**FOR IMMEDIATE RELEASE:**

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**Security Service Federal Credit Union’s Jim Laffoon Elected as New Chairman of CU Direct**

*Board election results and new officers announced during virtual shareholders meeting;
Kinecta’s Keith Sultemeier recognized for service.*

***Irvine, California April 20, 2020*** *–* [CU Direct](http://www.cudirect.com/), the nation’s leading developer of lending software technology for the credit union industry, has announced the results of their board of directors and officers elections during the company’s annual shareholders meeting.

Brett Martinez, president & CEO, Redwood Credit Union and Kim Sponem, president & CEO, Summit Credit Union were re-elected to new three-year terms on the board of directors.

CU Direct’s board of directors elected Jim Laffoon, president and CEO, Security Service FCU, as the company’s new chairman during its officer’s election. Laffoon has served on CU Direct’s board since 2014. The company’s board of directors also elected Erin Mendez, president & CEO, Patelco Credit Union, as vice chairman, and Bob McKay, president & CEO, Together Credit Union, as the board’s secretary and treasurer.

During the company’s shareholder’s meeting, CU Direct’s president and CEO, Tony Boutelle, along with the board of directors, recognized outgoing chairman, Keith Sultemeier, for his leadership, dedication and distinguished service as chairman of the board from 2019-2021.

“CU Direct and our board of directors wishes to express its sincere gratitude and appreciation to Keith for his leadership, guidance, and outstanding service as chairman,” said Boutelle of Sultemeier. “We thank Keith for his commitment and superior leadership to our company during his tenure as chairman.”

Sultemeier will continue to serve on the company’s board of directors.

Outgoing chairman Keith Sultemeier also recognized the service of outgoing board members John Lund, former president and CEO of America First Credit Union, Donna Bland president and CEO of Golden 1 Credit Union, and Sterling Nielsen, president and CEO of Mountain America Credit Union.

“John, Donna and Sterling’s distinguished service and commitment to CU Direct’s advancement during their tenures on the board have been very important to the company’s success,” stated Sultemeier. “It’s been an honor to work alongside them, and their presence on the board will be greatly missed.”

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Lund has served on the company’s board since 2005, including serving as chairman from 2013 - 2015. Both Bland and Nielsen have served on the board of directors since 2011.

Also serving on CU Direct’s board of directors are:

* Keith Sultemeier, CEO, Kinecta Federal Credit Union
* Benson Porter, president & CEO, BECU
* Nader Moghaddam, president & CEO, Financial Partners Credit Union
* Todd Marksberry, president & CEO, Canvas Credit Union

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**About CU Direct**

CU Direct has been a lending technology leader for 25 years, helping credit unions fund $368 billion in loans.  An enterprise lending solutions and technology company, CU Direct serves more than 1,100 credit unions and 15,600 auto dealers, retailers and medical providers nationwide.  CU Direct brings innovation and expertise to indirect lending, consumer and mortgage loan origination, point-of-sale, digital retail, analytics, marketing and CRM, auto shopping and business process outsourcing. For more information, visit [cudirect.com](https://www.cudirect.com/). Connect with CU Direct on [Twitter](https://twitter.com/CUDirect) and [LinkedIn](https://www.linkedin.com/company/25690?trk=prof-0-ovw-curr_pos).