



NEWS RELEASE

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FOR IMMEDIATE RELEASE
Wednesday, January 7, 2020

Andy Kempf named 4Front CEO

Previous CEO David Leusink retires following 30 year credit union career

4Front Credit Union's board of directors has named Andy Kempf the northern Michigan financial solutions provider's new CEO. The announcement follows the planned December 31, 2019 retirement of David Leusink, who led the northern Michigan-based financial solutions provider since its launch in January 2015. Kempf has served the previous five years as 4Front's president.

Kempf found his way to the credit union industry via traditional banking, beginning his career in commercial lending with a mid-regional bank. He served as CEO of Preferred Credit Union (Grand Rapids) prior to leading the former Traverse City-headquartered Members Credit Union. Members Credit Union welcomed the membership of Charlevoix-based Bay Winds Federal Credit Union following the 2015 merger that produced 4Front.

"Our organization has been fortunate to have been guided by two very capable individuals – respected industry leaders – during its initial five years," said 4Front board of directors chairman Todd Rohrback. "David and Andy formed a tremendous team, navigating a complex merger process in 4Front's infancy and ultimately, delivering tremendous early value to our membership. What these two individuals combined to accomplish in five short years isn't often achieved in the banking industry."

Under Leusink's and Kempf's leadership, highlights of 4Front's first five years include:

- Consistent managed success, with 35 percent asset growth and a membership of more than 83,000 members.
- Member-centric products and services, including 4Front's market-leading Straight4ward Rewards Checking which returned more than \$600,000 to 4Front members in 2019 alone and a feature-rich virtual banking experience offering online account opening/funding and online borrowing process.

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4Front Credit Union is an award-winning member-owned financial cooperative serving more than 83,000 members across Michigan. 4Front delivers creative financial solutions tailored to the needs of its individual members at locations in Bellaire, Boyne City, Cadillac, Charlevoix, East Jordan, Kalkaska, Mancelona, Manistee, Petoskey and Traverse City, and online at 4frontcu.com.

- Market pace-setting, including consistently ranking in the top 10 of traditional used cars lenders within its 40-county market.
- Community and industry recognition, including awards for employment (2018 Best & Brightest Companies to Work for in the Nation), member-facing processes (Member XP's 2018 Best Loan Experience) and people's choice (Traverse Magazine's Red Hot Best Financial Institution 2015-19).
- Expansion and accessibility in the form of two new branch locations (Traverse City and Cadillac), a new build (Mancelona) and the anticipated completed installation of VideoTellers at all 12 of 4Front's vehicle accessible location by mid-2020.

A longtime industry advocate and thought leader, Leusink dedicated more than 30 years to the credit union industry up to his retirement. As CEO of Charlevoix's Bay Winds Federal Credit Union in 2014, Leusink helped guide one of the largest successful Michigan credit union mergers in recent memory when the membership of the former BWFCU voted overwhelmingly to merge with Traverse City-based Members Credit Union, producing 4Front, now among Michigan's 30 largest credit unions.

"We're tremendously grateful for David's decades of service to Michigan's credit union members," said Rohrback. "He leaves 4Front in very capable hands and we wish him the very best in his retirement years."

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