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FOR IMMEDIATE RELEASE

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RCU Names Vice President – Consumer Lending and Collections

Eau Claire, WI – RCU has named Brandon Riechers as the Vice President of Consumer Lending and Collections. Brandon will be overseeing consumer lending business lines and the collection department of RCU.

Brandon joined RCU in September of 1996. He has held the positions of Financial Sales Representative, Loan Officer, Technology Resource Specialist, Operations Coordinator, and most recently Director of Consumer Lending. Brandon graduated from UWEC with a bachelor's degree in Finance and Management Information Systems.

Brandon is a committee member on Filene i3, a national credit union organization that uses a diverse group to build the future of credit unions by creating new and innovative ideas. He is also currently serving on the Board for the UWEC Alumni Association, Treasurer of the Chippewa Valley Montessori Charter School Board, Chairperson for the Junior Achievement Annual Golf Outing Committee, member of the Leadership Development Committee of the Emerging Leaders Advisory Council for the United Way, and member of the Young Professionals of Chippewa Valley.

Brandon lives in Eau Claire with his wife, Emily.

RCU, Royal Credit Union, is a federally insured credit union serving over 110,000 Members with 12 full service offices in Chippewa Falls, Colby, Eau Claire, Menomonie, New Richmond, Rice Lake, and Whitehall. You can open an account or apply for a low-cost loan at RCU if you live or work in Barron, Buffalo, Burnett, Clark, Chippewa, Dunn, Eau Claire, Jackson, Marathon, Pierce, Pepin, Polk, Rusk, St. Croix, Taylor, Trempealeau, Washburn, or Wood counties in western Wisconsin. Call RCU at 715-833-8111 or 1-800-341-9911 for more information 7 days a week, including Sundays. You can also visit our website at www.rcu.org.

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