY FRAUD**, the nation's fastest-growing type of financial crime. Read the post at bit.ly/syntheticfraud.



ARKANSAS

Citizens Bank Promotes Shaw to Vice President, Hires Knowles as Branch Manager in Monticello

Batesville-based Citizens Bank has promoted **HELEN SHAW** to vice president/corporate security officer and



SHAW



KNOWLES

facilities manager. In addition, the company has hired **ROBIN KNOWLES** as retail branch manager for the bank's Monticello regional branch.

Shaw is responsible for implementing and administering all aspects of the bank's security program, in addition to overseeing the general maintenance function for all bank properties and managing the construction

projects for the bank's new branches in Arkadelphia and Hot Springs.

She is a Gulf War veteran, serving with the U.S. Air Force during Desert Storm as an aerospace ground equipment technician. She has more than 20 years of experience in maintenance, purchasing, contract and vendor management, safety and security, quality control and environmental control. Shaw joined Citizens Bank in 2013 and was promoted to assistant vice president in 2017.

Knowles will lead the retail team and be heavily involved in the construction of Citizens Bank's new state-of-the-art financial center in Monticello.

"Robin has demonstrated exceptional leadership skills during a 12-year career in banking," says **CHRIS LAMPKIN**, Southeast Arkansas market president. "These are exciting times for Citizens Bank as we begin construction on a new building in Monticello."

Established in 1953, Citizens Bank has 21 branches across Arkansas. 🏦

TEXAS

Independent Bankers Association of Texas Associate Member Advisory Council Elects New Chair, Vice Chair and Member

The Independent Bankers Association of Texas recently announced the election of a new chair, vice chair and member on



SMITH

its Associate Member Advisory Council. **KATHY SMITH**, principal, owner and CEO at Plano-based Bank Compensation Consulting, is the new council chair.



MCGEE

DEREK MCGEE, partner at Austin-based Fenimore, Kay, Harrison & Ford LLP is now vice chair.



DILLON

BRYAN DILLON, director of sales and strategic accounts at Fort Worth-based Fitech, is a new council member. Smith, McGee and Dillon will serve a three-year term in these roles.

The mission of the IBAT Associate Member Advisory Council is to represent and enable associate members—

third-party financial services providers that assist Texas community banks—to maximize their IBAT membership investments and experience. Established in 2006, the council serves as a resource for bankers, associate members and IBAT staff. Both the chair and vice chair have a seat on the IBAT board of directors, with the chair acting as a voting member. The council meets quarterly, and each member serves a three-year term that can be renewed once.

Smith has served on the council for seven years. Her career in the financial services industry spans 40 years, the past 16 of which have been spent leading Bank Compensation Consulting. She holds a business administration degree

from Southern Methodist University. Dedicated to her community, she is a marriage mentor through her church, volunteers at the North Texas Food Pantry and participates in TeamConnor Childhood Cancer Foundation fundraising events.

McGee has spent four years as a council member prior to his elevated role. He has been with Fenimore, Kay, Harrison & Ford LLP, a law firm that specializes in community banks, since its inception in 2010. Prior to that, he was an attorney in the financial services practice group at Hunton & Williams LLP. The son of a community banker, he has spent his entire life in the community banking industry. McGee is a graduate of Baylor University with a finance degree and Southern Methodist University with a law degree. Locally, he serves on the board of directors for The First Tee of Greater Austin.

Dillon has been with Fitech, which delivers payment processing solutions to community banks, for a year and a half. He previously worked for Southwestern Bell/ATT for nearly 20 years, managing a variety of teams and serving as a liaison with union employees and company management. As the son of a community banker, he grew up in the industry.

Other Associate Member Advisory Council members include **JOHN BLOSS**, partner at The Baker Group; **STEVE CUNNINGHAM**, senior tax manager at BKD; **BRAD GIDDENS**, business development executive at CalTech; **JANINE KASPER**, strategic business partner manager at Q2 Software; **KIM KREPS-COLGAN**, president and chief talent officer at Kreps-Colgan & Associates Executive Search; **AARON MCGREGOR**, regional director of sales at Shazam; and **DARLENE REVERS**, membership engagement manager at IBAT.

