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LEADERS CREDIT UNION GAINS FOUR CERTIFIED FINANCIAL COUNSELORS

Jackson, Tenn. (March 21, 2023) — Leaders Credit Union, a member-owned financial cooperative in West Tenn., announces four additional financial champions have become certified financial counselors. Two counselors serve in branches, while the others serve on the community engagement team. The community engagement team was created to take the credit union outside the walls of a traditional branch into the West Tennessee community.

The CUNA (Credit Union National Association) Financial Counseling Certification Program strives to further equip financial professionals with the skills and knowledge they need to help encourage members to make wise financial decisions. The program lasts over two months with a series of videos, thirty-three textbook chapters, and study guides each week.

“I plan on using this certification to help our employer partners through classroom-style teaching sessions to encourage their employees to start thinking about how they can become financially healthy,” said Evan Flora, Community Engagement Specialist for Leaders Credit Union. “Financial wellness can be generational. Teaching people how to be financially healthy helps not only their current situation but also allows them to teach the next generation how to have healthy financial habits.”

Evan Flora, Community Engagement Specialist, has served Leaders for over a year and a half. As a part of Flora’s job, he goes out into the community to employer partner new hire classes or community organizations, teaches financial wellness and shows solutions at their disposal.

Carrie Cantrell, Community Engagement Specialist, has served in a financial institution for over six years. She has served in her current role since the spring of 2022. Like Flora, Cantrell shares financial guidance within the West Tennessee community.

Jonathan Newcom, Assistant Vice President of Branch Operations, has worked at Leaders since 2018. Newcom served as a Member Service Representative before becoming the Assistant Vice

President in December of 2022. He works at the South Highland branch helping members of Leaders with their financial needs.

Shelley Pittman, Member Service Representative, has served at Leaders for over five years. She is in the ebranch, helping Leaders' members move forward with their goals.

They join previously certified financial champions Shea Brown, who leads the community engagement team, and Jonathan Jones, who regularly schedules one-on-one appointments at the Thomsen Farms branch. They have collectively served Leaders for over thirteen years. I

“Leaders cares about the personal growth of their employees as well as providing the best resources for its members,” said Karen Freeman, Chief Operations Officer for Leaders. “The financial counseling curriculum is outstanding for deepening practical knowledge of all things financially related. By introducing the subject matter to our financial champions, we are equipping them personally to help our members navigate more complex financial questions and concerns more acutely. This is so valuable that we have it on our road map for all front-line employees to have the opportunity to earn certification.”

Leaders' financial wellness counselors help members get their finances organized with budget planning, credit consultations, and more to make decisions to meet long-term and short-term goals. To speak to a financial counselor, go online to schedule an appointment or visit your nearest branch at – www.leaderscu.com/counseling Additional financial wellness tools can be found by visiting www.leaderscu.com/financial-wellness/tools.

About Leaders Credit Union

Leaders Credit Union is a member-owned financial cooperative, one of the largest and most stable credit unions in West Tennessee. Leaders exists to serve the needs of its members and lead the way on their behalf. Leaders is placed in the top 10% of credit unions nationwide by depositaccounts.com. Leaders is an Equal Housing Lender and is federally insured by the National Credit Union Administration. For more information about Leaders Credit Union, visit leaderscu.com.