

Kevin McGuire Joins Bank of Southern California

PALM DESERT, Calif., Sept. 16, 2013 (SEND2PRESS NEWSWIRE) – Bank of Southern California today announced that former Palm Desert National Bank CEO and Chairman, Kevin McGuire has been appointed to lead the bank's Coachella Valley region.

After spending twenty years at Palm Desert National Bank, Mr. McGuire currently serves as Special Assistant to the Chancellor at UC Riverside, Palm Desert Campus.

"Given the importance of the desert region to Bank of Southern California, we are extremely pleased Kevin has joined our management team," commented Nathan Rogge, CEO of Bank of Southern California. "Not only does he bring incredible banking acumen, but his dedication to the Coachella Valley is second to none. The desert region presents a tremendous opportunity for us and Kevin is the right person to lead our growth there."

Mr. McGuire currently serves on the Board of Directors of six Coachella Valley based community organizations, including Shelter from the Storm, Food in Need of Distribution, the Coachella Valley Education Foundation, the Palm Springs International Film Festival, and the Humana Challenge Golf Tournament. He also previously served as a trustee of the Eisenhower Medical Center and was the founding Chairman and served on the Board of Directors of Pacific Coast Bankers Bank.

"It is truly a privilege to have the opportunity to return to banking with a dedicated team of community bankers committed to the Southern California region and specifically, the Coachella Valley," added Mr. McGuire.

In December 2010, the bank acquired the La Quinta and Palm Springs branches from Palm Desert National Bank as its entry into the Coachella Valley which the bank sees as a key Southern California market. Then in March 2013, Bank of Southern California acquired the La Quinta building that they had leased for the prior two years.



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"Our purchase of the

building in La Quinta is just another reflection of our long-term commitment to the Valley and our desire to more fully and permanently serve our clients in the Desert Cities area. The Valley has recently lost many of its long term community banks through mergers and acquisition, and Bank of Southern California fills that void," concluded Rogge.

About Bank of Southern California:

Established in 2001, Bank of Southern California, N.A., a national bank with headquarters in San Diego, Calif., is locally owned and managed and committed to meeting the unique business, professional and personal banking needs of the vibrant Southern California communities it serves. With six offices in San Diego County and the Coachella Valley in Riverside County, Bank of Southern California remains one of the strongest, well-capitalized banks in the region, with a growing asset base and loan portfolio.

For more information, visit <http://www.banksocal.com/> or call (858) 847-4780.

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* Photo Caption: Kevin McGuire.

News issued by: Bank of Southern California



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Original Story ID: 2013-09-0916-001 (8953) :: Kevin-McGuire-Joins-Bank-of-Southern-California_2013-09-0916-001

Original Keywords: Kevin McGuire, Bank of Southern California N.A., CEO Nathan Rogge, Coachella Valley region, La Quinta, Palm Desert National Bank Bank of Southern California Palm Desert California PALM DESERT, Calif.

Alternate Headline: Banking Executive Kevin McGuire Joins Bank of Southern California

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Original Shortcode for Story: <http://goo.gl/iVjLpH>