



FOR IMMEDIATE RELEASE

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Shoreline Credit Union is proud to announce the promotion of Steve Kanter as Vice President - Hometown Experience and Branding. In his new role, Steve is responsible for overseeing adherence to the Hometown Brand of the credit union, implementing the Hometown Business Campaign, and providing strategic direction to the Marketing Department at Shoreline.

“Steve has been a tremendous leader and promoter of Shoreline Credit Union for the past three years. He is fully supportive of our Hometown Credit Union and the impact we have on our community,” says CEO Nathan Grossenbach. “Our credit union is proud to support Manitowoc County, and Steve is the driving force behind many of our community-based actions.”

Steve brings 35 years of marketing communications experience to Shoreline. His skills include brand management, as well as marketing communications and advertising development in both industrial and financial markets. Steve has worked in various marketing positions at Kohler Company, Hayssen Manufacturing, Paper Converting Machine Company, Associated Bank and the previous three years at Shoreline Credit Union as its Marketing Manager. Steve also currently presides over the local chapter of Kiwanis International as its acting President, sits on the Marketing Committee for the Manitowoc County Chamber, and is a member of the Salvation Army Advisory Board.

A graduate of the Lakeland University, Steve earned a bachelor’s degree in journalism and art. Steve resides in Manitowoc, Wisconsin.

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