



FOR IMMEDIATE RELEASE

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SHORELINE HOMETOWN CREDIT UNION PROMOTES LISA SMENT TO VICE PRESIDENT OF OPERATIONS

February 19, 2020, Manitowoc, Wis. Shoreline Credit Union is pleased to announce the promotion of Lisa Sment to Vice President of Operations. In her new role, Lisa is responsible for overseeing retail operations, risk management, and digital initiatives. Her responsibilities include developing and ensuring adherence to policy and procedure, digital growth and risk mitigation, and managing the Market Manager and Branch Managers.

Lisa brings over 16 years of financial branch management experience to Shoreline. Her skills include professional development, providing excellent and consistent member service, and branch leadership. Lisa has worked in various leadership positions at North Shore Bank, Huntington Bank, Denmark State Bank, and most recently Market Manager at Shoreline Hometown Credit Union. Lisa also currently serves as Treasurer and Immediate Past President of the Allouez Lions Club and is active in other community support groups such as Junior Achievement.

A graduate of St. Norbert College, Lisa earned a bachelor's degree in Psychology, English and Education. Lisa resides in Green Bay, Wisconsin with her husband and two daughters.

About Shoreline Credit Union

For nearly 80 years, Shoreline Credit Union is headquartered in Manitowoc County and is a member owned, non-profit financial cooperative serving approximately 8,000 members in nine counties — Brown, Outagamie, Winnebago, Door, Calumet, Fond du Lac, Kewaunee, Manitowoc and Sheboygan, in Wisconsin. Shoreline Credit Union is a member of the National Credit Union Administration (NCUA), an independent federal agency that charters and supervises federal credit unions. Shoreline is considered well capitalized according to NCUA standards

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