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**FOR IMMEDIATE RELEASE**

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**LISA SMENT PROMOTED TO CHIEF OPERATING OFFICER AT SHORELINE HOMETOWN CREDIT UNION**

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 overall branch – its first outside of Manitowoc County – in the East Town Mall redevelopment project in Green Bay.

“Lisa has been an incredible resource for the credit union,” says CEO, Nathan Grossenbach. “She has an unyielding dedication to improving our members’ experience through enhancing our training, responsiveness, and overall communication throughout the credit union. Lisa is and will continue to be an integral component of the organization going forward, and we are blessed to have her on our side!”

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 has served in leadership positions at a number of banks over the years, in addition to her time at Shoreline Hometown Credit Union. 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.

**About Shoreline Credit Union**

For over 80 years, Shoreline Hometown Credit Union has served as a member owned, non-profit financial

— more —

cooperative. With headquarters in Manitowoc County, Wisconsin, it has approximately 9,000 members in nine counties — Brown, Outagamie, Winnebago, Door, Calumet, Fond du Lac, Kewaunee, Manitowoc, and Sheboygan. It 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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