

# Coastline Quarterly

## Summer 2025

*Celebrating 75 Years*



### Launching Our New Project Management Office (PMO): A Strategic Step Toward the Future

We're thrilled to announce the launch of Coast Central Credit Union's new Project Management Office (PMO), a strategic initiative designed to enhance how we plan, manage, and execute projects across the organization. This dedicated team will bring greater efficiency, coordination, and innovation to our work, ultimately leading to faster improvements, smoother experiences, and a stronger future for our members and the communities we serve.

### Meet the Team Behind the Momentum

We're proud to welcome two highly accomplished professionals to lead the charge in this exciting new chapter.



**Tara Strickwerda**, Project Manager, joined CCCU in May, bringing more than 25 years of experience managing projects across a range of industries, from technology and aerospace to fitness and business development. A Humboldt State (now Cal Poly Humboldt)

graduate with a degree in Mathematics, Tara is known for her problem-solving mindset and community-focused approach. Local members may recognize her from her decade-long tenure at HealthSPORT, where she played a key role in developing systems and overseeing capital improvements across multiple locations. Tara is passionate about making a positive impact and is excited to contribute to CCCU's continued success.



**Elissa Rosado**, Project Coordinator, also joined in May and brings deep local roots and extensive experience to the team. A longtime Humboldt County resident and Arcata High alum, Elissa holds degrees in Theatre Arts and Foreign Language from Humboldt State, along with international study at the Universidad de Granada in

Spain. With 24 years in the telecommunications industry, she has held diverse leadership roles and led projects spanning training, logistics, product launches, and more. Elissa is also a dedicated community volunteer, having served on nonprofit boards and coached youth sports. Her favorite title, though, is "Auntie" to her beloved niece and seven nephews.

Together, Tara and Elissa form the foundation of a forward-thinking team that will help drive positive change at CCCU. Please join us in welcoming them as we embark on this exciting new journey.



### Exciting Promotion Announcement: Congratulations, Dona Latham!

We are thrilled to share some exciting news. Dona Latham has been promoted to Assistant Vice President, Member Digital Services.

Dona has been an integral part of Coast Central for an incredible 32 years. Throughout her career, she has consistently demonstrated outstanding leadership, dedication, and

operational expertise. Since 2009, Dona has successfully led our Member Support Center, earned her AAP (Accredited ACH Professional) certification, and taken on the complexities of Visa and card services.

Most recently, she played a key role in the launch of Early Pay, a popular new service that allows members to receive their direct deposit paychecks up to two days early. This has been a true game-changer for financial flexibility.

Please join us in congratulating Dona on this well-deserved promotion. Her commitment to excellence and passion for serving our members continue to inspire all of us at Coast Central.



**Fred Moore, CPA**  
President & CEO

## From the President Summer's Here – And So Is Our Bright Future!

**A**t long last, summer has arrived—and not a moment too soon! After months of wild weather (and some potentially stormy skies in the credit union world), we're finally seeing sunshine in more ways than one.

You may have heard about the ongoing discussions in Washington around credit unions' tax-exempt status. It's been a bit of a nail-biter, but here's the good news: thanks to your support of the *Don't Tax My Credit Union* movement, we've made some serious headway. Your voices, combined with the relentless work of credit union advocates at every level, have made a powerful impact. So much so, in late May, the House passed HR 1, and the credit union tax status was not included.

This victory stands as a powerful testament to our consistent, unwavering advocacy, and a unified strategic approach in championing the credit union difference and preserving our tax-exempt status. This is *fantastic* news for our members, our communities, and our continued mission to invest in the people we care most about—you.

Now, for something even more exciting...

We're getting ready to unveil a fresh new look as part of our 75th anniversary celebration! Our rebrand is more than just a new logo or color scheme—it's a bold, modern evolution that honors our roots while looking ahead to an even brighter future. Starting in early September, you'll begin to see changes across our branches and online experience. By the end of 2025, most of our member service locations will reflect this exciting new chapter. Think updated designs, a more modern website, and a look that reflects **who we are today**—and where we're going next.

And speaking of where we're going...

In May, our Senior Management Team spent two inspiring days diving deep into strategic planning with the help of the brilliant minds at C. Myers. We tackled big questions about the future, what matters most to us, and how we want to serve you, our employees, and our community. The outcome? We're more aligned than ever and energized to step into a bold new era of growth and transformation.

So, here's to summer, to progress, and to all the great things ahead. We're grateful to have you with us on this journey, and we can't wait to show you what's next.

