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SHORELINE HOMETOWN CREDIT UNION SWEEPS THREE CATEGORIES IN THE BEST OF THE LAKESHORE AWARDS

June 15, 2020, Manitowoc, Wis. For the first time in its nearly 80 year history, Shoreline Hometown Credit Union was voted winner for three Best of the Lakeshore awards. The credit union swept three categories including Best Bank or Credit Union, Financial Planning, and Mortgage Company on the Lakeshore for 2020.

“Sweeping the awards we were nominated for is both exciting and humbling,” says Nathan Grossenbach, President/CEO of Shoreline. “We have been committed to improving our members’ experience through our products, our technology, and most importantly our staff. To receive such a powerful vote of confidence from the community is just icing on the cake.”

Grossenbach goes on to say that the community recognizes that Shoreline is the best choice for general banking, financial planning, as well as originating mortgages. “Over the past three years, we have reduced the fees we charge, lowered our interest rates on loans, created greater access to members with less-than-perfect credit, and remained committed to our “Hometown” principles. So far this year, we have achieved double-digit growth in auto loans, toy loans, home loans, and member deposits. It is an incredible time to be a Shoreline member. “

Mortgage Manager, Andrea Schmitt is leading a new-look mortgage team that has become a strategic focus for the credit union. “Our mortgage program is built around flexibility and finding the right product for each individual member. Regardless of your homeownership status, we have a product for everybody. I am so excited to lead the “Best” Mortgage team in the area!”

When it comes to Financial Planning, the credit union has recently entered into two key partnerships that provide unique services to its members. “I am so proud of the partnerships with Dan Bellerud,

(OneWisconsin - Financial Planning) and Jeff Balistriere, (Medicare Specialist),” says Lisa Sment, Vice-President of Operations. “Both Dan and Jeff have the same member-focused approach that we do, and they both provide our members with valuable services in very complex industries. Shoreline is the right place to go to for Medicare advice and financial planning.”

The leadership of Shoreline Hometown Credit Union also wishes to thank its team of nearly 40 employees who work tirelessly to support our Hometown mission, and take care of our nearly 10,000 members each day. “The heart and soul of our credit union is in our Hometown team that interacts with our members every day,” says Human Resources Manager, Damien Mohorne. “Our culture is built around trust, empathy, and integrity, which all leads to taking care of our members with exceptional service.”

Shoreline sponsors many community events and supports a wide range of charitable organizations. Grossenbach concludes, “Each and every year there are more opportunities for our employees and members at Shoreline. We know how much our community appreciates locally-owned businesses. We are proud to be headquartered in Manitowoc County for 80 years, with many more to come!”

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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