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First Southwest Bank Creates New Position Dedicated To Special Programs

ALAMOSA, COLO., (April 15th, 2019) – First Southwest Bank (FSWB) has promoted Sherry Waner to Chief Development Officer— a position specifically created to ensure that the organization accomplishes its Community Development Financial Institution (CDFI) specific initiatives and those linked to FSWB’s new small business loan app, [HelloBello.biz](#).

“This new position will give more energy to all of First Southwest Bank’s special programs,” says First Southwest Bank’s Chief Executive Officer, Kent Curtis. “I’m excited to see how Sherry’s experiences and drive help to cultivate the relationships, collaborations and resources that our programs need.”

FSWB is the only bank in Southwest Colorado and the Four Corners region designated as a Community Development Financial Institution (CDFI) bank – a certification from the United States Treasury for banks who provide funding to underserved geographic areas and populations – spurring economic development in areas in need – for Colorado, this means our rural communities. Money allocated through CDFIs boosts small businesses, supports education, financial literacy and early child care, promotes sustainable energy and access to healthy food, invests in community infrastructure and often serves as a solution for affordable housing. CDFIs are trailblazers in their communities because they’re more flexible than traditional financial institutions and creatively adapt to the community’s lending needs.

Sherry Waner has over 25 years of banking experience and specializes in commercial lending that assists small business start-ups and expansions. During her time with First Southwest Bank, Sherry has enabled the bank to become one of the State’s top SBA lenders, and one of the largest USDA lenders in the nation. Sherry’s extensive knowledge of government programs has created opportunities for flexible and creative financing solutions for budding entrepreneurs and business owners.

“I’m excited to jump into this new role and put my experience with small businesses and government programs to use,” says Sherry Waner. “Focusing on collaboration, education and outreach within all of First Southwest Bank’s program, we have big plans for this year and beyond.”

One of the more recent initiatives of First Southwest Bank is HelloBello.biz, an app for lenders to easily access the most creative and in-depth financing solutions available for small businesses. Lenders use the app to connect their bank with expertise and unique funding sources, enabling them to be the best community bank they can be. This tool has proven to revolutionize small business loan opportunities in rural communities, and with more resources applied to HelloBello.biz – through this new position – there is only more rural Colorado economic growth to come.

To learn more about First Southwest Bank and it’s various programs, opportunities and initiatives please visit [fswb.bank](#) or contact First Southwest Bank’s Chief Executive Officer, Kent Curtis, at kent.curtis@fswb.com.

About First Southwest Bank

Serving the San Luis Valley and rural Colorado for more than 100 years, First Southwest Bank offers

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personal and business banking at their seven 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. Member FDIC, Equal Housing Lender

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