



Mission Statement

Our mission is to help our member's achieve financial success.
 We achieve this by providing member's with a safe place to save and
 borrow at reasonable rates. Our goal is to simplify our member's lives.
 Our focus is one member at a time.

2016 ANNUAL REPORT

Shoreline CREDIT UNION

Equal Opportunity Lender. Loans and debt protection
 products are subject to credit approval.
 Federally insured by the NCUA. 1195 (3/17)

— Shoreline —
HOMETOWN

CREDIT UNION

ShorelineCU.org

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SHORELINE CREDIT UNION LOCATIONS

Two Rivers

3131 Mishicot Rd.
2848 Memorial Dr.

Manitowoc

4400 Calumet Ave.

920-482-3700

MANITOWOC COUNTY'S HOMETOWN CREDIT UNION

The Shoreline difference. It's our people!

At Shoreline Credit Union, we are proud to have been local since our founding in 1941. We have always been right here in Manitowoc County — as a long-time member of the community. **Our employees are your friends and neighbors.**

We are a member-owned, non-profit financial cooperative serving approximately 11,000 members in nine counties — Manitowoc, Sheboygan, Kewaunee, Calumet, Brown, Fond du Lac, Winnebago, Outagamie, and Door, in Wisconsin.

Our mission has always been our member's financial success. We are excited to show you our progress during 2016. Our members are the best and we are proud to serve them every day.

2016 — WE CELEBRATED 75 YEARS!

Shoreline really celebrated our 75 years by putting ourselves out in the community in a number of ways. We let everyone know that for 75 years, Shoreline Credit Union has been helping members achieve their financial dreams. **And that our difference is our people.**

- We kicked off our 75th anniversary at last year's Annual Meeting with an announcement that we would be making a major investment to upgrade our core operating systems and online and mobile banking platforms. We successfully achieved these major upgrades that greatly benefited our members in 2016.
- Shoreline dramatically increased our radio advertising not only to market our products, but to celebrate our members and employees in a series of testimonial commercials that were broadcast on local Manitowoc and Green Bay radio stations. We also had an extensive billboard campaign featuring employees.
- We displayed a large 75th anniversary sign at all our community sponsorships including the Cool City Car Show, Kites Over Lake Michigan, Wisconsin Maritime Museum's Subfest and other events throughout Manitowoc County. As a service to our community, we advertised frequently on the radio to support all of our important charitable endeavors including the Kiwanis Car Show, Kiwanis Fish Derby and Salvation Army Kettle Campaign.
- Your hometown credit union has recently become a major sponsor of community events for Two Rivers Main Street — starting off in 2016 as the presenting sponsor for the Hometown Christmas parade with our very own Shoreline Santa Claus, (Bob Maloney) who spent time entertaining children in our area during the Christmas Season.

1941

HAMILTON MFC CO



8-1-41	4-15-60
10-28-41	11-16-57
7-3-28-41	8-20-56
5-18-42	7-14-67
4-3-41	6-21-48
8-29-42	1-3-68
12-26-41	
3-15-41	
3-14-41	6-11-42
3-21-41	10-11-44
8-22-41	2-15-52
	9-19-42
6-20-46	
3-14-41	



— Shoreline —

HOMETOWN



CREDIT UNION

1941 • 75 YEARS • 2016

2016—PROMOTING OUR BRAND AND OUR COMMUNITY

At Shoreline Credit Union, we step up and enthusiastically support our community. As a truly local credit union, we increased our commitment to Manitowoc County by continuing to volunteer, sit on charitable boards and participate in business organizations.

- **We volunteer.** Our employees give generously of their time and resources. We help out in Junior Achievement, Kiwanis International, the Chamber of Commerce, Two Rivers Business Association and the Salvation Army. Shoreline employees formed a “street team” to be out and about in our community to promote our hometown credit union and help out those in need.
- **We give.** Shoreline provided tens of thousands of dollars in financial support during 2016 through charitable donations to help maintain the health of our communities. We gave generously to many different organizations, including Spirit of the Rivers and the Salvation Army. It’s part of our philosophy of service.
- **We help sponsor major community events.** At Shoreline, we sponsored more community events in 2016 than ever! We were a presenting sponsor for Kites over Lake Michigan. We also participated in major sponsorships for the Kiwanis Car Show, Kiwanis Fish Derby, Salvation Army, Miracle League, Manitowoc Maritime Museum’s Subfest and Two Rivers Main Street events like the Cool City Car Show and the Hometown Christmas Parade.

Look for us to be helping out at even more community events in 2017. We’re proud to be a part of this community. We are lucky to live and work in such a great place on the Lakeshore. We are happy to help out plus join in the fun! **Tell your friends to join us!**

What makes us different?

