

# ANNUAL REPORT 2025



# OUR YEAR. OUR VISION. YOUR CREDIT UNION.

Looking back, leaping forward.

Dear Members,

As we reflect on 2025, we do so with gratitude and pride. It was a year of meaningful progress, one that honored our strong foundation while setting the stage for an exciting future. Through every milestone, one thing remained constant: our commitment to you and the communities we serve.

2025 truly was a good year for your credit union. We welcomed new leadership with the selection of our President, ensuring continuity, stability, and a clear vision for the future. At the same time, we took a bold step forward by beginning construction on a new branch in Plymouth, an investment that reflects our belief in long-term growth, expanded access, and meeting members where they are.

These milestones represent more than change; they represent momentum. They are built upon years of member trust, dedicated employees, and a cooperative spirit that continues to guide every decision we make.

As we look ahead to 2026, that momentum only grows stronger. The completion of our Plymouth branch will bring greater convenience and connection for our members. We will continue investing in technology, enhancing products and services, and strengthening financial education, all while staying grounded in the values that make us a credit union.

Our vision for the year ahead is clear: to grow responsibly, serve authentically, and remain a trusted financial partner through every stage of life. Everything we do, every improvement, every innovation, is rooted in our promise to put members first.

Thank you for being an essential part of our story. Your loyalty, engagement, and belief in our mission make progress possible. As we step into 2026, we do so with confidence, inspired by where we've been and energized by where we're going, together.

With appreciation,

Brad Grant  
President & CEO

Sara Cardinal  
Senior Vice President & CLO  
*(Incoming President & CEO)*

# PREMIER FINANCIAL CREDIT UNION

## MEMBERS

Members of Premier Financial Credit Union are also owners of Premier Financial Credit Union.

## BOARD OF DIRECTORS

The credit union's directors are elected from among the credit union's membership by other account holders, each of whom has one vote regardless of account balances or loans. Because credit unions have no shareholders, local citizens are elected to credit union boards to look out for the best interests of the account holders. They put people before profits and fulfill a mission of improving the financial position of the citizens who use them to borrow and save.

Thomas Mueller	Chairperson
Tre Waldren	Vice Chairperson
Allen Schmitz	Treasurer
	Nominating Committee Chairman
Sandra Burg	Secretary
Shane Peik	Director
Julie Schoenborn	Director
	Nominating Committee
Cheri Reedy	Director
	Nominating Committee

## EXTERNAL AUDITOR

CliftonLarsonAllen LLP

## STATEMENT OF FINANCIAL CONDITION

December 31, 2025

### ASSETS

Cash & Investments	\$31,218,638
Personal Loans	30,763,646
Real Estate Loans	41,593,342
Business Loans	7,608,059
Allowance for Loan Losses	(112,371)
Property & Equipment - Net	5,128,113
All Other Assets	12,195,074
<b>TOTAL ASSETS</b>	<b>\$128,394,501</b>

### LIABILITIES & NET WORTH

Borrowings	\$0
Payables & Other Liabilities	654,191
Member Savings	58,289,193
Share Draft Accounts	29,172,542
Money Management Accounts	17,947,067
Certificates of Deposit	2,695,181
Individual Retirement Accounts	2,907,464
Regular Reserve	2,312,258
Other Reserves	14,904,433
Other Comprehensive Income	(487,828)
<b>TOTAL LIABILITIES &amp; NET WORTH</b>	<b>\$128,394,501</b>

### DISTRIBUTION OF NET INCOME

Undivided Earnings .....\$1,799,018

## STATEMENT OF INCOME AND EXPENSE

Year Ended December 31, 2025

### INTEREST INCOME

Loans	\$4,126,926
Investments	1,388,639
<b>TOTAL INTEREST INCOME</b>	<b>\$5,515,565</b>

Interest On Borrowings	\$0
Dividends	328,252
<b>TOTAL INTEREST EXPENSE</b>	<b>\$328,252</b>
<b>NET INTEREST INCOME</b>	<b>\$5,187,313</b>

Provision for Loan Loss Expense	\$61,407
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Other Income	\$1,487,568
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### NON-INTEREST EXPENSES

Compensation & Benefits	\$2,526,841
Education, Advertising & Promotion	181,819
Office Occupancy	176,605
Office Operations	544,074
Loan Servicing	216,360
Professional & Outside Services	1,353,073
Other Expenses	(184,316)
<b>TOTAL NON-INTEREST EXPENSES</b>	<b>\$4,814,456</b>

### NON-OPERATING GAINS/LOSSES

Disposition of Fixed Assets	\$0
Other	0

<b>NET INCOME</b>	<b>\$1,799,018</b>
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Federally Insured By NCUA

# STAFF MEMBERS

Angelica Angeles	Member Relations Representative
Tammy Aschenbach	Accountant
Rebecca Ballmann	Loan Department Manager
Sara Cardinal	Senior Vice President   CLO
Briar Day	Member Relations Representative
Erica Diedrich	Member Relations Representative
Tashina Elonen	Member Relations Representative
Brad Grant	President   CEO
Trina Haberland	Accountant
Shari Hechel	Member Solutions Support Advisor
Patty Jaeckels	Member Relations Processor
Peggi Jankowski	Member Relations Specialist
Violet Karls	Member Relations Representative
Ean Koeck	Member Relations Representative
Jenny Konen	Member Relations Processing Supervisor
Brayden Lomibao	Member Relations Processor
Karen Mittag	Member Relations Processor
Jason Mueller	Member Specialist Business Lender
Brennan Navis	Member Solution Support Advisor
David Nelson	Maintenance
Alexa Ochs	Member Relations Specialist
Joe Oosterhous	Member Relations Specialist
Sarah Perl	Senior Vice President of Accounting & Compliance   COO
Travis Petrie	Kiel Branch Manager
Julie Pitz	Accountant
Diane Rieder	Executive Vice President   CFO   CISO
Sonny Schaar	Vice President of Marketing & Communications
Kaela Schadow	Member Solutions Support Advisor
Tabitha Schellinger	Teller Supervisor
Ben Schroeder	Member Relations Representative
Elmer Schisel Jr	Maintenance
Alyse Seipel	Member Relations Representative
Bryce Simon	Member Relations Representative
Kris Stephany	Member Solutions Support Supervisor
Matthew Taddy	Operations Specialist
Catie Torres	Chilton Branch Manager
Grace Walker	Member Relations Representative
Jazmyn Wickkiser	Member Relations Representative
Nicole Ziegelbauer	Member Relations Representative

# COMMUNITY



## **Serving Five Counties:**

Calumet, Manitowoc, Sheboygan, Outagamie and Fond du Lac



## **Members:**

9,215



## **In School Branch:**

New Holstein High School Husky Branch

## **Banzai Financial Literacy Sponsor:**

Hilbert High School

Chilton High School

New Holstein Middle School

New Holstein High School

Holyland Catholic School



## **Donations:**

\$18,419 to Community Organizations



## **Follow Us:**

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# CONNECT



[www.yourpfcu.com](http://www.yourpfcu.com)



920.898.4232 | 1.877.891.4232



50 E. Chestnut Street | Chilton  
530 Fremont Street | Kiel  
2017 Main Street | New Holstein  
508 Walton Drive | Plymouth  
*(Opening Summer 2026)*



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