

CoastlineQuarterly

Spring 2025

Celebrating 75 Years

Coast Central
Credit Union 

Leadership Transitions!

It's been said that the only constant is change, and we're excited about several positive changes to Coast Central's leadership team, including retirements of two vice presidents after 40-year careers in their respective fields.

Human Resources



After 16 years of service, Vice President Human Resources **Ann Jadro-Bettiga** will retire on April 4. A fourth-generation Humboldt County resident, Ann's leadership has been instrumental in fostering an environment of care, excellence, and innovation. Prior to CCCU, Ann held senior human resources and customer service

roles at Cox Communications/Suddenlink and Imperial Savings and Loan. She holds a Bachelor of Science in Business Administration from Southern Oregon State University and completed the Human Resources Executive Program at Stanford Graduate School of Business. Her community involvement includes the Breast & GYN Health Project and Soroptimist International of Eureka.



In conjunction, **Kendra O'Brien** has been promoted to Vice President Human Resources. Kendra joined Coast Central in 2021 and quickly distinguished herself, earning a promotion to Human Resources Manager in 2022. With over 25 years of experience in human resources leadership, she holds Professional in Human Resources

(PHR) and SHRM-Certified Professional (SHRM-CP) certifications.



Risk, Compliance & Fraud Management

Senior AVP **Jenny Fonsen** has been promoted to Vice President Risk & Compliance, utilizing her expertise to oversee risk management, regulatory compliance, and fraud prevention efforts. Jenny is a 25-year veteran of the credit

union industry and has served at CCCU 17 of those years, including multiple leadership positions. Jenny holds certifications in Internal Audit, Credit Union Compliance and Bank Secrecy Act through America's Credit Unions and is in her final year at Western Credit Union Management School.



Marketing & Communications

On April 18, Vice President Marketing & Communications **Colleen Toste** will retire, after seven years with CCCU. During her time at the credit union, Colleen has transformed the department, elevating the brand through creative campaigns, a robust social media and

web presence, and consistent communications. She's enhanced key programs including community giving, financial literacy, and volunteerism. Her previous marketing positions at The Gap headquarters in San Francisco, Humboldt Bank, Umpqua Bank, and the Humboldt County Office of Education, combined with a Bachelor of Science in Marketing from Santa Clara University, prepared her to make an enduring impact at CCCU.



With Colleen's retirement, Christian

Hill has joined CCCU as Vice President Marketing & Communications. A graduate of UCLA, he began his career in sports journalism, interviewing Magic Johnson, Wayne Gretzky, and Steve Young. After moving to Humboldt County in 1992, he worked

as a sportscaster at KVIQ-TV before transitioning into sales, philanthropy, marketing, and communication roles. Most recently, Christian served as Communications Senior Manager at Providence Northern California, where he led strategic public relations, community engagement, and crisis communication efforts for multiple hospitals.



Financial Operations

With last year's promotion of Fred Moore to President & CEO, **Danielle Gruber** joined CCCU in October as Vice President Chief Financial Officer. Danielle brings extensive experience in financial leadership at major financial

institutions, most recently serving as Director supervising Finance & Model activities for Bank of Montreal, working in the Bay Area. She has expertise in financial strategy, budgeting, and operational accounting. Danielle is a graduate of University of California, Davis.



From the President

Fred Moore, CPA
President & CEO

Happy Spring! I hope you are enjoying the outdoors after a rainy winter. Thank you to those of you who attended our Annual Member Meeting, either in person or on Zoom. As we do each year, we shared financial results and other highlights from the previous year, which were outstanding for your credit union. Be sure to view our Annual Report at coastccu.org/2024-annual-report or pick up a copy at any CCCU location.

At 12/31/24:
Total Assets: \$2,183.4 billion, up 6.49%
Total Shares: \$1,934.7 billion, up 6.93%%
Total Loans: \$1,022.4 billion, up 8.10% and achieving a milestone
Total Membership: 78,768, up 1.49%
Service Quality: 95.3% member satisfaction, a new record

Additionally, as all volunteer Board of Directors incumbents eligible for another term opted to renew and we had no other candidates submit applications, there was no need for a balloted election. Congratulations to Denise Jones, Brendan McKenny, and Dane Valadao. On our Supervisory Committee, thank you to Diane Sharples who is retiring from the Committee after 34 years of service. We are immensely grateful.