**Let's make this next chapter our best one yet.**

## MEMBER ALERT: Protect Yourself from Rising Fraud Attempts

We want to alert you to a sharp increase in fraudulent activity targeting credit union members like you. Scammers are using sophisticated methods — including fake texts, spoofed calls, and phishing websites — to impersonate CCCU and steal sensitive information. Your security is our top priority, and staying informed is your first line of defense.



### What's Happening:

- ✓ **Fake Text Messages (Smishing):** Fraudsters are sending realistic-looking messages with links to fake login pages. These aim to steal your CCCU credentials, Social Security number, birthdate, member number, and other personal info.
- ✓ **Spoofed Phone Calls:** Scammers are posing as CCCU representatives, using our caller ID, and referencing fake debit card alerts to sound credible.
- ✓ **Phishing Website:** A fake site mimicking CCCU's look and feel is tricking members into entering personal information. This site is not affiliated with us in any way.
- ✓ **Phone Keypad Trick:** Callers ask you to key in sensitive details (like your SSN or member number). These tones can be recorded and decoded.
- ✓ **OTP (One-Time Passcode) Scams:** Scammers may ask for the one-time passcodes sent to your phone. **CCCU will NEVER ask you to share OTPs.**

Scammers may sound legitimate and even know basic details about you. Don't let that fool you. When in doubt, **hang up and call CCCU directly.**

### How to Stay Safe:

- ✓ Do **not** click on suspicious links or enter information into unfamiliar websites.
- ✓ Do **not** enter sensitive information using your phone keypad during calls.
- ✓ Do **not** share OTPs — even with someone claiming to be from CCCU.
- ✓ Do **call us directly** if something feels off. A real CCCU representative will understand your caution.

Stay alert. Stay secure. We're here to protect you.



## Teaming Up to Clean Up

Our Arcata teams and Cash Vault crew joined forces to pick up trash around the Valley West area of Arcata. They will continue these clean-up efforts throughout the summer! Thank you to all the employees who came out, after a full day of assisting our members, to lend a hand.

## Set Sail to Your Financial Freedom

Our fantastic crewmates of the S.S. CCCU had a blast at this year's Rhododendron Parade! A big thank-you to our teammates and the amazing community members who braved the elements to cheer us on. We're honored to have received the Grand Marshal Award for "Best Theme."



## Running for a Cause

On Mother's Day, some incredible Coast Central runners participated in the Six Rivers Running Club's annual "Atlanta Victory Run." This event supports

women's health and raises funds for the Breast and GYN Health Project, whose mission is to provide resources to those facing breast or gynecologic cancer concerns.



## Financial Literacy Fun

Employees from across the credit union have had a blast visiting local schools and teaching students about financial literacy. We've enjoyed sharing lessons like "The Basics of Budgeting"

and "Understanding Credit and Loans." Thank you to all the schools and teachers who welcomed us into their classrooms!



## Dancing for a Cause

Coast Central was proud to support the North Coast Rape Crisis Team's first annual "Dancing in the Rain Gala." In addition to providing a \$3,000 sponsorship, we were

honored to have a fantastic group of employees attend the event. This incredible organization has been serving our communities for the past 43 years, offering 24-hour services to those in need.



## Helping Hope Bloom

CASA of Humboldt's "Hope Blooms Here" Gala was a blast! Team CCCU showed up big, in both number and spirit, as nearly 15 employees from

across the credit union attended and volunteered at this exceptional event benefiting local foster youth. We were honored to serve as this year's title sponsor and support such a meaningful cause.



## Volunteer of the 1st Quarter

### Ralenia Beck

*Hoopa Member Services Representative*

Ralenia has gone above and beyond, dedicating 108 volunteer hours in just the first three months of the year to support a wide range of local organizations, from CASA and the Hoopa Volunteer Fire Department to Elder Care and the Suicide and Crisis Line. Her

commitment was exemplified when she spent a lunch break helping a teen in crisis—this is just one example of her compassion in action.

In recognition of her outstanding service, Ralenia received a \$200 check, an engraved heart award, and the opportunity to direct a \$150 CCCU donation to a nonprofit of her choice. Thank you, Ralenia, for truly living our values and demonstrating what Commitment to Community looks like!

## 2025 Scholarship Winners:

This year we received a total of 70 applications from students planning to attend Cal Poly Humboldt, College of the Redwoods, Chico State University, or Shasta College. Congratulations to the 25 students selected for this award. Recipients were selected based on their ability to overcome adversity, commitment to making positive impacts in their schools and communities, and their academic performance.

