



LEA COUNTY STATE BANK | WINTER 2025

# BUSINESSBANKNOTES

*Working on your bottom line*

Lea County State Bank  
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GREEN MEADOW LAKE, HOBBS, NM

Photo by Jonah Gutierrez

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## WALLACH NEWEST BOARD OF DIRECTORS MEMBER

**Tyler Wallach** is more comfortable in jeans and a sweater than a suit and tie. And he often conducts business while on the road—not in his office. For that reason,

Lea County State Bank President Sam Spencer said Wallach, the newest member of the LCSB Board of Directors, brings fresh perspective and youth to the board room.

"With his knowledge of Hobbs and his experience in the business world, Tyler is an ideal addition to our board," Spencer said. "His roots in the community go back for generations."

Four generations to be exact.

Tyler's great grandfather opened the family's concrete business in Eunice in the 1940s. These days Permian Basin Materials continues to serve the residential and commercial concrete needs of Lea County and West Texas. And the company has been a LCSB customer for almost as long as the bank has existed.

"When you have a family business, you really rely on those personal bank relationships and the ability to get somebody on the telephone who knows you and can take care of your individual needs," Wallach said recently while driving to a job site. "You just don't get that kind of personal service at big banks."

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## A BRILLIANT SOLUTION FOR YOUR BUSINESS

**D**onny Roberts calls it the self-checkout version of business credit cards.

Thanks to **360Control**, Lea County State Bank's new business card management tool, Roberts—who is First Methodist Church's financial administrator—can issue new employee credit cards, change credit limits, track expenditures and more.

Prior to 360Control, Roberts relied on a LCSB bank officer to execute many of the same tasks he can now complete himself.

"If somebody needed a card on the weekend I had to wait until Monday when I could call the bank," Roberts explained. "Now I have the capability to issue a card myself. And I don't need to remember six different logins and passwords to get into each business card."

Making the switch to a new credit card system, however, was no small feat. Digital Banking Officer Jessie Garcia said LCSB spent almost a year implementing the credit card program before 360Control made its debut in October. The changeover included closing out old cards and transferring their balances and reward points to the new system.

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## "IT'S KIND OF LIKE THE SELF-CHECKOUT AT LOWE'S. IT'S EASIER AND QUICKER FOR ME TO DO EVERYTHING MYSELF."

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In addition, the switch to 360Control meant extensive training for bank employees and, in turn, the dozens of business clients who will benefit when it reaches full implementation.

"The good thing about this system is Jessie drove over to my office and got me trained up," Roberts said. "I wanted to learn how to use it while working on my own computer so she was happy to do that."

Garcia said going out of her way to make banking convenient for LCSB customers is part of her job.

And the fact that 360Control has an intuitive dashboard and simple-to-use tools makes that job easier.

"I had a call just this morning from a lady who was so pleased at the control she has now," Garcia said. "We strive to keep our customers happy. Giving them the ability to go into the portal and take care of tasks themselves is doing that."

"The best thing about 360Control is the ability to be self-sufficient. And if you have questions, you can talk to someone locally instead of dialing an 800 number," added Saul Villarreal, LCSB retail credit manager. "We'll even come to your office to help set everything up. I really believe that is what sets us apart."

"The new program is very convenient and time-saving," Roberts agreed. "It's kind of like the self-checkout at Lowe's. It's easier and quicker for me to do everything myself."

In addition to more control over expenditures, LCSB offers a reward program that accrues one point for every \$1 spent.

In the meantime, for more information on 360Control business accounts or to schedule a training session, phone Garcia at [575-397-6633](tel:575-397-6633) or email her at [Jessie.Garcia@lcsb.com](mailto:Jessie.Garcia@lcsb.com).

The screenshot shows the 'Administration' tab selected in the top navigation bar. Below it, the 'Users & Cards' section is active. There are filters for 'User Status: Active' and 'Card Status: All', along with a 'Save' button. Below these filters is a table with columns: FULL NAME, CARD NUMBER, PROFILE, CREDIT LIMIT, and USER VIEWPOINT. Each column has a dropdown arrow next to it. There are also checkboxes and a search icon at the top left of the table area.

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A 2004 Texas Tech graduate with a degree in business management, Wallach said he looks forward to serving on the board with other community leaders who include his father, Robert Wallach.

"I heard a lot of positive feedback from him about being on the board so I thought it was a good opportunity,"

the 43-year-old said. "This will give me a chance to work with my dad again while also doing a service for my hometown. I'm looking forward to it."

Wallach isn't new to community service. He also is a former Palmer Drug Abuse Program board member. He and his wife, Michele, have two children: 17-year-old Ava Grace and 15-year-old Parker.