

CONTACT: Jeni Jack-Goodwin
President
First Southwest Bank
719-587-4225
jeni.jack@fswb.com

First Southwest Bank Announces New Additions to Board of Directors

Pamela Bricker and Rebecca Rian have joined the First Southwest Bank Board of Directors.

ALAMOSA, COLO., (June 4, 2019) — First Southwest Bank is happy to announce the recent appointment of two new board members to their team — Pamela Bricker and Rebecca Rian.

“We are delighted to welcome Pamela and Rebecca to our board,” said Jeni Jack-Goodwin, First Southwest Bank President. “Both Pamela and Rebecca have unique backgrounds with diverse experiences that make them incredible assets to First Southwest Bank and our goals for the future. I’m confident that their leadership will have a meaningful impact on the future of communities in rural Colorado.”

Pam Bricker

Pam Bricker is a third generation Colorado native and has been residing in the San Luis Valley with her high school sweetheart since 1975. They own a thriving family business, Three Barrel Brewing Company in Del Norte, Colorado. With a diverse background in education and school administration, Pam holds a bachelor’s degree in two foreign languages (Spanish and Russian) and received her master’s in language, literacy and culture, followed by an additional graduate program in educational leadership — both from Adams State University. In 2012, Pam was elected as a Rio Grande County Commissioner, where she expanded her expertise in rural and state issues. In addition to her service to Rio Grande County, Pam was appointed to the Adams State Board of Trustees by the Governor of Colorado in 2017. As an active member of the Action 22 Board (a Southern Colorado rural advocacy group) and Upper Rio Grande Economic Development, Pam continues to further her involvement in rural communities across Colorado.

“I am pleased to be a new board member for First Southwest Bank. Although my background is not in banking, I believe that diversity is what strengthens a board, by their variety of backgrounds, views and opinions,” said Pamela Bricker. “What really captured my interest about First Southwest Bank is the CDFI (Community Development Financial Institution) designation of the bank and my passion for our rural communities. When I learned that the purpose of the designation is aimed to spur economic development for underserved areas, I knew that I wanted to be part of this unique organization. I feel like my very diverse background has prepared me for this role, and I am eager for the fiduciary responsibilities.”

Rebecca Rian

Originally from the San Luis Valley, Rebecca Rian soon found herself at the University of Arizona where she graduated cum laude with a major in media arts and a minor in business. After diving into film production in Los Angeles, Rebecca soon returned to Colorado to pursue her doctorate in law and her master’s in business. Upon her graduation in 2012, Rebecca came back to the San Luis Valley where she currently works in civil litigation and child welfare. Rebecca is now also serving as an active board member to the San Luis Valley Bar Association Pro Bono Project.

“I am very excited to be working with First Southwest Bank, which focuses so much on my community,” said Rebecca. “I have been serving communities in rural Colorado for several years now during my work in child welfare and I know this opportunity with FSWB will allow me to continue giving back to underserved areas.”

About First Southwest Bank

Serving the San Luis Valley and rural Colorado for more than 100 years, First Southwest Bank offers personal and business banking at their six branches, with an emphasis on businesses supporting rural communities. First Southwest Bank and their employees actively live-in and give back to our communities, volunteering with more than 40 local organizations, and donating to 115. As a CDFI bank, First Southwest Bank is focused on cultivating valuable relationships, investing in economic and social doers, and fostering a well-lived rural culture. More information about First Southwest Bank is available at fswb.com.

CONTACT: Jeni Jack-Goodwin
President
First Southwest Bank
719-587-4225
jeni.jack@fswb.com



###