- Arcata High:** ..... Lillian Cunningham, Taylor Sutherland, Taylor Worrell
- Del Norte High:** ..... Ciera Brooks, Stevi Simonsen, Tsinte Steinruck
- Eureka High:** ..... Jeremiah Ty, Kasandra Donato, Karsyn Hammer
- Ferndale High:** ..... Omar Amador, Jonah Anderson
- Fortuna High:** ..... Jesus Herrera Vielma, Misael Anguiano, Navaeh Russ Bevel, Sydnee Foley, Vanessa Richards
- Hayfork High:** ..... Emma Hudman, Braden Stanley, Mercedes Thao, Sierra Willburn
- Hoopa High:** ..... Toh-Soh Henry, Annie Lanning, Julie Lanning
- South Fork High:** ..... Lisa Valenska

## HOLIDAY CLOSURES

### Independence Day Weekend

**Friday, July 4**

*All locations and Member Support Center closed*

**Saturday, July 5**

*Bayshore Mall location open*

*McKinleyville & Member Support Center closed*

**Saturday, July 5**

*Bayshore Mall location open*

### Labor Day Weekend

**Saturday, August 30**

*Bayshore Mall location open*

*McKinleyville & Member Support Center closed*

**Sunday, August 31**

*Bayshore Mall location open*

**Monday, September 1**

*Bayshore Mall location open*

*All other locations and Member Support closed*

## MEMBER EVENTS

### Member Shred Days | 10 am – 1 pm

**July:**

Friday, 11

Arcata Uniontown

**August:**

Friday, 22

Arcata Giuntoli

**September:**

Friday, 19

Eureka Downtown

**October:**

Friday, 24

Eureka Harrison

## OTHER

**Saturday, August 16**

**Employee Appreciation Picnic**

*All locations closed*

## Community Investment Grant Program Spring 2025

This year, we received 100 applications from non-profit organizations. Congratulations to the 21 applicants who were awarded these grants.

### Humboldt

- North Coast Growers' Association – \$20,000: Launch of Humboldt Fishermen's Dockside Market
- Fortuna Veterans Building House Committee – \$10,000: Electronic marquee sign replacement
- Healy Senior Center – \$7,065: Locally raised meat & produce for SoHum Meals on Wheels
- Boys & Girls Club of the Redwoods – \$7,000: Kitchen remodel for at-risk youth center
- Adult Day Health Care of Mad River – \$6,800: Paratransit bus for transporting adults with disabilities from homes to the site
- Willow Creek Vol. Fire Dept. – \$5,000: Fire hose replacement
- Mad River Youth Soccer League – \$4,500: First aid kits/AEDs at three practice sites
- Rio Dell Fire Protection District – \$4,000: New pagers for company officers
- Mattole River Camp & Retreat – \$3,440: Toilet replacement for non-profit camper groups
- North Coast Stand Down – \$3,100: Cold-weather gear for houseless veterans
- A Mother's Village – \$2,500: Youth sensory room
- Arcata Vol. Firefighters Assoc. – \$2,450: Thermal imaging cameras
- Rio Dell CERT – \$2,000: Emergency response equipment
- Eureka High Football – \$2,000: Updated helmets for athletes
- Ferndale CERT – \$1,700: Emergency response equipment

### Trinity

- Lewiston Elementary School – \$25,000: Gym floor replacement (100% low-income school)
- Salyer Community Services District – \$17,000: Emergency response truck
- Salyer Vol. Fire Dept. – \$9,500: Equipment for new truck
- Trinity County Animal Shelter – \$7,250: Kennels/gates/fences for the safety of youth volunteers

### Del Norte

- Del Norte Little League – \$5,695: Field maintenance
- Camp Barry – \$4,000: Animal kennels for training aids

## CREDIT UNION QUIZ

Take your chance at winning a \$25 CCCU gift card! All you have to do is answer the question below and send it to [marketinginfo@coastccu.org](mailto:marketinginfo@coastccu.org) by Thursday, 7/31!

**Question:** What four colleges or universities must high school scholarship applicants attend to be eligible for our annual scholarship grants?

Check back in the next Coastline Quarterly for the answer. Good luck!

Congratulations to Laurie, who won last quarter's quiz with the answer, "False" for "If you become aware you're a victim of fraud after our normal business hours, you should not change your passwords in Online Banking, email, or social media."

