



# WESTERN HERITAGE BANK

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**Media Contact:**  
**Alix Duchouquette**  
**Mithoff Burton Partners**  
**aduchouquette@mithoffburton.com**  
**915-227-4945**

## **WESTERN HERITAGE BANK NAMES ASSISTANT VICE PRESIDENT, BSA OFFICER**

**El Paso, Texas – July 24, 2018** – Western Heritage Bank (WHB) has announced that Ruben Fernandez has been named Assistant Vice President, BSA (Bank Secrecy Act) Officer. He will be responsible for coordinating the development, implementation and administration of all aspects of the corporate-wide Bank Secrecy Act (BSA) Compliance Program. This position monitors compliance with state and federal Bank Secrecy Act (BSA), USA PATRIOT Act, Anti-Money Laundering (AML), and OFAC laws and regulations.

“It is wonderful to add Ruben to our growing team of officers here at Western Heritage Bank. He understands our banking community, the needs of our customers, and the critical position he holds in keeping our business compliant and successful,” said Greg Cory, President and CEO of Western Heritage Bank.

Fernandez is a native El Pasoan with over 30 years of banking experience in compliance, operations and customer service. A highlight of his career was in October 2017 when he signed with the U.S. Small Business Administration Office of Disaster Assistance to provide support to the victims of Hurricane Maria in Puerto Rico. Fernandez has been married for 32 years and he enjoys his two children and two grandchildren.

### **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](http://www.westernheritagebank.com)

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