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FOR IMMEDIATE RELEASE

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### **CoastHills' Jeff York sworn in as Chairman of California Credit Union League**

Jeff York, President/CEO of CoastHills Federal Credit Union in Lompoc, was sworn in as Chairman of the California Credit Union League during the League's annual meeting held in Las Vegas Nov. 17–19. Mr. York, who has more than 25 years of experience in the financial services industry, assumes the Chairman duties from Brett Martinez, President/CEO of Santa Rosa-based Redwood Credit Union.

The California Credit Union League is the trade association for credit unions in California. The League serves 353 credit unions with almost 9 million members and more than \$114 billion in assets. The League's core services of leadership, advocacy, education, and information help it fulfill its mission of providing services to credit unions and their members.

"Unlike Brett a year ago," York commented, "I know what we are in for. We've been through the carnage and know it is a recession. The role now more than ever of the CCUL chair is to offer vision for the league, and for our industry during these unprecedented times."

York listed his number one goal as Chair is to strengthen the credit union Industry's voice in Washington DC and Sacramento. "Legislative and regulatory issues are huge right now. We face challenges with interchange, overdraft protection, systemic risk, mortgage cramdown, the new consumer protection agency ... this list goes on, and without support at the grassroots level, what is best for our members will continue to be pushed aside."

York knows that influence and political clout is an uphill battle for credit unions. "Right now, we are just trying to get the ball back over the net. The League's professional team

does a phenomenal job, but imagine how effective we'll be when the 13 million credit union members in California become advocates. I am dedicated to moving the needle."

York became the President/CEO of CoastHills in July of 2004. Prior to that he served as CoastHills' Executive Vice President. He spent 12 years with Disney's credit union in Burbank and Orlando as President of its Investment Services and Vice President of Strategic Planning and Marketing. York also worked for Alliance Federal Credit Union and Pacific Service Credit Union in the Bay area.

Mr. York currently serves on the Allan Hancock College Foundation Board of Directors, the Lompoc Hospital Foundation Board of Trustees, the Lompoc Chamber Foundation Board of Directors, and the CoastHills Community Foundation Board of Directors. Additionally, York is the Chairman of the Board of CU First – a captive workers compensation insurance company, and is a Board member of Member Business Services. He has a BA in Economics from the University of California at Davis.

Mr. York, wife Michele, and their children live in Pismo Beach.

#### **About CoastHills Federal Credit Union:**

CoastHills currently serves more than 65,000 members in Northern Santa Barbara County and San Luis Obispo County with 11 branches and a full-service call center. With assets of more than \$600 million, CoastHills is one of the largest, independently owned financial institutions on the Central Coast.

