

For Release

EXECUTIVE ANNOUNCEMENT

EDDIE FRANCIS ASSUMES PRESIDENT AND CHIEF EXECUTIVE OFFICER ROLE

WINDSOR, ON – Effective June 1, 2017, Eddie Francis, current WFCU Credit Union President, assumes the role of **President and Chief Executive Officer**.

Francis joined the credit union in 2014 after three successful terms as City of Windsor Mayor. “As President, Eddie has been steadfast in leading the organization in the strategic planning process and the implementation of WFCU Credit Union’s new five-year strategic plan,” said WFCU Credit Union Board Chair, Marty Gillis. “In his role as President and Chief Executive Officer, his leadership and commitment to innovation will continue to guide the credit union to progressive growth and sustainability.”

Since joining WFCU Credit Union in 2014 as Executive Vice President, Operations and Member Experience, and recently as WFCU President, Francis spear-headed the credit union’s five-year strategic plan involving a number of new and innovative advancements for the credit union, including a new virtual branch. The early 2016 launch of Omnia Direct has extended the credit union’s reach and attracted new members beyond Windsor-Essex. Other market leading initiatives include WFCU Credit Union Foreign Exchange Services and the expansion of WFCU Credit Union’s Finance and Leasing relationship with FCA Canada to provide auto leasing services to all FCA Canada dealers across Ontario.

Francis is a proven strategic and entrepreneurial business and community leader, reputed for transformative vision, execution and tenacity. He has extensive experience introducing and championing countless initiatives to strengthen an organization along with being an achievement-driven consensus builder with a reputation for fiscal responsibility and a strong track record of building foundations for growth. These characteristics will serve him well in his role as WFCU Credit Union President and CEO.

WFCU Credit Union’s brand, exploring new markets, superior service, enhanced product offerings, a continued emphasis on technology, infrastructure and financial strength will be his focus, all while keeping the same values and philosophies that make WFCU Credit Union who it is today. This direction is instrumental in the strategic planning process for WFCU Credit Union, one of the leading, progressive financial organizations in the City of Windsor and Essex County with \$2.9 Billion in managed assets and member service totals of \$4.1 billion.

“WFCU Credit Union has a deep-rooted commitment to our members, growing both organically and through other entrepreneurial initiatives,” stated Gillis. “As a strong and committed leader, Eddie will continue to support the Board of Directors and ensure the credit union’s goals and objectives are achieved and exceeded, guaranteeing a bright future for WFCU Credit Union and our members.”

Prior to joining WFCU Credit Union, Francis earned a stellar reputation in public office. The youngest Mayor in the history of the City of Windsor, he was first elected Mayor in November 2003, achieving a record of ambitious accomplishments throughout his tenure.

Francis’s key successes included massive debt reduction, envisioning and realizing an ambitious capital infrastructure plan, revitalization of the downtown area and winning substantial economic investment in the region.

Known for his transformative vision and execution, Francis has been recognized for his business, community and professional accomplishments. He has received:

- Windsor-Essex Regional Chamber of Commerce Business Excellence Award as Young Entrepreneur of the Year
- Multicultural Council of Windsor-Essex Herb Gray Harmony Award
- University of Windsor Clark Award, Sports Tourism Champion of the Year
- Canadian Sports Tourism Alliance Award
- Diamond Jubilee Medal
- Rotary International - Paul Harris Fellow.

An advocate for the future prosperity and economic success of the region, Francis has served on numerous boards including but not limited to:

- Chair of the Windsor Police Services Board
- Chair of the Windsor-Canada Utilities Board,
- Chair of the Detroit Tunnel Corporation Board,
- Member of Enwin Utilities Board,
- Member of the Enwin Energy Board,
- Member of the Windsor-Essex Economic Development Corporation Board
- Member of the International Authority (Windsor-Detroit Bridge Authority) Board.

“By agreement with the Board and Eddie, former CEO Marty Komsa will assume the role of Executive Advisor Strategic Planning effective June 1, 2017,” stated Gillis. Komsa will be recognized for his 30 plus years leading the credit union at a gala event on June 2, 2017.

“There are exciting times ahead for WFCU Credit Union,” stated Gillis. “Eddie’s proven track record guarantees WFCU Credit Union will continue to forge ahead with strength and determination to provide the best in financial services and economic support for the Windsor-Essex Region and beyond. With Eddie leading the organization, WFCU Credit Union success continues.”

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About WFCU Credit Union

WFCU Credit Union is one of the leading, progressive financial organizations in the City of Windsor and Essex County. Serving Winsor and surrounding communities for over 75 years, WFCU Credit Union manages \$2.9 billion in assets and \$4.1 billion in member service totals. The credit union is the sixth largest in Ontario, operating nine retail locations in Essex County, serving 36,820 personal, business and organization members. With a long-standing mission to 'provide services and a full range of highest quality financial products to make out community the best place to live and work', WFCU Credit Union stands true to its vision 'WFCU credit Union – Quality, Convenience, Innovation, Open to Everyone and Yours to Own'. For more information on WFCU Credit Union visit wfcu.ca

February 2017