

The University of Texas at Tyler

ENDOWMENT PROFILE

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Shaped By the Past...Shaping the Future

WHEN HE WAS an undergraduate student at The University of Texas at Austin, Billy Hibbs, Jr. worked at the university's Bureau of Business Research (BBR). That experience clearly honed the skills and abilities he would need to be a successful businessman. And he is that: Billy is Chairman and CEO of Heartland Security Insurance Group, headquartered in Tyler, Texas.

Started by Billy Hibbs, Sr., in 1967, the diversified holding company welcomed partner James L. Hallmark in 1970, which then established the Hibbs-Hallmark Insurance Agency. Today the organization has expanded to provide a host of insurance services through seven independent operating units. The breadth of services is almost as diverse as the insurance industry itself. Heartland Security Insurance Group has grown in size and scope under the direction of Billy Hibbs, Jr., but he was ready for that growth, thanks to his days at UT Austin's BBR.

Billy and his family had been looking for an opportunity to do something significant at The University of Texas at Tyler, having been actively engaged with UT Tyler throughout most of its 40 year history. When Billy learned that Dr. Harold Doty, Dean of the UT Tyler College of Business and Technology, wanted to establish an organization for business and economic research, Billy was immediately interested. "This is something that is very much needed for East Texas and will complement the mission of the university," Billy said. "UT Tyler students need to know the importance of economic information, how to analyze it, and how to use it in making wise business decisions."

So Billy, along with his mother, Mrs. Jeannie Hibbs, his wife, Tisa Weiss Hibbs, and Barry Jones, the President of Heartland Security Insurance Group—all of whom comprise the Hibbs Family Foundation—created the Hibbs Institute of Business and Economic Research Endowment at The University of Texas at Tyler. "We are so pleased to have the Hibbs name so closely associated with UT Tyler, and to continue our partnership through this new initiative," said UT Tyler President Rodney H. Mabry.



Members of the Hibbs Family Foundation

The Hibbs Institute for Business and Economic Research facilitates business growth and economic development throughout East Texas by serving as a key source of information for regional businesses, governments, and economic development agencies.

The institute serves a 41-county area and monitors and reports on critical trends in industry, the economy, and regional demographics. The information is used to attract, start and grow businesses in East Texas. Data resources are provided to assist businesses and government agencies in making decisions critical to economic development. The Hibbs Institute Economic Forecast Summit is held each year to inform area business leaders about emerging trends and insights.

UT Tyler is grateful to the Hibbs Family Foundation for their confidence, support and vision. Because of their generosity, The Hibbs Institute of Business and Economic Research Endowment will benefit East Texas and generations of UT Tyler students to come.

If you would like more information about how to start an endowment, please contact: [University Advancement](#) | advancement@uttyler.edu | 903-566-7110