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Date: December 27, 2024

FOR IMMEDIATE RELEASE

Meghan Chenoweth Named TBA Credit Union Chief Experience Officer

TRAVERSE CITY, Mich. – Focused on the member experience, TBA Credit Union (TBACU) has named Meghan Chenoweth as their Chief Experience Officer. In Chenoweth's current role as Chief Services Officer, she helps identify members' needs and provides appropriate TBACU product solutions. This strategic title change highlights TBACU's commitment to prioritizing and enhancing their member's experience.

As Chief Experience Officer, Chenoweth will lead TBACU's Member and Card Services teams, Underwriting, and TBACU's Local Service Center, all dedicated to improving members' journeys with TBA Credit Union. This role is pivotal in ensuring the team communication members receive the highest service and support, reflecting our dedication to serving the community and building trusted relationships.

"We are excited to connect with our members through innovative solutions and personalized service," said Chenoweth. "I am honored to continue making our members' experiences valuable, and I look forward to the positive impact we have on our community."

A \$350 million (assets) credit union, TBA Credit Union provides financial services to over 19,000 members across the State of Michigan. In addition to two branches and a call center located in Traverse City, TBA Credit Union members have access to over 30,000 surcharge-free ATMs nationwide through the CO-OP Network and over 300 Xtend Shared Branching locations.

For more information about TBA Credit Union, visit tbacu.com or call 231.946.7090.

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