

Media Release

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JIM WOOKEY NAMED WESTCONSIN CREDIT UNION'S NEXT HEAD OF OPERATIONS FOLLOWING RETIREMENT OF MIKE SCHMITZ

WESTERN, WI—*WESTconsin* Credit Union is pleased to announce Jim Wookey as the company's next Chief Operations Officer. In his new role, Wookey will oversee the operations of the credit union's twelve offices as well as the sales and service center divisions.



A familiar face to the credit union, Wookey has been working at *WESTconsin* since 1994 when he was hired as a Loan Officer in River Falls. From there, he was promoted to Manager of *WESTconsin*'s New Richmond office and most recently served as Office Vice-President in Hudson. While there, he was deeply involved with the Hudson Area Chamber of Commerce, the Hudson Hot Air Affair Committee, Hudson's Sunrise Lion's Club, the *Stand-By-Me* mentoring program and many other local programs. He oversaw the opening of a *WESTconsin* Credit Union office located at Hudson High School in 2010, and remains a committed supporter of youth financial literacy.

"I am looking forward to working with all of our offices and supporting them as *WESTconsin* Credit Union continues to find opportunities to bring financial success to the communities we serve," Wookey reported. "I have been honored to work with *WESTconsin* Credit Union for the past 18 years and anticipate developing long-lasting relationships in all of the areas we serve."

Wookey resides in Hudson along with his wife, Jeri, and daughter, Lexia. He attended the University of Iowa where he obtained a degree in business administration. In his free time, he enjoys golfing, reading and spending quality time with his family. Wookey can be reached at (715) 235-3403 ext. 7703 or jwookey@westconsincu.org.



Retiring after 26 years of service with *WESTconsin* Credit Union is current Chief Operations Officer, Mike Schmitz. Schmitz began employment at the credit union in 1986 as Manager of the company's River Falls office. He was later promoted to Operations Officer, and in 1993 became Vice President – Operations. His recent accomplishments include oversight of two large-scale building projects with the 14,400 square foot addition to the Menomonie – East office and construction of a new 12,000 square foot facility featuring dialogue banking in Eau Claire. Schmitz's departure takes place the end of March.

When asked about his career, Schmitz stated, "I have been truly blessed with many growth opportunities, both personal and professional, over the past 26 years working for *WESTconsin* Credit Union and in the credit union industry." "Those I have worked with made our time together fun and interesting," he added. "The most rewarding for me was seeing others grow and succeed in their individual roles; I will miss everyone!"

In his retirement, Schmitz plans on spending quality time with his wife, Kay, children and grandchildren. He enjoys getting up to his cabin in northern Wisconsin, as well as golfing, fishing and following racing. Schmitz can be contacted at (715) 235-3403 ext. 7729 or mschmitz@westconsincu.org.

WESTconsin Credit Union has been serving members since 1939, and membership is open to anyone who lives or works in the Wisconsin counties of Barron, Buffalo, Burnett, Chippewa, Dunn, Eau Claire, Pepin, Pierce, Polk, Rusk, St. Croix, Sawyer, Trempealeau or Washburn, or the Minnesota counties of Chisago, Dakota, Goodhue or Washington, with a \$5 minimum deposit in a Membership Savings Account. Credit unions are financial institutions owned by their accountholders, and member funds are federally insured by the National Credit Union Administration (NCUA) up to at least \$250,000.