

**#WeAreCommunity:  
Building a Culture of Connection,  
Belonging and Purpose**

## PROGRAM SUMMARY

### Creating a Culture of Belonging Through Employee-Led Engagement

At Community National Bank, culture is not a department, it is a strategic priority. Throughout 2025, CNB invested heavily in creating meaningful opportunities for employees to connect, develop, volunteer, celebrate, and be heard. Our employee-led Culture Committee serves as the driving force behind engagement initiatives across all markets.

Signature programs included Kickballpalooza, Off the Clock social events, Beyond the Bank employee video updates, First Friday engagement activities, employee appreciation initiatives, volunteer challenges, and branch recognition programs. Employees are encouraged to shape the culture through feedback, participation, and leadership opportunities.

The result has been increased employee engagement, stronger cross-department relationships, expanded volunteer participation, and a workplace where employees feel connected to both the bank and the communities we serve. CNB's culture is built on the belief that when employees thrive, our customers and communities benefit as well.



# #WeAreCommunity



# FULL PROGRAM NARRATIVE

In 2025, the people of Community National Bank answered that question with their own time. They gave 2,316 hours back to the communities they live in. They turned a workplace culture committee into a movement, and they proved that when a bank trusts its employees to lead, the whole community feels it.



## THE YEAR IN NUMBERS | 2025

These are not projections or estimates. They are the documented results of an employee-led culture in motion. 2026 calculations are not included.

|                                |                                    |                              |                               |
|--------------------------------|------------------------------------|------------------------------|-------------------------------|
| 2,316<br>Volunteer Hours Given | \$54,417<br>Community Impact Value | 168<br>Employee Volunteers   |                               |
| 12<br>Branches Engaged         | 3<br>Markets United                | 60+<br>Partner Organizations | \$225K<br>2026 Culture Budget |





## THE OBJECTIVE

Community National Bank set out to build a culture that does not end at the branch door. The goal was simple to say and hard to do: create an environment where employees feel they belong, where they grow as people and professionals, and where they carry the bank's heart into the streets, schools, food banks, and senior centers of the communities CNB serves.

Most banks treat culture as something handed down from leadership. CNB took the opposite path. The bank decided that the people closest to the work should own the culture. Leadership did not build the program for employees. Leadership built the conditions, then handed employees the keys.

## THE APPROACH

### An Employee-Led Culture Committee

At the center of it all is CNB's Culture Committee, a volunteer body made up of employees from multiple departments, branches, and markets. These are not executives with culture added to their job description. They are tellers, analysts, bookkeepers, and lenders who raised their hands to shape the place they work.

The committee operates around three guiding principles, and every initiative traces back to one of them:



- **Community Impact**  
Lead volunteer initiatives, build partnerships, and support local causes to strengthen our bond with the community.
- **Employee's Voice**  
Actively listen to and elevate employee input at every level, creating a culture of ownership and collaboration.
- **Engagement & Recognition**  
Drive engagement through open communication, teamwork, and meaningful recognition.
- **Celebration**  
Celebrate achievements and embrace diverse perspectives to spark innovation and creativity.

# HOW CULTURE COMES TO LIFE

## Connection That People Actually Want

CNB built moments worth showing up for. Kickballpalooza brought employees and their families together for a day of food, games, and friendly rivalry, the kind of day kids remember and coworkers talk about for months. Off the Clock quarterly socials, including Bingo Night and Loteria Night, gave people a reason to laugh together away from the teller line. These events do something a memo never could: they turn coworkers into friends.



## A Culture You Can Hear From

The committee opened real channels for employee voice. The Beyond the Bank monthly video series keeps every market connected to one story instead of twelve separate ones. First Friday activities and intranet resources mean employees are never guessing what is happening and never wondering whether their ideas matter. When ownership lives with the people, communication stops being top-down and starts being shared.

## Recognition That Means Something

CNB celebrates its people loudly and often, from spotlighting volunteer milestones to honoring the first branch in the bank to reach 100 percent volunteer participation. That branch, Plaza Oaks, is one of the smallest in the company. It did not have the most people, however, it had the most heart, and the bank made sure everyone knew it.

## Where Culture Meets Community

This is where the story stops being about a bank and starts being about people. CNB employees did not just attend events. They gave themselves to their neighbors.

Across 2025, employees logged 2,316 volunteer hours, creating an estimated \$54,417 in community impact value. They served more than 60 organizations across the Permian Basin, Lubbock, and Dallas, including some of the most vulnerable corners of those communities.

| Organization Served       | Hours  | Impact Value |
|---------------------------|--------|--------------|
| Senior Life               | 508.5  | \$13,389     |
| Midland County Fair       | 171.75 | \$4,522      |
| Midland Community Theatre | 150.5  | \$3,963      |
| Mission Agape             | 142.75 | \$3,759      |



Behind every number is a face. More than 500 hours went to Senior Life, delivering food with elders who might otherwise have spent those days alone. Hundreds more went to feeding families, lifting up local arts, and serving children. These are CNB employees choosing, on work time and on their own time, to be present for people who needed them.

