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Sierra Central Credit Union Announces New Vice President of Business Services

YUBA CITY, CALIFORNIA – (November 2016) Gene Marcucci Bell has been announced as Sierra Central Credit Union's new Vice President of Business Services.

"We are not only confident that Gene will readily meet what expectations we have for this newly developed role but we are also excited to see in which unanticipated ways she will undoubtedly help us achieve our ultimate goal of better serving our membership." said John Cassidy, President/Chief Executive Officer.

Bell comes to Sierra Central from Community Business Bank where she was Senior Vice President/Senior Lending Officer, responsible for management of the bank's loan portfolio including overall credit quality, underwriting and administrative standards. Prior to her time there, she served as the Founder/Director of First Commerce Holdings LLC., a company that provided MBL consulting, loan review and profitability modeling to credit union organizations throughout Washington and California. Bell's professional background and experience also includes the roles of Senior Vice President/Regional Manager at California Bank & Trust, Vice President of Commercial Lending at Exchange Bank and Executive Vice President/Director of Retail Banking at Humboldt Bancorp, to list a few. Bell holds a Bachelor of Arts in Political Science from York University in Toronto and post graduate, she studied Accounting, Real Estate Finance, International Business and Commercial Bank Lending at The University of Southern California in Los Angeles.

When asked about her new role at Sierra Central Credit Union, Bell responded, "It is an honor to be a part of such a highly-esteemed institution as Sierra Central. I am looking forward to joining the organization in this role that I know will be both challenged and rewarding."

About Sierra Central Credit Union

Originated in 1955, Sierra Central Credit Union was formed to serve military personnel. For over 61 years, the credit union has grown to over \$790 million in assets and over 61,000 members. Providing financial services to the Northern California area, Sierra Central offers a full range of cost-saving and value-packed products to better serve its' members. Membership benefits include low membership fees, access to 17 branch locations, share-secured credit cards, and low cost loans ranging from cars to credit lines. Sierra Central Credit Union also has a Scholarship Program open to all career fields and offers a First Time Home Loan for first time borrowers to help receive finances to purchase their first home. The organization provides the necessary tools to assist with finances both online and at their convenient branches. Sierra Central Credit Union's commitment is to continue to be the Best of Banking Where You Live and Work!

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