Formed in 1974, Austin-based IBAT represents more than 2,800 independent banks and branches in 700 Texas communities. 🏦

TEXAS

IBC Bank Executives Travel to White House for USMCA Signing Ceremony

DENNIS E. NIXON, chairman and CEO of Laredo-based **IBC BANK**, and **GERRY SCHWEBEL**, IBC Bank executive vice president/corporate international division head, received personal invitations from the White House to attend the signing ceremony of the **UNITED STATES-MEXICO-CANADA AGREEMENT (USMCA)** on January 29.

IBC Bank has been integrally involved in promoting North American free trade since the initial negotiation of NAFTA in the 1990s, through the more recent negotiation of USMCA. Nixon and



Schwebel, longtime advocates for free trade, have worked hard for the passage of the USMCA. Nixon was recently named co-chair of the trade policy working group of the U.S.-Mexico CEO Dialogue. The group strengthens economic and commercial ties between the two countries by convening private sector leaders from the U.S. and Mexico to provide joint recommendations for their respective governments on priorities in the bilateral trade and investments.

U.S. trade with Mexico and Canada reached nearly \$1.4 trillion last year and supported 12 million American jobs in manufacturing, agriculture, technology and the service sector in all 50 states. The White House estimates that USMCA will add half a percentage point to U.S. economic growth, create several hundred thousand jobs and spark up to \$100 billion in new investments.

USMCA contains enforceable core environmental and labor standards. Mexico's Congress has already passed labor reforms required by the agreement and these provisions are more stringent than in any other U.S. trade agreement. 🏠

LOUISIANA

Louisiana Bankers Education Council 2020 Officers Installed

KENDRA LINDER PALMER of b1Bank in Shreveport has been installed as president of the **LOUISIANA BANKERS EDUCATION COUNCIL (LBEC)**. She succeeds **STEPHEN DAVID JR.** of Hancock Whitney Bank in Baton Rouge. He will serve as immediate past president on the LBEC executive council for the next year.

Established in 1957, LBEC serves as the educational outreach arm of the Louisiana Bankers Association.

Other council members elected were:

- ▶ President-Elect **TONY HARING**, Franklin State Bank, Winnsboro;
 - ▶ Secretary/Treasurer **CHAD BURGESS**, Citizens National Bank, Bossier City;
 - ▶ Education Chair **MALLIE BOWERS**, First Federal Bank, Lake Charles; and
 - ▶ Membership Chair **KATHRYN RICHARD**, Bank of Zachary.
- LBEC councilmen at large are:
- ▶ **DOROTHY BELLOCQ**, Home Bank NA, Baton Rouge;
 - ▶ **LAUREN BURNS**, Evangeline Bank & Trust Co., Lafayette;
 - ▶ **KATE COPES**, Tensas State Bank, Tallulah;
 - ▶ **HUNTER CREED**, Investar Bank, Baton Rouge;
 - ▶ **ROBBIN HARDEE**, Metairie Bank;
 - ▶ **RYAN HAYDEL**, Pedestal Bank, St. Martinville;
 - ▶ **BLAINE HODGES**, Community Bank of Louisiana, Mansfield;
 - ▶ **MINH LUU**, Peoples Bank, New Roads; and
 - ▶ **JOSH PEROT**, First National Bank, Ruston.

LBEC's mission is to facilitate banker development and promote financial literacy outreach to Louisiana bankers through financial literacy education in schools, college freshman scholarships, the Louisiana JumpStart Coalition, Louisiana Bankers Association Leadership School, education for middle-management bankers and management of the Louisiana Bankers Education Foundation, which funds the programs mentioned above. 🏠

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ARIZONA

Branches

The Office of the Comptroller of the Currency (OCC) reports that **JPMORGAN CHASE BANK NATIONAL ASSOCIATION**, based in Columbus, Ohio, has applied to establish a branch at the northwest corner of E. Point Twenty-Two Blvd. and S. Signal Butte Rd. in Mesa.

