



TEXAS SECURITY  
BANK

# PRESS KIT

ELEVATING THE CHAMPIONS  
OF FREE ENTERPRISE

*We Elevate. We Educate. We Serve.*

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Texas Security Bank invests more resources in Business Education for Owner Managed Businesses than other banks. Our focus on continuing education is truly unique and needed. We Elevate the, Champions of Free Enterprise in an era when little differentiation among banks exists.



# About Us

As a bank that was built by entrepreneurs, for entrepreneurs, Texas Security Bank has redefined what it means to be a community bank and true business partner. The founders of the Bank, and its leadership, understand the unique needs of business owners -- from personalized service and products to online banking capabilities. With a mission to 'Elevate the Champions of Free Enterprise,' Texas Security Bank operates specifically with business owners in mind.

With decades of banking experience, Texas Security Bank bankers understand that for entrepreneurs, banking is not just about the numbers. Being an independently owned and operated bank allows the bankers to provide a different perspective, which makes the team the type of financial partner its clients trust and rely on.

Texas Security Bank works seamlessly with small businesses. The pandemic allowed the Bank to demonstrate its commitment and partnership to business owners throughout the PPP process. Many banks talk about their superior customer service, but the pandemic allowed Texas Security Bank to prove that it is truly a differentiator for their business. The Bank's true partnership with business owners, paired with its forward-thinking innovation and tools, makes it an example for community banks around the world.







## Growth

We value people who seek to learn and improve. We encourage people to invest in their development and take ownership of their careers. This is the person we want on our team.

Texas Security Bank's commitment to educating its employees and clients separates it from others. Texas Security Bank invests more resources in Business Education for Owner Managed Businesses than other banks. Our focus on continuing education is truly unique and needed. The Bank also provides ongoing education to its bankers on the aspects of running a business, so that they can speak their clients' language.

“Growth is one of our core values at Texas Security Bank and we foster this through our business education initiatives.” Says Pamela McQuade, VP and executive director of TSB Business Owner Education/Marketing & Branding. “It's important to have a growth mindset, especially as a business owner. Our speaker series and TSB Academy programs are structured to bring foundational, strategic, and functional knowledge in addition to actionable takeaways business owners can use to run better businesses.”

- **Speaker Series:** A monthly continuing education seminar offered to enhance knowledge in critical business disciplines.
- **TSB Academy:** A year-long executive leadership program that provides everything business owners need to take their businesses to the next level.



★ ★ ★ ★ ★ Award-Winning Banking ★ ★ ★ ★ ★

At Texas Security Bank **We Elevate** the Champions of Free Enterprise. **We Educate** business owners to help them build better businesses. **We Lead** by consistently earning high marks and awards for our financial health, customer service, and employee satisfaction.



The Dallas Morning News People's Choice Award as Gold Winner for Best Bank in DFW 2nd year in a row.



Selected by the Dallas Morning News as one of the Top 100 Places to Work 2nd year in a row.



Awarded by the Texas Bankers Association for the commitment made to our community through the TSB Academy & Business Speaker Series.



Recognized as one of top front line customer service teams of the year in the financial services industry.



Recognized by National Customer Service Association as Service Organization of the Year.



Awarded by the Texas Bankers Association as a LiFE award winner for promoting financial education in our community.



Awarded Outstanding Finance Team at D CEO's 2022 Financial Executive Awards.



Best Workplaces Institute certification of positive workplace culture 4th year in a row.



# LEADERSHIP

## *Executive Team*



**Craig Scheef**  
*Chief Executive Officer  
Chairman*



**Drew Keith**  
*President*



**Traci Spratt**  
*Chief Financial Officer*



**Ben Swinney**  
*Chief Operating Officer*



**Chris Jones**  
*Chief Lending Officer*



**Shon Cass**  
*Chief Experience Officer*





# LEADERSHIP

## *Management Team*



**Chris Benson**  
*Chief Credit Officer*



**Scott Hester**  
*Chief Technology Officer*



**Melanie Smith**  
*Chief Risk Officer*



**Libby Smith**  
*Manager, Mortgage Lending*



**Ben Parkey**  
*Dallas Managing Director*



**John Levinski**  
*Managing Director,  
Commercial Real Estate*



**Pamela McQuade**  
*Director of Education  
Marketing/Branding*



**Lynne Minter**  
*Director HR*



**Susan Tyler**  
*Director Loan Admin*



# TEXAS SECURITY BANK

## *by the Numbers*

**4 Locations**

Turtle Creek, Farmers Branch, Garland  
and Southlake



**95**



North Texas Employees

**113**



TSB Academy graduates

**65**



Business Speaker Series average  
monthly attendance

**1,488**

Paycheck Protection  
Program (PPP) Loans  
Executed



**\$373M**

PPP Loan Total



**\$1.2B**

Total Assets





# THOUGHT LEADERSHIP

## **RESULTS DRIVEN STRATEGIC PLANNING WHITE PAPER**

*There are many approaches to Strategic Planning. Many different models can be effective. The one truth that applies universally is that the approach you use needs to fit your business. With that said, the approach supplied in this white paper has worked in many small-to-medium-sized businesses and provides the foundation to build a successful strategic plan. You are encouraged to use it as a framework and customize it for your business as appropriate. A key tenet of successful strategic business planning is practicality. If it does not guide your business decisions, get used throughout the year, and drive better results, it is just a “feel-good, check-the-box” activity. And who has the time or energy for that?*

