



WESTERN HERITAGE BANK

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FOR IMMEDIATE RELEASE

WESTERN HERITAGE BANK ANNOUNCES SENIOR VICE PRESIDENT, COMMERCIAL LENDER

El Paso, Texas – January 14, 2019 – Western Heritage Bank has announced that Christine Alarcon has been promoted to Senior Vice President, Commercial Lender. She will serve the El Paso market.

“Christine makes an outstanding addition to our El Paso team and we are eager to follow her successes with us in community banking,” said Greg Cory, President and CEO of Western Heritage Bank.

Alarcon began her banking career with Wells Fargo Bank (formerly known as State National Bank) where she held various positions and was ultimately promoted as a Private Banking Officer. From there, she went to work for BBVA Compass (formerly State National Bank) as Vice President in Commercial Banking. Prior to joining Western Heritage Bank, she served as Vice President at PlainsCapital Bank (formerly Southwest Securities FSB). Alarcon has a finance degree from the University of Texas at El Paso and also completed Wells Fargo Bank’s College of Credit. In her free time, she serves as Vice President of Community Projects for the Junior League of El Paso.

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 operates locations in El Paso, Texas; Las Cruces, New Mexico; and Deming, New Mexico. For more information please visit www.westernheritagebank.com.

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