MISSISSIPPI

Branches

The OCC reports that **THE FIRST, A NATIONAL BANKING ASSOCIATION**, based in Hattiesburg, has applied to relocate a branch from 953 Hwy. 51 in Madison to 801 Baptist Dr. in Madison.

OKLAHOMA

Branches

The Arkansas State Bank Department reports that **ARVEST BANK**, based in Fayetteville, has applied to establish a branch at 201 Robert S. Kerr Ave. in Oklahoma City.

TEXAS

Branches

The OCC reports that **LEGEND BANK NATIONAL ASSOCIATION**, based in Bowie, has relocated a branch from 1700 N. Travis St., Ste. E, in Sherman to 3608 FM 691 in Sherman.

The OCC reports that **FIRST NATIONAL BANK TEXAS**, based in Killeen, has applied to establish a branch inside Walmart at 2720 E. Hwy. 190 in Copperas Cove.

The OCC reports that it has approved an application by **BANK OF AMERICA NATIONAL ASSOCIATION**, based in Charlotte, North Carolina, to establish a branch at 24531 W. I-10 in San Antonio.

The OCC reports that **AMERICAN BANK NATIONAL ASSOCIATION**, based in Dallas, has applied to establish a branch at 8000 N. MacArthur Blvd. in Irving.

Looming Crisis *continued from page 3*

older has \$21,319 in deposits, while the average account holder under age 35 has \$1,912. To avoid a funding crisis, you need to attract 11 new average 35-year-olds for every account holder older than 75 whom you lose.

Let's say you have 3,500 account holders and that your age distribution roughly mirrors the average. That would mean you have 297 account holders over the age of 75. Based on the 11-to-1 ratio outlined above, you will need to attract 3,272 new accounts in the next four years. That's 818 accounts a year.

There is an expectation that as your account holders mature, they will gain wealth or inherit some of the unused funds, but will it be enough? Time will tell, but many factors suggest not.

- ▶ Younger generations aren't choosing to do as much business with community banks as older generations. While these groups might inherit wealth, that wealth won't necessarily remain at your institution. Bank of America already has a relationship with one in five members of Gen Z.
- ▶ Millennials are earning 20 percent less than prior generations did at the same age.
- ▶ They are also entering the workforce with more debt. Currently, the average student debt is \$37,172.

Trinity Bank *continued from page 1*

of information technology, including compliance, accounting, regulatory reporting and security. He began his banking career in 1975 while a student at Texas Wesleyan University. He is also a graduate of the Texas Tech School of Banking and the Graduate School of Banking in Madison, Wisconsin.

Wiley holds a master's degree in professional accounting from the University of Texas. He is also a certified public accountant. After beginning his career in public accounting in Dallas with Price-waterhouse Coopers, he joined Trinity Bank when it opened. He currently oversees the bank's largest loan portfolio.

- ▶ Half of millennials are living paycheck-to-paycheck.
- ▶ This generation is also spending more than other generations.

Another traditional funding source seems to be evaporating: certificates of deposit. A 2014 BankRate survey found that of respondents between the ages of 18 and 29, 69 percent weren't familiar with CDs and 94 percent had never put money into CDs.

The survey also found that sentiments around investing are also changing. Younger generations expect:

- ▶ **LIQUIDITY:** The younger the saver, the more important liquidity was;
- ▶ **HIGHER YIELDS:** Since liquidity is so important, there is an expectation that the trade-off is worth it. National averages are hovering around 2 percent. This rate is too low and the penalties too strong to make this an appealing short- to mid-term investment.
- ▶ **TECHNOLOGY:** Younger generations also prioritize an easy digital experience and the app market is flooded with options that are winning those investment dollars.

KASASA HAS DONE extensive research into how millennials shop. Its *Millennial Study* is available to download for free at bit.ly/KasasaMillennialStudy. 📄

Opitz joined Trinity Bank in 2018 following a 10-year career with Frost Bank, where he was a senior vice president. Opitz brings a wealth of experience developing young bankers. Additionally, on the operations side, he has contributed greatly to developing and formalizing processes and procedures to prepare Trinity Bank for the future.

