

NEWS ANCHOR

Manitowoc, Two Rivers, and Green Bay



Hometown Rewards hit major milestone.

Shoreline Hometown Credit Union hit a significant milestone with its Hometown Program, surpassing **\$100,000** issued in gift certificates. Shoreline members can redeem the points they acquire using their Hometown Rewards Mastercard for Hometown Gift Certificates to local businesses at a discounted rate. The program has grown to include over 190 Hometown Businesses in its five years.

"The support we have been able to give to our Hometown Businesses has been an honor for me," says Kyle Bryntesen, Community Outreach Officer at Shoreline.

Building on the success of this program, Shoreline will be upping its commitment to Hometown Businesses by now offering **5x** rewards points at all participating businesses.

"It has been great to see the Hometown Program grow in the Green Bay community too, now with over 50 Green Bay area Hometown Businesses" commented Ryan Angst, Hometown Business Development Officer for the Green Bay Hometown Businesses. "Last year we were able to spotlight some of our Hometown restaurants at the On Broadway Farmers Market. Watching the public come to the booth and try the great Hometown flavor was awesome."

"The Hometown Brand is who we are, and what we stand for," states Bryntesen. "All of our initiatives and goals go towards best serving our members. Keeping money within our service area goes a long way to helping our personal and business members."

"The Hometown Rewards program provides other great benefits to our members," proclaims Nathan Grossenbach, Chief Executive Officer. "For instance, we do not charge any Overdraft or NSF Fees on any overdraft that is covered by a Hometown Rewards Credit Card."

It's easy to join and take advantage of this program. Visit ShorelineCU.org and apply for a Hometown Rewards Credit Card today.

Our Hometown Businesses span across just about every daily need. There are over 70 food and beverage businesses, 20+ health and pharmacy, 20+ unique shops and stores, 20 auto care and gas stations, just to name our most diverse categories. The Hometown Program also includes businesses covering pet

needs, yard services, golf, advertising, home improvement, event spaces, transport, and more. All of the businesses in the Hometown Program across these categories earn **5x** rewards. On top of that, if you redeem rewards points for Hometown Gift Certificates back to these businesses in online banking, the gift certificates are discounted by 10%.

Learn about the Hometown Program at: <https://ShorelineCU.org/hometown-rewards/thehometownprogram/>

New Hometown Businesses

Olive's Pizza and Sandwiches
Palette and Pub
Weber Bowling & Awards
Auto Haus
Bhava Coffee
Cranky Pat
Creative Cake Supplies
Cupcake Couture
Drive Nutrition
Montes Taqueria
R&T Pub
De Pere Auto Center
De Pere Cinema
Dice Goblin Hobbies
The Toy Asylum
DP Citgo
Green Bay Upholstery
Printexx



ANNUAL MEETING

Wednesday, March 27th, 6PM

Sepia Wedding Chapel
1820 Jefferson Street Two Rivers, WI

— Shoreline —
HOMETOWN
CREDIT UNION

Enjoy food, door prizes, and this historic Hometown Business.

Federally insured by NCUA.

ENHANCED DRIVE-THRU FOR 2024



Drive-thru enhancements on their way this year.

What to look forward to this year.

Shoreline is enhancing our drive-thru experience. We currently use pneumatic tubes which are slow, require maintenance, provide inadequate audio and do not have video capabilities.

We are excited to launch our new drive-thru experience, Virtual Teller Machines (VTM)! The VTM can operate as an ATM, but also so much more!

- Connect you with a Live Person for personal assistance.
- Cash Checks.
- Make Loan Payments.

Almost every type of transaction you perform can be handled at a VTM either through self-service or with the assistance of a live Virtual MSR.

We understand this is going to feel a little different for a while, but we have no doubt your experience will be faster and better.

- Audio, Video quality substantially improved.
- Transactions will be quicker – no pneumatic tubes or MSRs processing transactions.
- The VTM's will have additional transaction capabilities including after-hours.

To prepare for this change, we recommend the following:

1. Ensure you have a Debit Card – your all-access pass to our VTM.
2. TRY IT! We currently have our VTM's inside the branch. Stop in to try one for yourself!

As we look ahead to 2024, we have a few other great things up our sleeves. Please stay tuned to our Facebook page for more information as the year progresses.

- Increase the earned Credit Card rewards by shopping at Hometown Businesses from 2x to 5x.
- Expanded options that prevent NSF/Courtesy Pay charges, overdraft transfer charges.
- Automated 24/7 decisions on loans to allow for faster responses when you need credit.
- \$10,000 grant available for certain home buyers.

SALVATION ARMY PIN PROGRAM



Left to Right: Kyle Bryntesen, Tomas Salinas, Nathan Grossenbach, Steve Haensgen, Captain Jenny Moffitt (Corps Officer at The Salvation Army of Manitowoc County), Lori Hagenow (Corps Officer at The Salvation Army of Manitowoc County), Erica Doubek, Emma Hablewitz

Another successful year raising over \$12,000.

Shoreline Hometown Credit Union is excited to have partnered with the community to raise over \$12,000 for The Salvation Army through the 2023 Season Pass Pin Program. The Season Pass Pin Program allows donors to purchase pins in \$20 and \$100 increments to show their support for The Salvation Army throughout the holiday season. Shoreline matched each donation until the credit union reached its match goal.

Shoreline Executive Vice President and Chief Financial Officer, Steve Haensgen, says, "We appreciate our employees' and community's enthusiastic support of the Season Pass Pin Program and participation in Battle of the Financials. We are also grateful for everyone who donated to make this possible. We feel fortunate to be able to partner with such amazing local nonprofits as The Salvation Army."

Shoreline wins 4th straight Battle of the Financials, a friendly competition between local financials that have teams of ringers on the same day to see whose kettle brings in the most donations.



Left: Battle of the Financials trophy for the Salvation Army of Manitowoc County. Right upper and lower: Shoreline staff recently bell ringing for battle of the financials.



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