



NEWS ANCHOR

Shoreline Hometown Credit Union • Manitowoc & Two Rivers, Wisconsin

2020 is turning out to be a pivotal year for Shoreline Hometown Credit Union



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."

Reduced fees and lowered interest rates. 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."

Double-digit growth in 2020. Grossenbach states, "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."

Awesome mortgage team. 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,



Both Shoreline branches have plexi-partitions, social distancing floor guides, and sanitation stations to help protect members during the COVID-19 crisis.

Damien Mohorne. "Our culture is built around trust, empathy, and integrity, which all leads to taking care of our members and employees 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!"

Finding better ways to keep you safe during COVID-19. Your safety is our first concern. We have installed safety shields at our teller lines at both locations to protect you. There are also "social distancing" markers on the floor to show you where to stand while waiting for service. Safety shields have also been installed in offices for your protection during appointments. Hand sanitizer stations are also available for your use.

Remember, you can use our digital services online or on your smartphone to perform most banking transactions. For more information, please go to:

<https://shorelinecu.org/member-services/digital-banking/>

SHORELINE AWARDS \$20,000 COVID-19 RELIEF GRANT

Shoreline Hometown Credit Union provided 10, \$2,000 grants to local businesses that were not allowed to open during the lockdown period last Spring. "This grant was meant to be quick, easy, and not to be paid back, stated Kyle Bryntesen, Hometown Business Development Officer. "The selected businesses included Unique Flying Objects, Renegades, Pawsome, Tapped on the Lakeshore, Balance on Buffalo, Happy Hair Salon, Manitowoc Trophy, What the Lock?, Sepia Chapel, and Lucky Sign and Graphics."

Building a great career at Shoreline!

We have some exciting news about recent employee promotions at Shoreline Hometown Credit Union. We are proud of our people and provide excellent opportunities for advancement. Make an appointment today to get a loan at a great rate and payment plan. We've got some of the best people in the business!



Andrea Schmitt was promoted to the Real Estate and MBL Manager. In her new role, Andrea is responsible for establishing the sales targets to meet company goals in the mortgage and business loan departments. She will also be directing the mortgage and business lending team in all loan areas. Andrea is also responsible for the leadership and career development of mortgage and business lenders at Shoreline.



Tomas Salinas was promoted to Retail Lending Manager. In his new role, Tomas will provide sales leadership over employees engaged in the production of retail loans, including vehicle loans, unsecured loans, and credit cards. He will also provide senior-level guidance on retail lending opportunities, including loan approval limits, exception authority, and rate match requests.



Ryan Angst was recently appointed as a Mortgage Loan Originator. In his new role, Ryan is responsible for originating all types of Mortgage loans in any of the nine counties that are eligible for Shoreline membership. Ryan is available to assist families with specialty mortgage programs including but not limited to programs for veterans, programs with low down payment options, and programs for first-time home buyers.

Shoreline supports local Manitowoc County Hometown businesses with Paycheck Protection Program

During the COVID-19 crisis, many businesses found themselves closed and with no income. Shoreline Hometown Credit Union was recently approved to lend to businesses under the Paycheck Protection Program (PPP). Our team worked day and night to gain Small Business Association (SBA) approval and create this program from scratch.

To date, Shoreline has helped over 17 Hometown businesses with nearly \$300,000 of PPP loans. "As a local credit union, we do not necessarily serve the "largest" small businesses," says Nathan Grossenbach, CEO/President of Shoreline Hometown Credit Union. "We primarily serve the restaurants/bars, the retail/boutique shops on "Main Street," and many other locally owned businesses with just a handful of employees."

"Small businesses are sometimes stuck waiting as big national banks focused on their "priority clients." Grossenbach explains, "Our goal was to be there for the small businesses that have applications buried in a queue, and were concerned that the PPP funds would be gone by the time their application is submitted to the SBA."

For example, Shoreline took an application from a small business member who had applied at their bank and received no update. Within two hours of applying at Shoreline, their loan was approved and waiting to be submitted to the SBA.

Shoreline Hometown Credit Union is proud to stand alongside our community and continue to support our Hometown businesses. Credit unions and community banks did their part during this pandemic, because the big banks may not have the resources or time to take care of smaller businesses.



Sign up today for Digital Wallet - get \$5! Ends August 31, 2020. We'll pay you \$5 for enrolling in Digital Wallet and using the service at least three times until August 31. Compatible with Apple Pay™, Google Pay™, Samsung Pay™ and more! Visit ShorelineCU.org for more details.



SHORELINE HOMETOWN CREDIT UNION IS PROUD TO SUPPORT EXCITING COMMUNITY EVENTS!*

- Manistowic Kiwanis Car, Motorcycle & Vintage Camper Show — August 9, 2020
- Cool City Classic Car Cruise and Show — August 14-15, 2020
- Kites Over Lake Michigan — Sept. 5-6, 2020
- Ethnic Fest — September 19, 2020
- Windigo Fest — October 3-4, 2020
- Two Rivers Hometown Christmas Parade — Nov. 28, 2020

HOPE TO SEE YOU THERE!

*Event dates are subject to change or cancellation due to COVID-19.



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