

Trust is important to Maggy Morford.

Known all over Abilene for her devotion to good causes, Morford is one of the community's most benevolent trustees – a generous contributor of money, time and hard work. Her style of leadership is to be active, get things done and set a positive example for the city she loves.

Morford does business with First National Bank of Abilene, in part because she appreciates the example they set, too. "My husband was in the cattle business. He depended upon loans from First National," says Morford. "After he died, I knew that I did not want to stay in the cattle business, so I sold it. That gave me money to invest."

Morford chose to work with First National Bank of Abilene's Trust Department. "I created a family limited partnership. During a time when there was a lot of hysteria in the markets, they were conservative. They kept an even keel and have done well despite the difficult market.

"They are a good bunch of folks, and they make it a point to serve the community by joining boards and lending a hand where help is needed. They are very careful in the people they hire. They nurture them and bring them along, and they don't hesitate to recruit from other areas when necessary. They keep the interests of the shareholders and customers close to heart.

"With First Financial Bankshares, you know the people that you work with, and they are friends. People that you trust."



Maggy Morford  
Civic Leader  
Investor  
Abilene, Texas

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