Speaking of appreciation, as noted on the cover, we are in the midst of several leadership transitions. On behalf of the entire CCCU family, I want to congratulate and thank Ann Jadro-Bettiga and Colleen Toste on their impending retirements after 40-year respective careers. The contributions they have made in their many

years of service have transformed our organization for the better. In conjunction, congratulations to Kendra O'Brien and Jenny Fonsen on their well-earned promotions and a warm welcome to Christian Hill and Danielle Gruber. I am excited about the many possibilities these new leaders will bring to these important areas of CCCU.

Lastly, last month I had the opportunity to attend the Governmental Affairs Conference in Washington, D.C., joining thousands of other credit union leaders to advocate to lawmakers and regulators for credit unions and members. One of the most concerning initiatives currently challenging the credit union movement is tax-exemption status. Unfortunately, Congress may leverage a new tax on all credit unions, and recently the House Budget Committee passed a resolution to begin the process. Because credit unions are not driven by profit like banks, tax exemption allows us to focus on providing the best possible financial services to you at low loan rates, higher deposit rates, and lower fees. That has the potential of changing dramatically. Your help is needed to stop the elimination of the credit union tax exemption. Visit ccul.org/cftc to help us express concerns to our representatives.

In closing, we are off to a great start for 2025, our 75th anniversary year! We have fun activities planned, so stay tuned. Thank you for your continued loyalty and support of Coast Central Credit Union.



Fred Moore (second from right) with U.S. Congressman Jared Huffman (center) and other credit union leaders.

FRAUD ALERT!

Scammers continue to spoof CCCU's number, and members are losing thousands of dollars trusting the caller and withdrawing funds because they tell them to. Don't be their next victim!

- ✓ When you reply to a text claiming to be from CCCU, even if the answer is "No," you invite scammers to contact you.
- ✓ If someone tells you to lie to our employees, that's a red flag.
- ✓ If anyone asks for your Online Banking password, that's also a red flag.

Be skeptical and protect your money! Once you've provided it to scammers, it's unlikely it can be recovered. Call us at (707) 445-8801 or use Live Chat to verify all communications and visit coastccu.org/fraud-scams.

Suspect You've Been Scammed? Act Quickly!

If you suspect fraud on any of your accounts, are skeptical a text you received is actually from Coast Central, or think you may have just sent a wire transfer to a scammer, immediately call us at (707) 445-8801 or Live Chat at coastccu.org. Our friendly experts are available 6 days a week, Monday - Friday 8 am – 6 pm and Saturdays 10 am – 3 pm to assist you. After hours, immediately use Card Control in Online or Mobile Banking or call Visa at (866) 896-4689 to lock your cards, change your online passwords, report the fraud at reportfraud.ftc.gov and ic3.gov, and leave us a message.

If you suspect identity theft, contact credit bureaus to add a fraud alert or have your credit frozen from being used.
Equifax.com or (800) 525-6285 | **Experian.com** or (888) 397-3742 | **TransUnion.com** or (800) 680-7289



Blankets for Youth

In addition to \$420 donated by our employees during a Fundraising Jeans Day, Coast Central provided a \$1,000 sponsorship to Humboldt County Project Linus. The group aims to provide warmth and comfort to children who are in need through the gifts of handmade blankets. Pictured is Humboldt Chapter Coordinator Nancy Corral (center) with Marketing Coordinators Natalie Benson (left) and Cathryn Noel-Veatch (right), who also donated nine handmade blankets to the cause.

Road to Germany

This spring the Eureka High German Club is heading to Germany for a two-week immersive experience! The trip will help students learn the culture firsthand, improve their knowledge of the language, and form lasting connections with their host families. Coast Central was proud to support these students with a \$3,000 sponsorship. Pictured are several of the students traveling as well as their teacher/advisor Katerina Staiano (far left) and CCCU VP Marketing & Communications Colleen Toste (far right). Safe travels!



year's event benefited Special Olympics of Humboldt County.

Ladies of the 80s

The Rotary Clubs of Old Town and Southwest Eureka hosted their annual fundraising Yahtzee tournament, and a group of exceptional CCCU ladies came out to support. This



Duo at the Expo

Our Volunteer of the Quarter, Mikaela Alexander, along with Eureka Downtown Supervisor, Ariel McElrath, enjoyed supporting Cal Poly Humboldt's Career Expo. The duo shared career opportunities at CCCU as well as fun swag and special offers for the students. Thanks, ladies!



