

NEWS RELEASE

For Immediate Release



Gulf Winds Credit Union

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Gulf Winds Welcomes Pete Lauter as Vice President of Wealth Management

Pensacola, Florida (May 14, 2026) – Gulf Winds Credit Union is pleased to announce that Pete Lauter has joined the leadership team as Vice President of Wealth Management. In this strategic role, Lauter will act as program manager for the Raymond James Financial Services advisors located at Gulf Winds and will oversee all wealth management services, expand the market presence, and develop a high-performing team of financial advisors dedicated to delivering exceptional results for members.

“We are excited to welcome Pete and continue enhancing the personalized wealth management experience for our members,” said Daniel Souers, President and CEO of Gulf Winds Credit Union. “His expertise and leadership will strengthen our commitment to delivering trusted guidance and long-term financial confidence for those we serve.”

Lauter brings extensive experience in financial planning, wealth management, and building teams. He’s known for driving growth, turning strategy into results, and putting clients first every step of the way.

“I’m incredibly honored to join Gulf Winds. This opportunity feels deeply personal and truly full circle for me,” said Lauter. “When I was 14 years old, I opened my very first bank account at Monsanto Credit Union, which later became Gulf Winds. At 18, I financed my first car through the same institution. Before I was approved for that loan, a banker there took time to teach me about credit, financial responsibility, and preparing for the future. I haven’t forgotten the way that made me feel. It gave me confidence, direction, and the belief that someone genuinely cared. Those experiences inspired me to pursue a career in financial services because I wanted to leave people with that same feeling. It’s a privilege to now serve the same institution and community that helped shape my own journey, and I look forward to helping others build financial confidence and a path toward a stronger future.”

Lauter has served on several boards including People’s Home Health, First Tee Gulf Coast, the Kugelman Foundation, Baptist Health Care Foundation, and the Escambia County Sheriffs Foundation. He was named EntreCon Servant Leader of the Year in 2025.

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About Gulf Winds Credit Union:

At Gulf Winds Credit Union, we believe financial success is the foundation for stronger communities. Since 1954, we’ve helped members move forward with confidence—providing innovative solutions, certified financial coaching, and a deep commitment to the people and communities we serve. With 12 branches, more than \$1.3 billion in assets, powerful digital tools, and a

nationwide network of surcharge-free ATMs, Gulf Winds delivers the reach of a major financial institution with the heart of a local partner. Together, our team of 260+ employees are unlocking financial greatness across North Florida, Southern Alabama, and Southern Georgia. See how we're making an impact at GoGulfWinds.com.

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