Harp earned his MBA degree from Texas Christian University and is a two-time Basketball Academic All-American. During his tenure at the helm, Trinity Bank posted 57 consecutive quarters of growth, the stock price has increased more than 600 percent and the bank has grown from 13 employees to 23 employees and \$300 million in assets today. 📄

IBC Bank continued from page 1

County (past chair), Rio Grande Valley Multibank (current chair) and the Community Loan Center (past chair).

Villarreal began his career with IBC Bank in 1993 as a commercial bank officer and was named president and CEO of IBC Bank-Brownsville in 2016. He oversees the IBC Bank-Brownsville market in Cameron County, which includes branches in Harlingen, Port Isabel, South Padre Island and Brownsville. Villarreal also continues his role as head of the sales and retail group in Cameron County.

Villarreal received his BBA degree with honors from the University of Texas–Austin and graduated from the Southwestern Graduate School of Banking at Southern Methodist University. He currently serves as board chair for Guadalupe Regional Middle School, treasurer for Cameron County Regional Mobile Authority, board member for the Texas Bankers Association, member of Saint Mary's School advisory council and a board member of West Brownsville Little League. Previously, Villarreal served in a leadership capacity as the board chair for United Way of Southern Cameron County, walk chair for the March of Dimes, board chair of the Brownsville Public Utilities board and vice chair for the Brownsville Community Improvement Corp. He was also a board member for the Greater Brownsville Incentives Corp.

IBC Bank operates 189 branches serving 89 communities in Texas and Oklahoma. IBC Bank-Brownsville celebrated its 35th anniversary in 2019. It has a retail branch network of 12 locations. 🏠

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CHIEF FINANCIAL OFFICER FOR NATIONAL BANK & TRUST IN LA GRANGE, TEXAS. K|C|A Executive Search LLC has been retained by National Bank & Trust to recruit CFO talent for the bank's dynamic team—an extraordinary opportunity! Requires five-plus years experience., engaging leadership and progressive accounting/finance career working in a

bank environment. Email confidential résumé to kim@kcxecs.com.

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SHSU is seeking candidates for the position of Smith-Hutson Endowed Chair of Banking—assistant/associate professor of finance to disseminate information designed to improve the general well-being of the entire banking community, with special emphasis on independent, rural banks in Texas. The role will involve teaching undergraduate (BBA) and graduate (MBA) courses in banking and related fields. The typical teaching load is six hours per semester. Must have commitment to impactful research and service that will benefit all SHSU students, alumni, donors, regional businesses, the State of Texas and other stakeholders. Advanced degree preferred; however, BBA degree or related field with significant executive-level experience at banking institutions or with banking regulatory agencies will be considered. Candidates should have established credibility within the banking industry, either through significant executive-level experience at banking institutions or with regulatory agencies. Candidates must have a thorough understanding of both the theoretical and practical aspects of banking and financing activities, as well as current issues facing the industry. Evidence of teaching experience, consulting, research and service is beneficial. EOE/M/F/vet/disability. Please apply at shsu.peopleadmin.com.

SENIOR BANKER IN FORT WORTH.

Looking for well-rounded banker who will assume president position in three years. \$200k range. Please send résumé to Kevin@Babich.com, or call 214/515-7606. Thank you.

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\$640-million community bank seeks experienced commercial and real estate lender. The ideal candidate will have 10-plus years of direct lending experience in the greater Austin area, successful history

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VICE PRESIDENT COMMERCIAL LENDER, FIRST FINANCIAL BANK, MINERAL WELLS. First Financial Bank is currently seeking a vice president commercial lender for

its Mineral Wells location. The ideal candidate will have six-plus years of commercial lending experience and be a highly motivated individual with the desire to be a community banker. Must have a good knowledge of credit analysis skills, banking policies, procedures and regulations. Please apply at www.ffin.com/careers.

