



**FOR IMMEDIATE RELEASE**

**WESTERN HERITAGE BANK ANNOUNCES  
LAS CRUCES MARKET PRESIDENT**

**El Paso, Texas – July 3, 2017** – Western Heritage Bank, has announced that Henry Villa has been promoted to Market President for Las Cruces. Villa joined Western Heritage Bank in July 2016 as a Commercial Loan Officer and Vice President.

“It has been a pleasure to work with Henry since he came on board last summer,” said Greg Cory, President & CEO of Western Heritage Bank. “His experience with commercial and consumer lending in this region is unmatched.”

Villa attended the University of Texas at El Paso and began his banking career in 1975 at El Paso National Bank. In 1997, he made a move to State National Bank of West Texas, now known as BBVA Compass, as a consumer lending officer and was subsequently promoted to Area Vice President and a commercial lending officer. In 2008, Villa was promoted to Vice President and relocated to Ruidoso, New Mexico as City President. In 2009, he transferred to El Paso as a Business Banking Officer.

**About Western Heritage Bank**

Since 2001, Western Heritage Bank, a community based institution, has been an active participant in the vibrant and diverse economy of Southern New Mexico. It has helped build businesses ranging from the agriculture industry to manufacturing operations. The bank provides modern banking conveniences with traditional, personalized service in the areas of online banking, personal banking, business banking and loans. Western Heritage Bank is a New Mexico state bank and is a wholly owned subsidiary of New Mexico First Financial, Inc. Western Heritage Bank currently operates locations in Las Cruces, New Mexico and Deming, New Mexico, and will open a location in El Paso, Texas in 2017. For more information please visit [www.westernheritagebank.com](http://www.westernheritagebank.com).

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