**The People Who Led the Way**  
Culture is carried by individuals. A few of CNB's 2025 standouts show what employee ownership looks like in practice:

- Eddie Montoya gave 129.5 hours, the most of any officer in the bank, setting a tone that leadership is something you do, not something you hold.
- Delilah Rodriguez, branch manager in Cuthbert, logged 77.5 hours, leading her branch and her community at the same time.
- Mary Guzman, a lending assistant in Midland, gave 57.25 hours, proof that you do not need a title to make a difference.
- Stephanie Forest, Celeste Aguero, and Martha Salgado each gave more than 51 hours while also serving on the Culture Committee that made all of it possible.

From entry-level employees to executive vice presidents, people at every level showed up. That is not an accident. That is a culture.

**A CULTURE THAT CROSSES MARKETS**

CNB's culture is not concentrated in one office. It reaches across the entire footprint — from the largest headquarters to the smallest rural branch.

| Branch     | Volunteers | Hours    | Participation Rate |
|------------|------------|----------|--------------------|
| Stanton    | 3          | 85.5     | 60%                |
| Midland HQ | 108        | 1,588.50 | 51%                |
| Lubbock HQ | 15         | 265.5    | 56%                |
| Odessa HQ  | 7          | 55.25    | 50%                |
| Dallas HQ  | 5          | 47.5     | 42%                |

The smallest branch in the company set the participation standard for everyone else. That is what happens when belonging is real. It does not depend on size. It depends on heart.

## THE RESULTS

The Culture Committee has become one of the most visible and most loved employee programs in the bank. Participation grows every year across volunteering, social events, communication, and recognition. Relationships now stretch across departments and across hundreds of miles of Texas. Employees describe the bank not as a place they work, but as a place they belong.

For 2026, CNB has approved a \$225,000 culture and community budget, a deliberate reinvestment in the people and programs that make this culture real. This is not a one-year campaign. It is a long-term promise.

## WHY THIS MATTERS

Community National Bank built something rare: a culture that employees own, that crosses every market, and that pours itself back into the community in measurable ways. 2,316 hours. \$54,417 in impact. 168 people who decided their bank would be known for more than its balance sheet.

The result is a workplace where employees feel connected, customers feel cared for, and communities feel the difference. When employees thrive, communities win. CNB did not just believe that. The bank's people lived it, hour after hour, all year long.



# #WeAreCommunity



# CULTURE DAYS

*CULTURE DAYS ARE WHAT HAPPEN WHEN #WEARECOMMUNITY MEETS A LITTLE FUN.*

## 2/6 JERSEY DAY

PICK YOUR TEAM, REP YOUR COLORS, AND BRING THE SUPER BOWL ENERGY TO WORK.

## 3/17 FEELIN' LUCKY DAY

WEAR GREEN, SHARE THE LUCK, AND CELEBRATE THE CNB COMMUNITY

## 4/10 NATIONAL PET DAY

NO PETS AT WORK, BUT ALL PETS WELCOME ON THE INTRANET! E-MAIL YOUR PHOTOS TO [CULTURE@CNBTX.COM](mailto:CULTURE@CNBTX.COM) BEFORE MARCH 31<sup>ST</sup>. FEEL FREE TO INCLUDE FUN FACTS.

## 4/28 NATIONAL SUPER HERO DAY

WEAR YOUR HERO. BE SOMEONE ELSE'S. NO CAPE REQUIRED, JUST BRING YOUR SPIRIT.

## 6/1 VACAY VIBES DAY

WORKDAY TODAY, VACATION VIBES ALWAYS. DRESS FOR YOUR DREAM DESTINATION.

## 6/23 NATIONAL HYDRATION DAY

HYDRATE LIKE A PRO. MORE WATER, MORE ENERGY.

## 8/6 NATIONAL FRESH BREATH DAY

FRESH BREATH, FRESH VIBES. MINT CONDITION: ACHIEVED.

## 9/4 NATIONAL COLLEGE COLORS DAY

REP YOUR COLLEGE, ANY SCHOOL, ANY COLORS. SO MANY SCHOOLS. ONE TEAM: CNB.

## 9/28 CAMO DAY

CAMO ON. SEASON ON. WEAR CAMO TO WORK.

## 10/6 NATIONAL MAD HATTER DAY

BRING THE HAT. BRING THE FUN. WEAR YOUR FAVORITE HAT, STYLE ENCOURAGED.

## 11/9 FLANNEL DAY

FLANNEL WEATHER STARTS AT WORK. PLAID UP.

## 12/5 CRAZY SOCK DAY

BRING THE FUN, ONE SOCK AT A TIME. BECAUSE BORING SOCKS ARE OVERRATED.

## 12/18 UGLY SWEATER DAY

WEAR YOUR WORST. UGLY NEVER LOOKED SO GOOD.