BANK SEARCH AND PLACEMENT. Lone Star Search is a retained search firm obsessed with matching culture fit and client/candidate expectations. All clients and candidates are met personally statewide, ensuring a more

thorough understanding of each. Mark Mitchell, 972/335-9009, lonestarsearch.net.

SENIOR COMMERCIAL LENDERS. Dallas, Houston and Austin: Texas bank looking for senior commercial lenders in Dallas, Houston and Austin with five to 10 years of experience originating C&I, CRE, SBA and deposit relationships. Could move into a leadership role. Prefer credit trained, currently producing in their market. Base salary 125-200K-plus and a progressive incentive plan. Send résumé to apotenti@babich.com or call Anthony Potenti at 214/515-7609.



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NATIONAL FDIC Board Approves Establishment of Advisory Committee of State Regulators

The **FDIC** board of directors has announced approval for establishing a new advisory committee for state regulators and the FDIC to discuss a variety of issues that have potential implications on the regulation and supervision of state-chartered financial institutions.

Once established, the new Advisory Committee of State Regulators (ACSR) will provide a means to facilitate regular discussions regarding consumer protection issues, the creation of new banks, protection of the U.S. financial

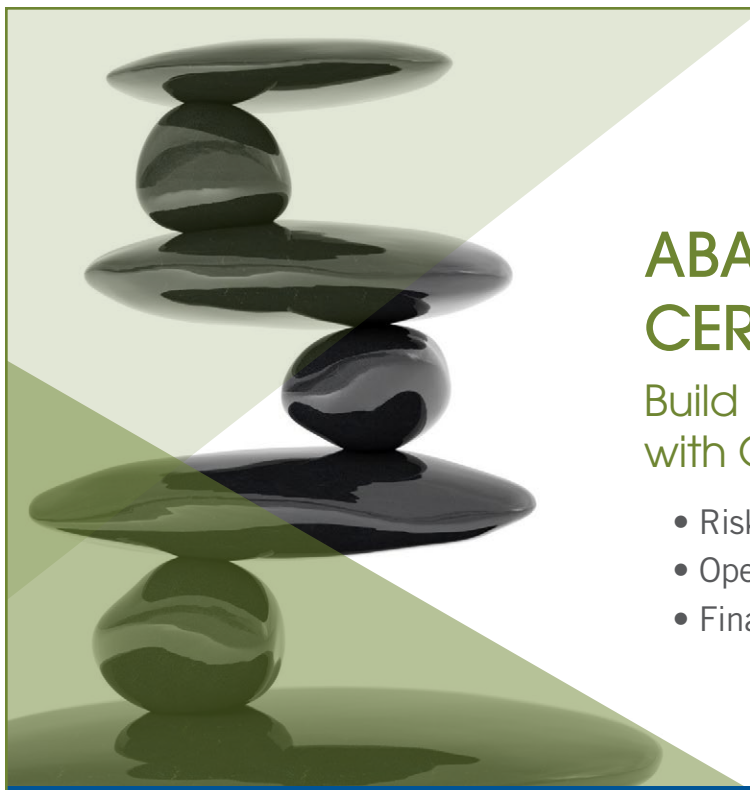
system from risks such as cyber attacks or money laundering and more.

“Protecting the safety and soundness of the community banking industry is vital to the economy of our state, and having a good working relationship with our federal counterparts is critical,” says **CHRISTOPHER MOYA**, director of the New Mexico Financial Institutions Division in Santa Fe.

“New Mexico’s political and regulatory leadership should be very interested in working with federal agencies to main-

tain our state-chartered bank’s safety and soundness, but also seek ways to encourage creation of new banks to serve our state’s large geographic footprint,” says **JERRY WALKER**, president and CEO of the Independent Community Bankers Association of New Mexico.

Members of ACSR will be composed of regulators of state-chartered financial institutions from across the U.S. **CHAD DAVIS**, FDIC deputy to the chairman for external affairs, is expected to serve as ACSR designated federal officer. 🏢




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