



Innovation

At Lone Star National Bank, innovation isn't limited to technology, it's how we connect, inspire, and lead with purpose. Enter Cowboy Cash!

Our beloved mascot turned 17 this past year and continues to be one of the most recognized and requested figures in South Texas. Cowboy Cash isn't just a mascot; he's truly an experience. He helps us bridge generations, industries, and communities through imaginative outreach and authentic storytelling.

From schools and nonprofit events to financial education sessions and city festivals, Cowboy Cash is a key player across all service lines. He brings joy, builds trust, and opens the door to meaningful conversations about financial wellness. He's even the star of our *Secret Teller* video series, where he highlights unsung heroes and organizations making a difference in their communities. During the month of December alone, Cowboy Cash visiting banking centers surprising unsuspected customers with more than \$8,000 in cash.

This creativity fuels LSNB's larger mission: to build lasting relationships and help people thrive financially. We believe the future belongs to those who dare to innovate, and Cowboy Cash leads the charge for LSNB with imagination, impact, and innovation!