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Date: March 6, 2025

FOR IMMEDIATE RELEASE

TBA Credit Union Welcomes Heather Karl as Branch Experience Leader

TRAVERSE CITY, Mich. – TBA Credit Union has welcomed Heather Karl as their new Branch Experience Leader. Karl brings over 20 years of expertise in providing exceptional customer service, financial balancing, and reporting, along with a proven track record of increasing sales and growing customer bases.

In her most recent role, Karl was Assistant Consumer Lending Processing Manager at Members First Credit Union in Midland, MI, where she managed loan processors and streamlined operations. Previously, she served as Branch Manager at DATCU Credit Union in Denton, TX, managing employees and ensuring high productivity and accuracy.

In her new role, Karl will oversee branch locations, ensuring operations and member experiences exceed expectations. She will lead and coach branch teams, support strategic initiatives, and drive growth through new products, services, and campaigns. Karl will also actively engage with the community on behalf of TBA Credit Union.

"We are excited to have Heather join TBA Credit Union! Heather's leadership will be a great asset to our branch teams," said Meghan Chenoweth, Chief Experience Officer at TBA Credit Union. "We look forward to seeing the positive impact she will have on our operations and member experiences."

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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