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## PlainsCapital Bank Hosts “Startup Social” Supporting Innovation and Entrepreneurship in Rio Grande Valley, Donates iPads to Edinburg-based Incubator



Posing with the nearly four dozen gift-wrapped iPads PlainsCapital Bank donated to Hive Effect, an Edinburg-based startup incubator, are a few of the entrepreneurs, bankers, business and civic leaders, and UTRGV officials who attended the “Startup Social” at Grindstone Coworking on April 19, 2017, hosted by PlainsCapital in partnership with Hive Effect. Included in the photo are PlainsCapital Bank Edinburg Market President Michael Williams; PlainsCapital Bank McAllen Market President Albert Chapa; Hive Effect Founder Daniel Rivera; Edinburg City Councilmembers J.R. Betancourt, Richard Molina, and David Torres; and Dr. John Sargent with the UTRGV Department of International Business and Entrepreneurship.

EDINBURG, TX (April 24, 2017) – PlainsCapital Bank hosted a professional networking reception for local startup companies on April 19, 2017, to support the Rio Grande Valley’s (RGV) growing entrepreneurial and small business landscape. The event, held at Grindstone Coworking, was designed to connect entrepreneurs with a network of resources including bankers, civic and business leaders and officials with the University of Texas RGV’s entrepreneurship and small business development programs. PlainsCapital partnered with Hive Effect – an entrepreneur development initiative created by the Edinburg Economic Development Corporation – in hosting the event.

Companies in attendance represented a range of business specialties, from startups specializing in IT solutions and web development to social media marketing, web-based education technology, online sports news and entertainment, film production, financial advisory, nutritional services and real estate development.

Additionally, PlainsCapital Bank donated dozens of iPads to support Hive Effect's programs and services for small businesses, including classes on developing business models, social media marketing, business tax structure, and e-commerce among others.

"We want to help entrepreneurs leverage opportunities to learn and grow their businesses and create a strategy for success," said Michael Williams, PlainsCapital Bank Edinburg market president. "It's important that we are doing our part to contribute to a supportive infrastructure and network for entrepreneurs that helps spur innovation and jobs growth in our regional economy."

PlainsCapital Bank has 14 branches across the Rio Grande Valley, offering a full complement of personal and business banking services as well as commercial lending.

### **About PlainsCapital Bank**

As of June 2016, Dallas-based PlainsCapital Bank, the sixth-largest Texas headquartered bank by deposit market share, operated 63 Texas branches with more than 1,200 employees providing highly personalized relationship banking through a single point of contact. Offering commercial lending, treasury management, small business banking, private banking, and trust and wealth management services, PlainsCapital Bank empowers responsive, local decision-making in each of its major markets: Austin, Corpus Christi, Dallas, El Paso, Fort Worth, Houston, Lubbock, the Rio Grande Valley and San Antonio. PlainsCapital Bank is a wholly owned subsidiary of [Hilltop Holdings](#) (NYSE: HTH). Find more information at [PlainsCapital.com](#). *Source: June 2016 SNL Financial*

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