

Shoreline Hometown Credit Union • Manitowoc & Two Rivers, Wisconsin

## SHORELINE HOMETOWN CREDIT UNION TO OPEN FULL-SERVICE BRANCH LOCATION ON THE EAST SIDE OF GREEN BAY



Manitowoc-based Shoreline Hometown Credit Union (\$124 million assets as of September 30, 2021) has announced it is opening a new full-service branch in the East Town Mall redevelopment project in Green Bay, Wis. This is the first branch to be built outside of Shoreline's base in Manitowoc County. Ground-breaking will occur in December with a planned opening in Summer of 2022.

"Green Bay members have been selecting the award-winning services of Shoreline Credit Union more and more frequently. We are excited to invest in the community with a new branch, which will greatly expand our current and future members' access to their Shoreline accounts," said CEO/President Nathan Grossenbach. "As a long-time resident of east Green Bay, I am thrilled to have seen firsthand the development of the East Town Mall over the past few months. Garritt (Bader), of GB Real Estate Investments, LLC has been a phenomenal partner throughout this project. His vision for the East Town Mall will revitalize the area, and we are happy to be a part of that. All of us at the credit union are looking forward to serving our Green Bay members in the new office."

The branch will offer a full suite of traditional services, such as auto loans and home loans, deposit accounts,

and free coin counting for members. By appointment, the credit union also offers financial planning services through its partner, OneWisconsin, and Medicare/Medicaid planning services through long-time Green Bay resident Jeff Balistriere.

Shoreline Hometown Credit Union opened its first location at Hamilton Manufacturing in Two Rivers, Wis. in 1941 and today operates two branches in Manitowoc County. The new location adds a third branch to the mix. The Green Bay branch will be new construction located in what is currently the parking lot of East Town Mall, along Ring Road and directly across from McDonald's and Panera.



## NEW FACES AT SHORELINE



**EMILY HOCKENHULL,  
MARKETING SPECIALIST**

Shoreline Hometown Credit Union has announced the appointment of Emily Hockenhill as Marketing Specialist. In her new role, Emily is responsible for engaging current and potential members by helping to manage the daily functions of the marketing department.

Emily recently worked as a Marketing Coordinator at a local marketing agency. She is a graduate of Lakeshore Technical College (LTC) with an Associate Degree in Graphic & Web Design and an Associate Degree in Marketing. In her spare time, Emily enjoys playing piano and guitar, photography, and kayaking. She also knows American Sign Language, which she puts to use when she has the chance.



**BRITTANY MUSSELMAN,  
CREDIT UNION SUPPORT  
SPECIALIST**

Shoreline Hometown Credit Union has announced the appointment of Brittany Musselman as Credit Union Support Specialist. Brittany is responsible for assisting the Vice President of Operations, as well as supporting and training Shoreline's frontline staff.

With 13 years of experience in the financial industry, Brittany has filled a wide variety of positions at financial institutions. She comes to Shoreline from a prominent large, local bank, where she served as Branch Operations and Training Coordinator. Outside of work, Brittany spends time with her children, significant other, and three dogs. They enjoy outdoor activities, such as fishing and clay pigeon shooting.

## EXCITING NEW PROMOTIONS



**LISA SMENT, CHIEF  
OPERATING OFFICER**

Shoreline Hometown Credit Union is proud to announce the promotion of Lisa Sment, previously Vice President of Operations, to Chief Operating Officer (COO). In her new role, Lisa will ensure that Shoreline's operations continue to run smoothly at the highest level. This will be

particularly important as the credit union opens its third branch in Green Bay.

Lisa's background makes her the perfect fit for the role of COO. She has over 17 years of experience in financial branch management. She graduated from St. Norbert college with a bachelor's degree in Psychology, English, and Education, as well.

Lisa resides in Green Bay, Wisconsin with her family. She is actively involved in the community and has worked with organizations such as the Allouez Lions Club, Junior Achievement group, and Optimists Club.



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