



# Shoreline News Anchor

Shoreline Credit Union • Manitowoc & Two Rivers, Wisconsin

## It's Shoreline's 75th Anniversary!

By Sharon Tome, President & CEO



**As usual, it's hard to believe that another year has come and gone.**

You may already know that I've recently accepted the position of President/Chief Executive Officer at Shoreline. I am certainly honored to be leading this homegrown financial institution. I have been an employee of Shoreline for 33 years and have seen many changes — but right now, I feel so proud to lead some of the best employees in Shoreline's history. I can't wait to get started!

My previous position as Chief Operating Officer has been a good training ground for me as I transition into my new position. Our previous CEO, Scott Willmott recently left Shoreline for another opportunity. We'll miss him and all of us here thank him for everything he has done for us and our community.

**So now it's time to celebrate 75 years of service to our members and our community.** Shoreline Credit Union exists to serve you — our member/owners. We appreciate your active participation as a member/owner of our local credit union.

As we celebrate our 75th anniversary, let's reflect on how we've changed over the years. Today, we currently serve over 10,000 members and have over \$92 million in assets. We like to think that the Shoreline "difference" is our employees striving to provide you with exceptional service.

**I would like to announce that on June 1, 2016 we are investing in a major system upgrade.** We will be able to serve you even more efficiently and offer you improved products and services. Look for important information arriving in the mail and on our website [ShorelineCU.org](http://ShorelineCU.org) or [Facebook.com/ShorelineCU](https://www.facebook.com/ShorelineCU).

**Our mission has always been our members' success.** We take pride in helping you improve your financial situation. I encourage you to come in and take advantage of all the services we provide. We offer loans at great rates as well as savings and share draft programs to help you with your financial needs.

**Best of all, Shoreline is your hometown credit union. We are truly local and care deeply about the communities we live in.**

Join us for our Annual Meeting on May 11. Details are provided in this issue of the Shoreline Anchor. You are a member/owner and I encourage you to attend and find out what's going on in your hometown credit union. Be sure to meet your Board of Directors and our wonderful staff.

Thank you for your patronage! On behalf of Shoreline's Board of Directors and our employees — we wish you the best for 2016!

## We are ramping up our community involvement in 2016.



This year, more than ever, Shoreline Credit Union employees are giving back to their community. We kicked off 2016 with a community service project on Martin Luther King, Jr. Day. Shoreline employees were given funds, a time limit and a list of needed items for various local charities.

Everyone had a great time that cold, wintry day. Each team went to various stores and even their own homes to pick up needed household items. They also helped people along the way — assisting people with groceries, giving rides to senior citizens, etc. For fun, each team had to go to various landmarks in Manitowoc and take "selfies" which were posted on Shoreline's Facebook site.

After everything was gathered, the teams had lunch and sorted the items. Then they delivered the donations to various charities including the Hope House, Salvation Army and Humane Society.

Our employees give generously of their time and resources. Shoreline people can be seen volunteering for Junior Achievement, Habitat for Humanity, Kiwanis International, Muscular Dystrophy Association and the Salvation Army — just to name a few.

Plus, in 2016 we've increased our efforts to provide dollars through charitable donations and sponsorships to help support our community. Major sponsorships include Kites Over Lake Michigan, Cool City Car Show, Fish Derby, Spirit of the Rivers, Miracle League and Manitowoc Maritime Museum's Subfest.

We are proud to celebrate 75 years of serving Manitowoc County. Shoreline is truly your hometown credit union. Celebrate with us!

For 75 years, Shoreline Credit Union has been the financial institution where you're in charge and the employees work hard every day to help you succeed financially.

We're your hometown credit union — serving you since 1941!

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## ANNUAL MEETING SAVE THE DATE!

Wednesday, May 11, 2016 at 6 p.m.  
Lighthouse Inn • 1515 Memorial Drive  
Two Rivers, WI

Cash bar. Hors d'oeuvres will be served.

**ENTER TO WIN COOL DOOR PRIZES!**

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SHORELINE CREDIT UNION IS PROUD TO SUPPORT  
THESE EXCITING COMMUNITY EVENTS!

- Cool City Cruise and Car Show — June 24-25, 2016
- 2nd Annual Subfest — July 8-10, 2016
- Two Rivers Fish Derby — July 15-17, 2016
- Manitowoc Kiwanis Car Show — August 14, 2016
- Kites Over Lake Michigan — September 3-4, 2016

**HOPE TO SEE YOU THERE!**



## HEAR SHORELINE ON THE RADIO!

**LISTEN TO OUR NEW RADIO  
COMMERCIALS FEATURING OUR  
GREAT MEMBERS AND EMPLOYEES!**

1240 WOMT-AM, 92.1WLTU-FM,  
98.1WLKN-FM, 103.1 WOGB-FM