

HAPPY STATE BANK Announces New Executive Vice President

AMARILLO, TX – October 4, 2018 – J. Pat Hickman, Chairman and CEO of HAPPY STATE BANK, is pleased to announce the addition of **Bill Holland** as Executive Vice President of Marketing.

Holland comes to HAPPY with an impressive marketing background that has won him multiple national awards and recognition. His skills lie in strategic branding, creative oversight of website redesigns, public relations campaigns, and developing comprehensive marketing campaigns and integrative marketing initiatives. A few of his past clients are ExxonMobil, 3M, Verizon, and the Bob Bullock Texas History Museum.

Holland has an extensive knowledge of advertising from his time as CEO of Holland Merriman Christian in Amarillo, as well as working with Fellers Marketing and Advertising in Austin, and a division of Bates Worldwide in Houston, called Bates Southwest. These roles took him across the U.S., giving him a unique and varied background to pull from. His well-rounded work experience in banking, health care, retail and distribution, technology, and telecommunications will benefit HAPPY as we look to expand our brand across Texas.

A native of Amarillo, Holland attended Tascosa High School and graduated from the University of Texas at Austin with a Bachelor of Science degree. Very involved in his philanthropic passions in Austin and Amarillo, Holland is a past president of the Amarillo Advertising Federation and was a board member for South Texas Region American Association of Advertising Agencies, Austin Lyric Opera, the Lone Star Ballet, and Caritas, a non-profit helping homeless and underemployed families. He has two grown sons, Gregory and Mark, and will be attending Covenant Fellowship Church in Amarillo.

“It is great to find someone of Bill’s caliber to oversee the marketing of, perhaps, the best known banking brand in Texas: the HAPPY STATE BANK & TRUST CO.,” says Hickman. “He has an incredible background working all around the country, but Bill knows Texas best. He knows the people and understands that HAPPY banking revolves around building personal relationships

About HAPPY STATE BANK

HAPPY STATE BANK & TRUST CO. has been providing quality financial services to its friends and neighbors since 1908. It operates through 35 offices in Happy, Abilene, Addison, Allen, Amarillo, Borger, Canadian, Canyon, Dalhart, Dumas, Floydada, Fort Worth, Hereford, Higgins, Lockney, Lubbock, Olton, Pampa, Panhandle, Plainview, Shamrock, Silverton, Stratford, Sunray and Texline and can be found on the web at happybank.com. HAPPY STATE BANK also owns a non-depository branch – GoldStar Trust Company with over \$2 billion under trust management and is the largest servicer/custodian for Precious Metal Self-Directed IRAs in the nation. It may be found online at goldstartrust.com.

Member **FDIC** and Equal Housing Lender.

###

For More Information contact:

J. Pat Hickman
Chairman & CEO
jph@happybank.com

Cindy Brown
CRA Marketing Officer
cbrown@happybank.com