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FOR IMMEDIATE RELEASE:

HIWAY EXPANDS MARKETING AND BUSINESS DEVELOPMENT LEADERSHIP TEAM WITH NEW SENIOR VICE PRESIDENT

SAINT PAUL, MN (July 13, 2018) Hiway Federal Credit Union® (Hiway) has named Tara Graff Senior Vice President of Marketing and Business Development. In her new role, Tara will oversee the overall marketing function, including strategic direction, branding, data analytics, and public relations, as well as business development and community outreach efforts.



Tara began her career on the agency side of the marketing world, and is a well-seasoned credit union marketer, getting her start as the Marketing Manager with Members Cooperative Credit Union in Duluth, MN. From there, she took on the Director of Marketing role for Twin Cities-based SPIRE Credit Union. Most recently, she was the Vice President of Marketing and Business Development for Royal Credit Union, headquartered in Wisconsin, where she led the organization's rebranding and web site overhaul, along with significant roles on other major projects around digital experience and Royal's expansion.

"We are excited to have Tara join our Senior Leadership team", said Dave Boden, President/CEO of Hiway Federal Credit Union. "Tara brings a wealth of experience and energy to our team. Her experience within the credit union industry around branding and digital experience will be instrumental as we broaden our profile in the Twin Cities."

Tara is passionate about giving back to the community around causes that promote health and wellness. She earned her B.A. from the University of Minnesota-Duluth, as well as an M.A. and an M.B.A. from The College of St. Scholastica. She holds a certification in User Experience from the Nielson-Norman Group, and is a Credit Union National Association-designated Credit Union Business Development Professional. She enjoys spending her weekends doing something athletic outside with her son.

ABOUT HIWAY FEDERAL CREDIT UNION: Hiway Federal Credit Union was founded in 1931 to serve the employees of the Minnesota Highway Department. Today, Hiway serves over 71,000 members in Minnesota and around the country, registers \$1.1 billion in assets and welcomes new membership from individuals and small businesses. Hiway offers its members unparalleled member service and a lifetime of savings through lower loan rates, higher savings rates and fewer and lower fees. For more information about Hiway, visit hiway.org.