Bob

(The awesome loan guy)

Shoreline CREDIT UNION



SPONSOR OF THE USS COBIA TOURS AT SUBFEST 2016



Shoreline CREDIT UNION

Federally insured by the NCUA



Shoreline CREDIT UNION

PRESENTING SPONSOR OF 2016 KITES OVER LAKE MICHIGAN



Shoreline

DEPOSIT MONEY ANY TIME. ROW YOUR MONEY ON OUR OWN TERMS



We are proud to support the Manitoowoc Professional Police Association.

Shoreline Credit Union is proud to commend the Manitoowoc Professional Police Association for their financial support of local youth activities and organizations. Manitoowoc's dedicated law enforcement professionals deserve our respect and thanks for all they do in our community!

75 years as Manitoowoc County's hometown credit union. Why we are different. It's our people.

Facebook.com/ShorelineCU

Shoreline CREDIT UNION



Shoreline CREDIT UNION

Blood Drive!

Training Room - 4420 Colburn Ave. Manitowoc

Wednesday, June 29, 2016

11 a.m. to 4 p.m.

For an appointment call 1-800-RED-CROSS (1-800-732-2767)

Or visit redcrossblood.org

Online use Sponsor Code: 838888CU

www.shorelinecu.org | 1-800-450-0922



Shoreline Credit Union is proud to support the 2016 Carp Fest!

Shoreline Credit Union is proud to support the 2016 Carp Fest! We hope you enjoy the fun events, food and activities throughout the weekend. Let's share the fun with Carp Fest together as they strive to be the Manitoowoc State Carp Championship!

This year, Shoreline is celebrating 75 years as Manitoowoc County's hometown credit union - where the members are the focus and the employees work hard every day to help them succeed financially. Please join us today and thank you so much for everything. It's our people.

888-481-2768 • ShorelineCU.org • Facebook.com/ShorelineCU



Shoreline CREDIT UNION

Shoreline CREDIT UNION



SHARON TOME WE CELEBRATE 65 YEARS YOUNG JUNE 8, 2016 33 YEARS AT SHORELINE FOUR CEO/PRESIDENTS 9,500+ DAYS IN THE OFFICE THREE CU NAME CHANGES WITH FIVE COLOR LOGOS 500,000+ CHECKS THOUSANDS OF MEMORIES OVER 10,000 MEMBERS IMPACTED 35 LOVING STAFF MEMBERS ONE BRIGHT FUTURE

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What makes us different?

Karen

(The great Auntie everyone loves)

Shoreline HOMETOWN CREDIT UNION 75 YEARS

2016 — BUILDING A GREAT EMPLOYEE CULTURE

At Shoreline Credit Union, we strive to provide our employees with a fun, engaging place to work that promotes both happiness and passion. **We foster a culture of cooperation and teamwork among our employees.**

- As a home-grown, local credit union, Shoreline prides itself on recruiting, hiring and developing great career paths for our people. We look for employees who have the passion to work for an institution that is involved in our hometown as well as providing good service to individual members. When we fill a position at Shoreline, we seek the right people who embody a team-based attitude!
- Our management and staff work closely together to make sure that Shoreline is a fun organization — one that provides the best financial services for our members. We schedule regular employee gatherings and events that help provide business information, training or just plain fun. Many of our employees are good friends outside of work and are happy to promote the Shoreline hometown brand to others.
- Shoreline Credit Union prides itself on being a family-friendly organization of motivated, community-minded people. **Our “*Passion Culture*” encourages better collaboration to benefit employees and most importantly — our members!**



Member Service Representative, Sarina Hoffman, enjoys a Shoreline fun day event. We meet several times a year for training and fun events designed to build a great team of employees for you.



2016 — OUR LENDERS GIVE GREAT HOMETOWN SERVICE

At Shoreline Credit Union, your voice is always heard. Your interests come first. Not like a bank — where profit drives decisions. Our employees strive to provide good service. . .with you and your family's best interests in mind. **Tell your friends to join us.**

- We take great pride in helping our members improve their financial situation each and every day. Our financial products plus our new online and mobile banking are not only offered to make us an effective, non-profit credit union, but to also make a positive impact on each member's life.
- Not only do our lenders offer low loan rates, but they also offer outstanding and inexpensive debt protection products to protect our members from disasters such as a loss of job, a totaled car or death.
- Over the past few years, we've hired and promoted some of the best, experienced lenders in the business. They can leverage their talents to help you get the home of your dreams as well as the car, boat or camper you've always wanted.
- Our mission is to help our members achieve financial success. We achieve this by providing members with a safe place to save and borrow at reasonable rates. **Our goal is to simplify our member's lives. Our focus is one member at a time.**



Our mortgage lending team provides awesome hometown service to help our members buy the home of their dreams. Stop by and see for yourself at our Manitowoc or Two Rivers locations.

