

## FOR IMMEDIATE RELEASE

### Contact:

April Steele, VP of HR & Marketing  
Journey Federal Credit Union  
(989) 227-3735 | [april@journeyfcu.org](mailto:april@journeyfcu.org)

## Journey Federal Credit Union Announces Successful Annual Meeting and Strategic Milestones for Future Growth

**ST. JOHNS, Mich. (February 22, 2024)** – Journey Federal Credit Union (JFCU) proudly announces the successful conclusion of its annual meeting held on February 20, 2024, marking a year of significant achievements and setting a dynamic course for the future.

Under the leadership of Board President Chris Kowatch, the meeting underscored JFCU's commitment to its members, the community, and innovative growth. CEO Jeffrey Kusler highlighted the credit union's operational advancements, significant technological upgrades, and the notable expansion of its charter to serve more communities.

"These changes have not only improved convenience for our members but also strengthened the security of our services," said Jeffrey Kusler, CEO of JFCU. "Their trust and commitment are the foundation of our achievements."

The annual meeting celebrated the National Credit Union Administration's approval of JFCU's application for charter expansion, allowing services to extend to residents of Clare, Isabella, Mecosta, Montcalm, and Osceola counties. This milestone reflects JFCU's commitment to broadening its impact and enhancing community service and financial wellness.

Looking forward, JFCU is excited about its "Pathway to Prosperity" strategic plan for 2024-2026, focusing on people, places, products, promotion, and profitability. This includes modernizing branches, expanding digital banking, diversifying product offerings, and leveraging technology for enhanced member services. CEO Kusler also expressed enthusiasm for the pending launch of JFCU's newest position, the financial journey navigator who will work one-on-one with members to tackle financial challenges, turning every interaction into an opportunity to strengthen their financial footing.

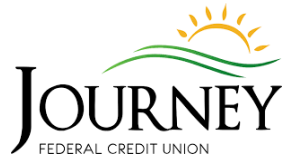
Chairman Chris Kowatch expressed pride in the team's efforts and the trust placed in them by the members, "Our collective achievements and the vision for the future are a testament to the dedication and hard work of everyone at JFCU. We are deeply grateful for the continued support of our members and are excited about the opportunities ahead."

JFCU remains committed to serving its members with excellence, fostering community engagement, and driving financial well-being. The credit union looks forward to a future filled with optimism and continued growth.

###

### About Journey Federal Credit Union

As a member-owned institution, Journey FCU is committed to putting our members first in all that they do. This means offering low-cost loans, competitive rates, and a range of financial products and services designed to meet the unique needs of their members. JFCU is also committed to providing personalized service and support, with a



team of experts on hand to answer your questions and help you make the most of your membership. For more information, visit us online at [journeyfcu.org](http://journeyfcu.org).