

The Coffeeville Courier

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BankFirst Highlights Leadership in Water Valley



Tiffany Reed

Water Valley, Mississippi, July 6, 2026 — BankFirst Financial Services ("BankFirst" or the "Bank") is proud to recognize two key leaders serving its Water Valley market. TK Townsend was recently promoted to Branch Manager for Water Valley, and Tiffany Reed was recently promoted to Lending Officer for Water Valley.

Bringing more than a decade of experience providing personalized guidance and dependable financial support to BankFirst customers, Townsend offers extensive banking knowledge and a strong commitment to the communities he serves. In his role as Branch Manager, he oversees the Water Valley team, focusing on relationship-driven banking, exceptional customer service, and continued market growth.

"We are very excited to have TK in the Water Valley market to lead our branch," said Tyler Hill, Water Valley Community Bank President. "He spent several years serving on our Oxford team but has always remained deeply connected to Yalobusha County and the community he calls home. His management style is customer-focused and grounded in positive, steadfast leader-



TK Townsend

ship."

With 24 years of experience at BankFirst, Reed has spent her career helping customers and building strong relationships throughout the communities we serve. A native of Coffeeville and longtime Oxford resident, she brings extensive banking knowledge and a genuine passion for helping customers achieve their financial goals. In her role as Lending Officer, Reed works closely with individuals and businesses to provide lending solutions tailored to their needs while continuing to deliver the personalized service and trusted guidance that customers have come to expect from BankFirst.

"Tiffany has deep roots in Yalobusha County and is widely respected throughout the community," Hill said. "She is a true community banker who is focused on building relationships, serving the community, and helping local families and businesses thrive."

Customers are encouraged to visit BankFirst's Water Valley locations or contact the team directly at (662) 473-2261 or (662) 473-1234.

Thank You

Words can not express the appreciation we have for the calls, texts, and especially the prayers last week as I underwent rotator cuff surgery. As the next several weeks will be filled with therapy and recoupation your continued prayers will be greatly appreciated.

Thank you,
John Beshears

Yalobusha Historical Society to Hear Allen Winters Thursday

Mr. Allen Winters of the Mississippi Tribe of Choctaw Indians returns at 2:00 PM this Thursday. He has spoken to us and other groups on various topics. We hope you can be with us this week as his topic is "Traditional Choctaw Meals".

YHS meets at 14656 Depot St. in Coffeeville. Everyone is invited to join us and stay for fellowship and refreshments.



From My Porch to Yours

Seeing the Heart of Leway Market

By AmyEl-Rai Brown

As I sit here on my porch today, listening to the gentle chirp of the birds and watching the squirrels play, running up and down the trees in my front yard, I am reminded that we can find the beauty of God in every single aspect of life if we just take the time to look. Sometimes, that beauty is found in nature. Other times, it is found in the unexpected people God brings into our community.

Lately, my thoughts have been resting on my many interactions with Mr. Chuc Le, the owner of the new Leway Market here in Coffeeville. I wish you could see Mr. Le the way I have come to know him.

Throughout my life, I have talked with many businesspeople, but I have never run across one quite like Mr. Chuc. He is a remarkably strong businessman with a sharp vision for this new market. But when he talks about Leway Market, his vision doesn't come across as a way to make him money, or a way to build him up as an affluent person with so-called "pull," connections, or power. Instead, he comes across as a man who saw a way he could help a town that was, and is, in need. He doesn't focus on his bottom line, or what this town

"owes" him for providing us with a grocery store. Instead, he talks about what this store can mean to the people who live here.

Mr. Chuc is a humble man who truly believes that real change comes through love and teamwork. His approach reminds me so much of Philippians 2:3-4:

"Do nothing out of selfish ambition or vain conceit. Rather, in humility value others above yourselves, not looking to your own interests but each of you to the interests of others."

I have seen him work from the heart. He sees value and potential in people that few others take the time to notice or nurture. In my own talks with him, I have found so much value in seeing how he looks to assist Coffeeville in its growth.

Yet, I know how the world works. There are many who will try to tear him down or belittle his efforts here. Sometimes, people talk off what they think they see or know, carrying only a small, distorted part of the story.

To those skeptics, I want to offer a different perspective. Where you might see greed from the outside, I see a man trying to build up others.

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and friend.**

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