## **ANALYZING BUSINESS PERFORMANCE WHITE PAPER**

*Many business owners determine whether or not they've had a successful year only when they close the books and look at net income. Sometimes they determine success simply by checking the account balance. This type of management significantly limits a company's potential at best and at worst sounds the alarm when it's too late to adapt and change.*

*There is a better way to measure company performance on an ongoing basis. Ratio analysis and benchmarking are two disciplines that help monitor a company's daily performance and compare the company to the best-in-class. Knowing which aspects of the business to prioritize at any given time and which aspects generate the greatest return will help control the company's destiny.*

## **BUILDING A HEALTHY BALANCE SHEET WHITE PAPER**

*A balance sheet shows a company's financial position at a specific moment in time, listing the company's assets, liabilities and owner equity. It is used to provide a picture of the financial status of the business. There are numerous benefits to a healthy balance sheet, but few business owners get to enjoy those benefits. Far too often, business owners struggle to achieve a healthy balance sheet or even understand what one looks like. But, by understanding what makes for a strong balance sheet, business owners can then implement the strategies required to enjoy their many benefits.*

## **CAPITALIZATION AND FUNDING WHITE PAPER**

*The capitalism system creates the environment where almost anyone with a great idea can create a business that will serve the needs of customers. This requires: a product or service that customers want or that fills a need (Product), the ability to produce and deliver the product or service at a cost that will allow for a profit margin (Economic Feasibility), the ability to communicate the benefits of the product or service to potential customers (Marketing) and the financial means to get the product or service developed and into the market, communicated to clients and for the ongoing sustainability of operations (Capitalization and Funding).*

## **CREATING A WOW CUSTOMER EXPERIENCE WHITE PAPER**

*Adding value to another person's life through exceptional customer service, improves the self image of the team member providing the exceptional customer service. Great customer service creates a special corporate culture and the highest levels of job satisfaction. It becomes a circular dynamic. Happy team members then make happy customers. Visit any organization known for great customer service (Ritz Carlton, Chick-fil-A, Trader Joe's, etc.) and you will enjoy this wonderful dynamic.*



# IN THE NEWS

## **THE DALLAS BUSINESS JOURNAL FEATURES TEXAS SECURITY BANK IN DFW BANKING SPOTLIGHT**

Texas Security Bank was recently featured in Dallas Business Journal's DFW Bank Snapshot, a weekly series examining financial institutions headquartered in Dallas-Fort Worth.

## **DFW BANKERS WEIGH IN ON BIGGEST RISKS AHEAD FOLLOWING RECENT COLLAPSES**

Drew Keith, President of Texas Security Bank, weighs in on what risks they see over the next two weeks, which could be a pivotal time as the industry teeters on the brink of recovery or crisis.

## **CEO AND CHAIRMAN CRAIG SCHEEF SPOKE WITH CHIEF EXECUTIVE MAGAZINE**

CEO and Chairman Craig Scheef spoke with Chief Executive Magazine and provided recommendations to business owners concerned with the recent events in the banking industry.

## **DALLAS BUSINESS JOURNAL SITS DOWN WITH CHAIRMAN AND CEO CRAIG SCHEEF**

CEO and Chairman Craig Scheef recently spoke with the Dallas Business Journal about the recent events in the banking industry.

## **TEXAS SECURITY BANK NAMED BEST BANK IN DFW SECOND YEAR IN A ROW**

Texas Security Bank was named the Dallas Morning News People's Choice Award as Gold Winner for Best Bank in DFW for the second year in a row.



# TESTIMONIALS



**“It means so much to me to have a personal banking relationship with educated answers and support.”**

*Carlyn Ray, President, Carlyn Ray Designs*



**“Texas Security Bank gets it. It’s an entrepreneur’s bank.”**

*Cary Albert, President, Albert Enterprises*



**“Texas Security Bank is true to their mission of developing  
Champions of Free Enterprise!”**

*Donald Addington, Owner, Air Performance*

*Service of Central Texas*







# CONTACT US

[www.texassecuritybank.com/contact/](http://www.texassecuritybank.com/contact/)

## **Dallas Banking Center**

1212 Turtle Creek Blvd  
Dallas, TX 75207

## **Southlake Banking Center**

2102 E State Hwy 114, Suite 109  
Southlake, TX 76092

## **Metrocrest Banking Center**

3212 Belt Line Road  
Farmers Branch, TX 75234

## **Garland Banking Center**

101 N. Garland Ave  
Garland, TX 75040

