



NEWS FROM SERVICE ONE
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Service One Credit Union Announces New President and Chief Strategy Officer

BOWLING GREEN, KY - Service One Credit Union, a not-for-profit member-owned financial cooperative serving South Central and Western Kentucky, is proud to announce the promotion of Justin Morris to President and Chief Strategy Officer. Morris will lead Service One’s Executive Team and report to Rebecca Stone, Service One’s CEO.



Justin Morris

Morris has been with Service One Credit Union since 2005, starting as a part-time teller while pursuing his education at Western Kentucky University. He holds a Bachelor of Science in Accounting, with a minor in Finance, and a Master of Business Administration.

Morris said, “I am honored and humbled by this opportunity to lead Service One Credit Union. I look forward to working with the executive team, our board, and associates to improve the financial well-being of our members and communities.”

Throughout his career at Service One Credit Union, Morris has held various roles in operations, accounting, compliance, and risk management. He has been instrumental in shaping the strategic direction of the credit union, transforming finance from a financial reporting and compliance function into a strategic business partner focused on long-term value creation and risk management. He has also implemented numerous initiatives that enhance efficiency and deliver a positive member experience at the credit union.

Stone said, “Justin is a proven leader who has demonstrated his commitment to our board of directors, our members, associates, and communities. He is engaged with our members and has a clear vision for the future of Service One Credit Union. I am confident that he will continue to grow and strengthen our financial cooperative.”

Everyday Morris reinforces Service One Credit Union’s mission to serve those who are interested in improving their financial situation and those who are community-minded. Going forward, he believes the Credit Union’s strategic focus is to increase member engagement and loyalty through personalized service, innovative solutions, and education. He also aims to deepen Service One’s community relationships through outreach, advocacy, and social responsibility.

Service One Credit Union was organized in 1963 in Bowling Green, KY as a not-for-profit financial cooperative, and serves those who live or work in South Central and Western Kentucky. Service One Credit Union’s purpose is “Service to Others”. Today, it serves over 16,000 members in South Central and Western Kentucky with seven branch locations. Service One Credit Union offers a full range of financial products and services. For more information on Service One and its community involvement activities, visit www.socu.com or call (270) 796-8500.

LOCATIONS

Bowling Green: 1609 Campbell Ln. | 543 US 31-W Bypass | 422 College Heights Blvd
Glasgow: 116 Ensminger Dr. | Scottsville: 361 Old Gallatin Rd. | Hopkinsville: 120 Griffin Bell Dr. | Russellville: 540 East 4th St.



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