



WestStar Launches Fraud Defense Task Force to Protect Clients and Strengthen Prevention Efforts

FOR IMMEDIATE RELEASE

June 23, 2025 (El Paso, TX) – In a proactive move to safeguard clients and reduce financial losses, WestStar has established a Fraud Defense Task Force, a cross-functional initiative designed to strengthen fraud prevention efforts and promote financial security across the region.

Chaired by Yolanda Garcia, Executive Vice President and Chief Retail Banking Officer, the task force brings together representatives from across the organization, including Risk Management, Retail Banking, Operations, Treasury Management, Marketing, Learning and Development, and Information Security. This diverse collaboration ensures a comprehensive, organization-wide approach to fraud defense.

"Our clients rely on us to protect what matters most: their finances and peace of mind," said Garcia. "The Fraud Defense Task Force allows us to respond with agility, coordinate across departments, and empower both clients and team members with tools and education that make a real difference."

The Fraud Defense Task Force is focused on five key objectives:

- **Team Member Training:** Delivering ongoing fraud training and awareness modules through WestStar University and First Line of Defense seasonal training.
- **Client Education:** Hosting quarterly Lunch & Learn sessions with law enforcement and fraud experts, including the FBI and local authorities.
- **Fraud Tools:** Promoting solutions like Positive Pay by identifying high-check-volume business clients.
- **Client Communications:** Launching targeted fraud prevention marketing campaigns and maintaining up-to-date online resources, alerts, and educational articles in the WestStar Fraud Center.
- **Personalized Risk Support:** Offering best practice letters, outreach strategies, and personalized guidance for clients who may be at greater risk of fraud.

The task force continues to develop with new trainings, updated fraud content, and expanded client engagement opportunities planned throughout the year.

For more information about how WestStar is working to stop fraud before it happens, visit www.weststarbank.com/fraud-center.

About WestStar

WestStar is the only El Paso-based community bank and the leading commercial bank in the Borderplex region, which includes El Paso, Texas; Las Cruces, New Mexico; and Juárez, Mexico. With over \$3.1 billion in assets, 14 branches, and over 340 employees, WestStar provides commercial lending, treasury management, wealth management, and title services across the region.

WestStar's roots trace back over a century and are built on the combined legacies of four local institutions: Bank of Ysleta, Bank of El Paso, First National Bank of Fabens and Bank of the West (rebranded as WestStar Bank in 2012). These banks united over time and through mergers, ultimately becoming WestStar in 2016. Today, WestStar continues that shared commitment to relationship-based banking.

###

For media inquiries, please contact:

Christopher Ramos, Digital Marketing Specialist
915.585.4547

Christopher.Ramos@weststarbank.com