



FOR IMMEDIATE RELEASE

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Over 50 Years of Credit Union Service

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Board Chairman of Wisconsin's oldest credit union retires.

CUDAHY, WI – After serving over five decades with Prime Financial Credit Union, Christine Timm, Board of Directors Chairperson, officially retired at the credit union's 92nd Annual Meeting on June 22, 2016.

On June 15, 1964, Timm joined the credit union movement as a teller for Prime Financial Credit Union, then called Milwaukee Municipal Credit Union. "When I starting working in the credit union in 1964, things were pretty simple. Loan rates were 1.00% of the unpaid balance per month. Savings rates were 5.00% APR. Shares were insured up to \$10,000. My how things have changed! But some things have stayed the same."

Timm's distinguished career includes positions such as Staff Development Coordinator, Vice President of Operations, Systems Enhancement Specialist, and President/CEO. She has been an integral part of the Credit Union's growth and stability, providing guidance and direction through several mergers and rebranding initiatives. After 44 hardworking years, she made the decision to retire.

Soon after, the Credit Union would seek her expertise after conservatorship by the Wisconsin Department of Financial Institutions. On May 6, 2010, Timm joined the Board, along with six (6) other newly appointed directors, after the Credit Union was returned back to its membership. The Board and Executive Management team had the daunting task of shifting from survival to recovery to sustainability.

Timm was re-elected on June 8, 2011 to the Board for a five (5) year term. She served both as the Vice Chairperson, for five (5) years, and Chairperson, for one (1). Her years of experience proved to be invaluable as she provided leadership and strategic direction. Timm has now achieved her goal of returning the credit union to a "well-capitalized" status with a Net Worth of 8.00%.

Described as passionate, dedicated and kindhearted, Timm has made an imprint with some of today's staff as a mentor, including the current President/CEO Christine Moczynski. "Christine has led by example over the years. Her devotion to serving the members' needs for a

half century will not be forgotten and are examples of how hard work and dedication can make a difference in our members lives. I was blessed to have Christine as a mentor.”

Timm described her experience in this unique financial industry. “Credit Unions are formed as a cooperative to serve the members who belong. It was and still is a win-win situation for all. Staff is like family and is always there to help members improve their financial lives. I was most honored by members who would thank me for being an important influence in their lives by helping them achieve their goals and dreams.”

Her countless contributions and belief in living the credit union philosophy of “people helping people” will remain with her legacy at Prime Financial. As far as Timm’s retirement plans, she will continue to help others. “I have spent a lifetime of helping others and will continue to do so in retirement. As Winston Churchill once said, we make a living by what we get, but we make a life by what we give.”

About Prime Financial Credit Union: Prime Financial is a state-chartered, federally insured credit union chartered in 1923. It was the first credit union chartered in Wisconsin and today is a full-service, \$111 million credit union with more than 17,000 members. For more information on Prime Financial Credit Union, please contact the Member Support Center at 414.486.4500 or visit primefinancialcu.org.

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