



## MEDIA ALERT

### PLAINSCAPITAL'S BANKERS GO TO WORK FOR SMALL BUSINESS CUSTOMERS

*Bankers On Board Day to include grooming dogs, packaging candy, loading trucks;  
Bank Regional Chairman John Owens asks "Coffee, anyone?"*

On **Wed., Sept. 7**, bankers from PlainsCapital Bank will get dressed for success – in aprons, hair nets, comfy shoes, or protective gear – to spend the day working on-site for numerous small business customers. The company's **Bankers On Board Day** is a nod to the city's robust small business community of 13,000 companies that fuel the local economy, and it coincides with PlainsCapital's 'Free Your Business' campaign. From Aug. 8 through Nov. 30, customers who open a Free Small Business Checking or Business Checking account will receive "Free Checks For Life" and be entered into a sweepstakes drawing for five \$1,000 cash prizes.

In an extension of the bank's philosophy for entrenching themselves in customers' businesses in order to best meet their needs, PlainsCapital Bank Regional Chairman John Owens, PlainsCapital Bank Lubbock President David Seim, and a team of bankers will spend the day getting some hands-on experience refilling coffee cups and making lattes, grooming dogs, packaging candy, arranging flowers, setting up cash register systems, and loading trucks and making deliveries.

"Small businesses are the foundation of our economy, and they deserve our attention," said Seim. "We're proud to spend a day 'in the trenches' and just hope we can do a great job for everyone."

In Lubbock, PlainsCapital Bank has 316 employees, operates 10 locations, and is the market leader with \$1.1 billion in local deposits. In January, the bank's eleventh branch will be unveiled, co-located with a Starbucks at 8<sup>th</sup> and University just off the Texas Tech campus.

So, it's a good thing Regional Chairman Owens is practicing with the coffee pot now.

### SCHEDULE AND PHOTO OPPS (Wed., Sept. 7)

Time of Day	The Business	The Banker	Location & Contact Info.
7-9 am	Day Break Coffee	Reg. Chairman John Owens	4406 19 <sup>th</sup> St., Suite C; 799-1994
9-11 am, 2-4 pm	Goodart Candy Co.	President David Seim	335 E. 40 <sup>th</sup> St.; 747-2600
8 am - 2 pm	Resa's K-9 Salon	Banker Erin White	8004 Indiana; 793-9191
9 am - 1 pm	Cardinal's Sports Ctr.	Banker Danny Johnston	3611 50 <sup>th</sup> ; 765-6645
9 am - 1 pm	Cash Register Services	Banker Perry Tipton	1601 6 <sup>th</sup> St.; 792-2885
9 am - 3 pm	Day Break Coffee	Banker John Steinmetz	4406 19 <sup>th</sup> St., Suite C; 799-1994
9 am - 3 pm	RC Taylor Wholesale	Banker Amber Dean	303 Ave. M; 765-7706
9 am - 3 pm	College Flowers	Banker Ginger Boydston	2002 Broadway; 474-2800
1 pm - 4 pm	Cold Stone Creamery	Banker Brad Ralston	2421 Broadway, 741-1222

### CONTACTS

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