*CULTURE DAYS MAY BE MODIFIED OR CANCELED AS NEEDED. WHILE PARTICIPATION IS MEANT TO BE FUN, EMPLOYEES SHOULD REMEMBER THAT WE CONTINUE TO REPRESENT CNB DURING CULTURE DAYS. PLEASE ENSURE ALL ATTIRE, JOKES, AND ACTIVITIES ARE PROFESSIONAL, RESPECTFUL, AND WORK-APPROPRIATE.*

# CULTURE DAYS

*CULTURE DAYS ARE WHAT HAPPEN WHEN #WEARECOMMUNITY MEETS A LITTLE FUN.*

## COMMUNITY IMPACT

1/9 LAW ENFORCEMENT DAY  
3/6 EMPLOYEE APPRECIATION DAY  
4/22 ASSISTANT'S APPRECIATION DAY  
5/6 NURSE'S APPRECIATION DAY  
9/15 IT APPRECIATION DAY  
9/25 HR APPRECIATION DAY  
10/5 TELLER APPRECIATION WEEK  
10/5 CUSTOMER SERVICE APPRECIATION DAY  
10/2 CHAMBER APPRECIATION DAY  
10/28 1<sup>ST</sup> RESPONDER DAY

## OFF THE CLOCK

MARCH 24 | MAY 5 | AUGUST 4 | NOVEMBER 13

## BEYOND THE BANK

RECORDINGS ON THE LAST THURSDAY OF THE MONTH

2/26 | 3/26 | 4/30 | 5/28 | 6/25 | 7/30 | 8/27 | 9/24 | 10/29

## TBD

CULTURE NIGHT | SATURDAY STARS

## FAMILY NIGHT

KICKBALL PALOOZA | ROCKHOUNDS | PICKLEBALL | SKATING  
PHOTOS WITH SANTA

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THE GREATEST SHOW IN SPORTS

# Banana Ball

VS

**TAILGATERS** vs **PARTY ANIMALS**

## STEP UP TO THE PLATE THIS SPRING!

### VOLUNTEER. SERVE. WIN BIG

VOLUNTEER APRIL 1 - JUNE 20: LOG YOUR VOLUNTEERS HOURS FOR A CHANCE TO WIN!

**2 TICKETS TO BANANA BALL**  
**+ \$ 50 GAME NIGHT GIFT CARD**

JULY 2<sup>ND</sup> | MIDLAND, TX

EACH VOLUNTEER HOUR = 1 ENTRY  
 MULTIPLE WINNERS  
 WINNERS ANNOUNCED ON WEDNESDAY, JUNE 24<sup>TH</sup> VIA ZOOM

# Thank You



HAPPY EMPLOYEE APPRECIATION DAY! YOUR COMMITMENT, TEAMWORK, AND HEART FOR SERVING OTHERS MAKE OUR BANK STRONGER EVERY DAY. WE'RE TRULY GRATEFUL TO WORK ALONGSIDE SUCH AN INCREDIBLE TEAM.

*And the Winner is...*

**\$25 GIFT CARD**

|               |                  |
|---------------|------------------|
| MYLES TIPTON  | DEBRA RUSHING    |
| IONA REDMON   | ASHLEY GUTIERREZ |
| EMILY TODD    | ITALY BUTLER     |
| LEXIE PEREZ   | KARLA FABELA     |
| HALLE MUNSON  | CRYSTAL HELWEG   |
| ANNA WOOD     | DEBRA ORTEGA     |
| JACK SOWELLS  | ALESHA ECHOLS    |
| EMILY ING     | KAITLYN GARCIA   |
| ESTELLA URIAS | CHRISTIE TILLIS  |
| TRENT LOW     | EMILY GIBB       |

**\$50 GIFT CARD**

SARAIHA HELLER  
 LORETTA CARTER  
 DIANA HERNANDEZ  
 ALINE VALENZUELA  
 DANA GONZALES  
 JESUS BARON  
 ALYSSA SCOTT  
 ANA RODRIGUEZ  
 JENNIFER BALDERAMA

**THANK YOU!**

**YETI BAG**  
 KALISTA CASAREZ

**JBL SPEAKER**  
 MELISSA GALINDO

**BEATS HEADPHONES**  
 MATHEW QUEZADA





## ASTRO

This Australian Labradoodle has a mischievous side, Astro loves getting into trouble, especially when it comes to stealing socks. His favorite game? Hiding them. His family's favorite game? Trying to find them!



Delliah Rodriguez  
Branch Manager  
Cuthbert

Jesus Barron  
Fraud Analyst



MONTY

This Golden Retriever is all about the good life, Monty loves playing fetch and never says no to a french fry!

## KOKO

AKA Koko Bug

This French Bulldog has personality for days! When Koko wants attention, she sounds just like a newborn crying. She hops like a bunny when she's excited and isn't afraid to give the meanest side eye if you annoy her, just don't touch her paws unless you've been approved!



Texie Murillo  
Digital Solutions  
Midland HQ

## ROCKY

Rocky is a baby hatchling sulcata tortoise with a long life ahead, these little guys can live up to 150 years! Slow and steady, Rocky is just getting started on the journey.



Samantha Heidelberg  
Teller  
Shannon

## KIKI

This Persian kitty has a voice all her own, Kiki doesn't quite meow, she squeaks!



Laressa Lopez  
BSA Analyst  
Midland HQ