UNAUDITED STATEMENT OF FINANCIAL CONDITION

For the years ending December 31, 2015 and December 31, 2016

ASSET	12/31/15	12/31/16
Member Consumer Loans	\$38,349,706	\$38,048,426
Member Real Estate Loans	25,715,326	25,331,461
Member Business Loans	5,721,255	5,198,471
Allowance for Loan & Lease Losses	(447,529)	(300,066)
Cash & Equivalents	1,584,597	3,125,575
Investments	12,067,790	12,459,608
NCUA Insurance Fund	815,612	791,511
Fixed Assets	4,694,458	4,530,789
Other Assets	3,382,189	618,309
Total Assets	\$91,883,404	\$89,804,084

LIABILITIES AND EQUITY

Member Shares	\$37,479,517	39,388,460
Member Share Drafts	14,679,254	14,985,976
Member MMF Shares	13,050,720	11,150,608
Member IRA Shares	5,277,829	1,092,339
Member Savings Certificates	8,450,848	13,044,925
Member Health Savings Accounts	651,554	678,774
Non-Member Deposits	347,000	—
Other Liabilities	2,560,940	153,937
Regular Reserves	2,300,000	2,300,000
Undivided Earnings	6,984,183	7,019,904
Other Comprehensive Income	98,787	—
Unrealized Gain/Loss on Investments*	2,775	5,839
Total Liabilities and Equity	\$91,883,404	\$89,804,084

*Reflects current market value on securities held for sale.

	12/31/15	12/31/16	Peer 9/30/16
Number of Members	10,134	10,150	N/A
Delinquency	0.75%	0.73%	1.04%
Loans/Shares	87.31%	86.65%	63.10%
Loans/Assets	76.00%	76.62%	55.29%

UNAUDITED STATEMENT OF INCOME AND EXPENSE

For the years ending December 31, 2015 and December 31, 2016

INTEREST INCOME	12/31/15	12/31/16
Loan Interest Income	\$3,223,483	\$3,102,156
Investment Interest Income	296,986	209,750
Total Interest Income	3,520,469	3,311,906
INTEREST EXPENSE		
Dividends Paid to Members	169,947	177,044
Interest Paid on Borrowings & Non-Member Deposits	51,640	732
Total Interest Expense	221,587	177,776
Provision for Loan Losses*	(62,849)	18,004
Net Interest Income After Provision for Loan Losses	3,361,731	3,116,126
NON-INTEREST INCOME/(EXPENSE)		
Service Charges & Fees	503,429	502,476
Other Non-Interest Income (Expense)	(46,214)	417,286
De-conversion (Expense)	—	(175,000)
Net Non-Interest Income	457,215	744,762
OPERATING EXPENSE		
Staffing & Support**	1,473,272	1,796,486
Building Occupancy & Operations	1,031,189	1,264,217
Loan Serving	532,720	470,831
Professional & Advertising	224,116	221,492
Other	48,535	22,631
Total Non-Interest Expense	3,309,832	3,775,657
Net Income	\$509,114	\$85,231

* Provision reversal due to improved asset quality in 2015.

**A prior period adjustment for approximately \$250,000 was recognized in 2015. Before the adjustment, total staffing costs were \$1,683,785.

BOARD OF DIRECTORS

Travis Glandt - Chairperson
Colleen Inman - Secretary
Maurice Jones - Board Member

Gretchen Bauknecht-Pech - Vice Chair
Ryan Kauth - Treasurer

EXECUTIVE TEAM

Sharon Tome - Chief Executive Officer
Nathan Grossenbach - Chief Financial Officer
Keith Lyons - Chief Information Officer
Kal Kerlin - Chief Lending Officer

STAFF

Bruce Arneman
Rachel Baetke
Karen Bauknecht
Stephanie Behrmann
Rhonda Buechner
Diane Bullock
Therese Dodge
Chelsea Duszynski
Kay Fencil
Tyler Freitag
Sarah Gallenberger
Sara Hablewitz
Steve Haensgen
Sarina Hoffman
Steve Kanter
Bob Maloney

Damien Mohorne
Linda Mumpy
Sal Piazza
Denece Poff
Jodi Polifka
Don Rivest
Julie Rocque
Tomas Salinas
Danielle Sisel
Stephanie Sisel
Taya Tome
Jessica Trombley
Christopher Woller
Ever Yang
Kia Yang
Sheng Yang