Volunteer of 4th Quarter 2024

Mikaela Alexander
Manager, Member Services Specialists
Mikaela volunteered a total of 40 hours for seven organizations during the quarter. She is a positive role

model to everyone she interacts with and is dedicated to supporting local youth. She recently became a Big with Big Brothers Big Sisters and has also given hours of her time to Freshwater School, CASA of Humboldt, Toys for Tots, California Cancer Crusher, Humboldt County History Day, and more. Thank you, Mikaela, for your dedication to supporting local youth, and congrats on your well-deserved recognition!



Community Volunteer of 4th Quarter 2024

Denise Rogers
Director, Friends for Life Animal Rescue
Denise (left) is a tireless advocate for animals and their humans, embodying selflessness, compassion, and an unwavering commitment to her community. In addition to serving as Director of Friends for Life Animal Rescue (FFL) and helping animals find their forever home, she also manages the Humboldt County Animal Shelter's Medical Emergency Fund, ensuring that injured or sick animals receive the medical attention they need. She has used her own resources to personally cover the costs of life saving treatment on more than one occasion. Denise's work has made an enormous impact, not only on the animals she saves but on the lives of the people she assists. Congrats and thank you! Denise was nominated by AVP Member Services Branches Kay Serotta (right).



Happy Retirement, Gary Greene!

After nearly 40 years as a leader in the local credit union industry, the most recent 16 with Coast Central, AVP Member Consumer Loan Services Gary Greene will be retiring on April 11. Gary began his credit union journey at Coast Central in the late 1980's before taking

a management opportunity at Patelco Credit Union, where he led his team for 20 years before returning "home" to Coast Central in 2009. During his return, Gary has overseen the prosperity and growth of both Consumer and Indirect Lending, including fostering relationships that have brought our auto lending market share to more than 50%.



Congrats on Your New Position, Trevor Woodard!

Previously serving as Consumer Loan Services Officer (CLSO), Trevor Woodard has been promoted to Consumer Lending Manager. Trevor has been with CCCU eight years, seven of which have been in Consumer

Loans. During his tenure, he has been selected as Employee of the Month twice. Shortly after being promoted to CLSO, he was entrusted to cover the largest consumer loan application channel - online and mobile, working an average of over 160 online applications per month - - while still serving members at his desk. He also covered in Indirect Lending, working an average of over 450 applications per month and posting the largest funding month we had in over a year at \$7.6 million.

HOLIDAY CLOSURES

Easter Weekend

Saturday, April 19

Bayshore Mall location open

McKinleyville and Member Support Center closed

Sunday, April 20

Bayshore Mall location closed

Memorial Day Weekend

Saturday - Monday, May 24 - 26

Bayshore Mall location open

All other locations and Member Support Center closed

Juneteenth | Thursday, June 19

Bayshore Mall location open

All other locations and Member Support Center closed



MEMBER EVENTS

Member Shred Days | 10 am - 1 pm

May:

Monday, 5: Weaverville | Friday, 9: Hoopa

Friday, 16: McKinleyville

June:

Saturday, 7: Fortuna | Friday, 13: Crescent City

Friday, 20: Eureka Harrison

CDFI & Bank On Approval!

Coast Central was recently certified as a Community Development Financial Institution (CDFI) by the US Department of the Treasury. CDFIs provide financial services that meet the needs of economically disadvantaged individuals, as well as small businesses, within underserved communities. CDFIs are part of a national network promoting economic growth through initiatives like affordable housing projects, first-time homeownership, micro business loans, and financial education. Coast Central is currently applying for a \$1 million grant as part of CDFI Fund's program, focusing first on access to affordable housing solutions, specifically developing new loan products aimed at providing rental assistance and emergency home improvements for individuals and families.

In addition to the CDFI certification, Coast Central has also been approved as a Bank On institution by the national Cities for Financial Empowerment Fund (CFE Fund). Bank On is a nationwide effort to ensure that all residents have access to safe, affordable accounts that meet National Account Standards. In conjunction, late last year, we introduced our low-cost Simple Checking. The account features a lower opening balance of \$25 and monthly service fee of just \$3. When a CCCU membership is established on the same day, the \$25 is waived. The account can be opened at any of our locations.



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Where YOU are central.

CREDIT UNION QUIZ

Answer the trivia question below based on content in this newsletter. Send in your answer to marketinginfo@coastccu.org by Wednesday, 4/30, and you could win a \$25 Coast Central gift card!

True or False: If you become aware you're a victim of fraud after our normal business hours, you should not change your passwords in Online Banking, email, or social media.

Check back in the next Coastline Quarterly for the answer. Good luck! Congratulations to Thomas, who won last quarter's quiz with the answer, "\$8,600" for the total amount purchased by CCCU from local businesses for service award employees.