



November 20, 2017

Dear Shoreline Member:

Over the next few weeks, you will undoubtedly spend several hours Christmas shopping for friends, family, and those who are closest to you. National stores will be spending billions of dollars on advertising trying to persuade you to spend your hard-earned money at their locations so that shareholders and corporations can profit off your Christmas spirit.

Unfortunately, small business owners (like many of you) often are forgotten during this time of the year as they do not have the financial means to advertise or run "door busters."

**At Shoreline Credit Union, we are fully committed to supporting our Hometown members and businesses.** Beginning on Small Business Saturday (November 25, 2017), we are excited to announce the release of our Hometown Credit Card!

Our Hometown Credit Card will reward you year-round for shopping at participating Hometown Businesses by providing you with double reward points that you can use to spend on great products, including gift cards to the participating Hometown Businesses. If you currently have a Shoreline Standard (non-Platinum) Credit Card, your card will automatically convert to the Hometown Credit Card.

For this Christmas Season, we are starting the program with Jenn's Java of Manitowoc and Schroeder's Department Store of Two Rivers. Our Hometown Business Development Officer Kyle Bryntesen will be hard at work discussing our mission and Hometown program with small businesses over the next few months. Kyle's contact information is below if you would like more information on becoming a certified Shoreline Hometown Business.

**This Christmas season, shop local.** Next year, I hope that Shoreline will be able to provide you with double rewards to all your favorite small businesses in the area. For now, please know that every dollar spent locally provides an extra 25% economic boost to Manitowoc County compared to a dollar spent at a national store or chain.

If you haven't already, be sure to get your Hometown Credit Card today and join Shoreline in its mission to support our Hometown Small Businesses!

Sincerely,

**Nathan Grossenbach, CPA, CEO/CFO, 920-482-3700, [GrossenbachN@ShorelineCU.org](mailto:GrossenbachN@ShorelineCU.org)**

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