

HONORS, AWARDS AND RECOGNITIONS



Making a Difference

ACUMA

KRISTA KORFMACHER

has joined the **American Credit Union Mortgage Association (ACUMA)** as Member Service Manager, a new position. Her responsibilities include providing service to members, assisting with event planning, as well as marketing and social media duties.



Krista Korfmacher

Korfmacher is a meetings and events professional with additional experience collaborating with member service, marketing and professional development. For more than a dozen years she has successfully performed site review and selection, pre-conference and on-site meeting logistics, entertainment booking, and budget development and management.

The majority of Korfmacher's previous experience has been within the credit union industry, where her job at the **Credit Union Executives Society (CUES)** included planning more than 30 national and international events annually. Her responsibilities included budgets, schedules, logistics and all the details of events that included up to 1,500 attendees.

Korfmacher has also served as Executive Director of her local Chamber of Commerce. Her responsibilities included community-wide activity organization and membership development.

In her spare time she is an avid reader and passionate advocate of hot yoga, swimming and running while managing a household of two teenage boys and a slightly confused husband.

■ CU HOME MORTGAGE SOLUTIONS

CU HOME MORTGAGE SOLUTIONS in Seattle, Washington has been named as one of the "Best and Brightest Companies to Work For® in the Nation" for 2017. The competition honors companies that deliver exceptional human resource practices and show an impressive commitment to their employees. For the award, organizations are assessed based on communication, work-life balance, employee education, diversity, recognition, retention and more.

"We are honored to receive this recognition at CU Home Mortgage Solutions," said **BRIAN POUCH**, President. "One of our core values is that people come first, and I am pleased that we are living up to that promise. As a CUSO organization we are deeply rooted in the credit union culture and truly value our employees and credit union members we serve."

CHARITABLE DONATIONS: Additionally, CU Home Mortgage Solutions in 2017 started a program in which members who close a mortgage can designate one of five charities for a donation by the company, Pouch reported. In 2017 CU Home Mortgage Solutions donated \$36,900 through the program, including \$25,000 to local Habitat for Humanity offices in Washington State, he said.

CU Home Mortgage Solutions is a mortgage-lending CUSO formed in 2007 and licensed in Washington, Oregon and Idaho. The company is owned by **VERITY CREDIT UNION** (28,000 members, \$460 million assets) in Seattle and **HARBORSTONE CREDIT UNION** (79,000 members, \$1.26 billion assets) in Lakewood, Washington.

■ CU MEMBERS MORTGAGE

CU MEMBERS MORTGAGE, a division of **COLONIAL SAVINGS F.A.**, has hired **PAT ZERVIC** as Processing Manager. Zervic is responsible for providing oversight and direction to the processing team to streamline processes, create operational efficiencies and increase member and credit union satisfaction.

Zervic, an experienced credit union mortgage lending operations expert, joins CU Members Mortgage after working for **SAN DIEGO COUNTY CREDIT UNION** for four years as Senior Vice President of Real Estate, where she managed retail mortgage lending first and second operations, servicing, and secondary marketing. Previously, she worked at **PENTAGON FEDERAL CREDIT UNION**, where she managed nationwide retail mortgage lending operations.

Zervic holds an MBA in Project Management and a Bachelor's Degree in Op-

erations Management and Analysis, both from Ashford University.

"We are very excited to have an industry leader of Pat's caliber join the CU Members Mortgage family," said Steve Hewins, Senior Vice President of CU Members Mortgage. "Her years of successfully serving members in credit unions and broad understanding of mortgage lending add great depth to our team."

Dallas-based CU Members Mortgage provides comprehensive mortgage services to credit unions and CUSOs nationwide. The company originates more than \$1 billion in FHA, VA and conventional loans each year. With a portfolio of \$25 billion, Colonial is one of the largest servicers of mortgage loans in the United States.



Pat Zervic

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Continued



Making a Difference

■ TRULIANT FEDERAL CREDIT UNION

TRULIANT FEDERAL CREDIT UNION (226,000 members, \$2.2 billion assets) has named **GUS KROUSTALIS** to the new role of Digital Marketing Director.

As Digital Marketing Director, Kroustalis will develop, plan, implement and report on integrated digital and social marketing strategies across all digital platforms, including the Truliant website, email campaigns, digital advertising, social media, online and mobile banking, and ecommerce initiatives. Truliant's goal is to better meet members' digital experience needs.

"As we bring greater digital convenience to our members, our goal is to exceed their digital-banking needs," said **CHRIS MURRAY**, Vice President of Member Experience for Truliant's Member Financial Centers (branches). "Gus brings forward-looking, practical knowledge from his work as a digital marketing strategist to Truliant, and our members will benefit from his experience."

Most recently, Kroustalis worked as Digital Marketing Strategist for **BEACON TECHNOLOGIES**. Earlier, at **NEW RIVER INNOVATION**, he managed marketing, creating and executing comprehensive paid-search and radio campaigns and wrote underlying data tracking and reporting on users' online experience. He also served as Marketing Manager for **EFFECTUR**.

Kroustalis has presented on topics of website design and the mobile user experience at marketing conferences. As Adjunct Professor of Digital Analytics at Wake Forest University, he spearheaded a successful digital analytics curriculum for the Masters in Business Analytics graduate program.

Truliant FCU, based in Winston Salem, North Carolina, "seeks to improve members' lives with financial guidance and affordable financial services." Truliant was chartered in 1952 and now serves its members with 33 branches in North Carolina, South Carolina and Virginia.



Gus Kroustalis

■ TELL US ABOUT YOUR NEWS

We publish news of credit union real estate industry honors, awards and recognitions of individuals and organizations. We also publish news of housing-related community recognitions, such as Habitat for Humanity projects and National Association of Realtors cooperative ventures.

Send your news to krista@acuma.org and include who, what (be specific), when, where and, if desired, a head-and-shoulders photo (300 dpi) identifying the person being honored (name, title, organization). Deadlines are November 15 for the Winter Issue and May 15 for the Summer issue.



The Mortgage Department at **VENTURA COUNTY CREDIT UNION** (78,000 members, \$732 million assets) has held its inaugural Corporate Build Day with **HABITAT FOR HUMANITY**. "We typically see one side of the home-owning process by approving and originating loans every day, but it's not often that we get to experience how personally this affects the people in our community," explained Amber Hahn of the VCCU Home Loan Team. Twenty-five members of VCCU's staff worked side by side with the six families that will live in the Habitat for Humanity homes. "Ventura County Credit Union is big on helping out our community, and this is just one of the many volunteer events we have participated in this year," noted Hahn. Shown are members of the VCCU Corporate Build Day crew. VCCU has eight branches in Ventura County and membership is open to anyone who lives, works or attends school in California's Ventura or Santa Barbara counties.