



**FOR IMMEDIATE RELEASE**

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### *United Heritage Credit Union Names New President & CEO*

AUSTIN, Texas (February 1, 2023) – The United Heritage Credit Union Board of Directors is pleased to announce the appointment of Michael Ver Schuur as the new President and Chief Executive Officer (CEO) of UHCU. Ver Schuur has been a vital part of the Credit Union for over 33 years, and brings a wealth of knowledge and experience to the role.

Ver Schuur has over three decades of financial service experience, and has been instrumental in the development of United Heritage’s strategic planning throughout his tenure as Executive Vice President and Chief Strategy Officer.

“We are proud to appoint Michael Ver Schuur as UHCU’s CEO and President,” said UHCU Board of Directors Chairman Harold Keyes. “We conducted a comprehensive evaluation process with the assistance of a leading executive search firm. Ultimately, the Board concluded that Michael’s ongoing success in his current role with our organization make him the perfect person to lead UHCU into the future.”

Ver Schuur is well-versed in the latest trends and technologies that are transforming the banking and credit union landscape, and his advocacy for innovation is well suited for leading the organization in providing better products, services and experiences for members. Since joining the Credit Union in 1989, Ver Schuur has played a pivotal role in the development and implementation of strategic plans for the Credit Union

As CEO, Ver Schuur will be responsible for leading the Credit Union’s strategic initiatives and developing new ways to best serve its members. He will focus on delivering a unique value proposition, while continuing to grow the Credit Union’s market share throughout Texas.

“I am excited to step into this new role, leading the Credit Union in the years to come,” said Ver Schuur. “I am excited for the opportunities we will create and continue to enhance the value we provide to our members.”

This appointment comes as the current President and CEO, Buddy Schroeder, retires after a continuous 43-year tenure at the Credit Union. Schroeder has served as CEO since 1994, and under his leadership the Credit Union reached new milestones for membership, asset size and company growth.

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#### **About United Heritage Credit Union**

United Heritage Credit Union is a full-service financial institution whose vision is “To be your primary financial institution.” United Heritage has over \$1.5 billion in assets, more than 77,000 members and 11 branch locations. Through innovative technology, exemplary service standards and competitive products, United Heritage is a strong force in the credit union industry. United Heritage Credit Union was established in 1957 and 65 years later serves communities within the Bastrop, Bell, Blanco, Burnet, Caldwell, Hays, Lee, Milam, Travis, Williamson, Cherokee, Gregg, Henderson, Rusk, Smith, Upshur, Van Zandt and Wood counties as well as those that live in the rest of Texas through TXCC membership. For more information about United Heritage, visit [uhcu.org](http://uhcu.org). Federally Insured by NCUA.