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FOR IMMEDIATE RELEASE

Zuberbier joins Community First leadership team

April Zuberbier has joined Community First Credit Union as Senior Vice President of Investments & Insurance.

She comes to Community First after a 17-year career at Thrivent where she held various positions throughout the fraternal organization. Early in her career, she was a lead compliance analyst before becoming a manager involved in implementation of strategic initiatives. Later, she served as the Director of Process Management and Workforce Services leading multiple teams including Regulatory Services and Business Intelligence. She served as Chief of Staff to Thrivent's Chief Administrative Officer, and Director of Business Execution.



In her new role, Zuberbier will leverage her investment and insurance industry experience while focusing on leading Community First's teams at the Community First Insurance Center and Community First Financial Advisors, a full-service investment program offered through CUSO Financial Services (CFS).*

Zuberbier grew up on a dairy farm in Coon Valley, Wis., before earning a marketing degree from UW-La Crosse and a Master's in Business Administration (MBA) from UW-Oshkosh. She has also completed the Executive Leadership Development program at St. Norbert College's Center for Exceptional Leadership.

April and her husband, Ryan, live in Appleton with their three children.

Community First Credit Union is a member-owned financial cooperative with \$5.1 billion in assets and 26 full-service branches. CFCU's 561 employees deliver financial, investment and insurance services to 150,000 member-owners throughout Northeastern Wisconsin.

*Non-deposit investment products and services are offered through CUSO Financial Services, LP ("CFS") a registered broker-dealer (Member [FINRA/SIPC](#)) and SEC Registered Investment Advisor. Products offered through CFS: are not NCUA/NCUSIF or otherwise federally insured, are not guarantees or obligations of the credit union, and may involve investment risk including possible loss of principal. Investment Representatives are registered through CFS. The Credit Union has contracted with CFS for investment services. Atria Wealth Solutions, Inc. ("Atria") is a modern wealth management solutions holding company. Atria is not a registered broker-dealer and/or Registered Investment Advisor and does not provide investment advice. Investment advice is only provided through Atria's subsidiaries. CUSO Financial Services, LP is a subsidiary of Atria.

Community First Credit Union

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