



June 30, 2022

FOR IMMEDIATE RELEASE

CONTACT:

Emily Hockenhull

Marketing Specialist

Phone: 920.794.2144

HockenhullE@Shorelinecu.org

SHORELINE HOMETOWN CREDIT UNION THREE-PEATS BEST CREDIT UNION, BEST MORTGAGE LENDER, ALSO WINS BEST RADIO SHOW/PERSONALITY

June 30, 2022, Manitowoc, Wis.

For the third year in a row, Shoreline Hometown Credit Union was voted Best Credit Union and Best Mortgage Lending Company on the Lakeshore for 2022.

“Shoreline is extremely honored to be named the Best Credit Union and Best Mortgage Lending Company for three consecutive years,” says Nathan Grossenbach, President/CEO of Shoreline. “Our staff remains committed to our community and our members. This recognition is confirmation that we are continuing the standard of excellence we’ve established at Shoreline Hometown Credit Union.”

According to Grossenbach, the Hometown difference is as simple as the credit union’s focus on building relationships. “Members are more than a number or a checklist. We have approved countless loans for members who are unemployed or buried in credit card or payday loan debt. We even approved an auto loan for a member with a credit score as low as 432. When reviewing a potential relationship, the member’s relationship with us and their life story are among the most important factors we consider.”

VP – Mortgage and Business Lending Andrea Schmitt is leading a mortgage team that won Best Mortgage Lending Company for the third year in a row. “Our mortgage program is built around flexibility and finding the right product for each individual member. Regardless of your homeownership status, we have options for everybody. I am so proud to lead the ‘Best’ Mortgage team in the area!” says Schmitt.

Although the credit union continues to grow, it remains committed to keeping its Hometown Values. COO Lisa Sment takes pride in the team’s desire to create authentic relationships with its members. “All

-more-

our employees have a genuine desire to connect with our members. Whether it relates to a pet, a new car, or a recent trip, our team wants to make sure our members feel safe and at home when they come to Shoreline,” states Sment.

According to Branch Operations Manager, Kelly Culver, these relationships have saved our members tens of thousands of dollars as well. “We have prevented many cases of fraud through basic questioning when we feel something is off. Actual scenarios include knowing that the person talking on the phone was not the member, knowing a child was in college and not traveling abroad, or knowing that a member was in Arizona for the winter and not at home.”

The leadership of Shoreline Hometown Credit Union also wishes to thank its employees and Board of Directors who work tirelessly to support the Hometown mission and take care of Shoreline’s nearly 8,000 members each day. “The heart and soul of our credit union is in our Hometown team that interacts with our members every day,” says Grossenbach. “Our culture is built around trust, empathy, and integrity, which all leads to taking care of our members with exceptional, personal service.”

About Shoreline Credit Union.

For over 80 years, Shoreline Hometown Credit Union has been headquartered in Manitowoc County. Shoreline 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 Hometown 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.

###