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East Idaho Credit Union Announces New Vice President of Marketing

IDAHO FALLS, IDAHO – (November 17, 2015) East Idaho Credit Union is pleased to announce the selection of Tracy McCord as the credit union's new Vice President of Marketing.

"I am excited to introduce Tracy to East Idaho Credit Union as our VP of Marketing. She brings not only pertinent and valuable experience in the credit union industry, but also an outlook and ambitious attitude that our institution is sure to benefit from. We are very excited to have her on our team," said Brad Bauges, President/CEO.

Tracy comes to East Idaho Credit Union from Mid Missouri Credit Union, where she most recently was Senior Vice President of Marketing. Over 16 years, Tracy served in multiple roles at Mid Missouri Credit Union including Vice President of Marketing and Marketing Manager. Tracy also served as Vice Chairman, Central Chapter of the Missouri Credit Union Association and Board Director of the Waynesville-St. Robert Chamber of Commerce. She also currently serves as an Executive Member of the Association of the United States Army.

When asked about her new position Tracy said, "It is an honor to be given this opportunity. I am eager to begin my work and look forward to getting to know the staff and membership of East Idaho Credit Union."

About East Idaho Credit Union

East Idaho Credit Union was founded in 1935 under the name Idaho Falls U.S. Government Employees Federal Credit Union. In 1963, the name was changed to East Idaho Federal Credit Union and in 1998 became East Idaho Credit Union. Today, it remains one of the oldest Credit Unions in Eastern Idaho and was named one of the Best Places to Work in Idaho! With its stable member base of government employees, EICU operates under both a community charter and an expanded charter based on occupation. A solid, well established financial institution, East Idaho Credit Union provides local services to small and under-served communities in Eastern Idaho.

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