

FOR IMMEDIATE RELEASE

Coast Central Credit Union Announces Leadership Transitions: O'Brien Promoted to VP Human Resources, Hill Joins as VP Marketing & Communications

EUREKA, CA – February 26, 2025 – Coast Central Credit Union (CCCU) is pleased to announce key leadership transitions as we prepare for the retirements of two Vice Presidents who have made significant contributions to our organization.

Kendra O'Brien has been promoted to Vice President Human Resources, succeeding Ann Jadro-Bettiga, who will retire on April 4 after 16 years of dedicated service. Additionally, Christian Hill has been named Vice President Marketing & Communications, stepping into the role previously held by Colleen Toste, who will retire on April 18 after over seven years with the credit union.

"These transitions reflect both the deep bench of leadership talent within Coast Central and our ability to attract top-tier professionals who share our commitment to our members and communities," said Fred Moore, CCCU President & CEO. "While we will dearly miss Ann and Colleen, I'm incredibly excited about the future and the fresh energy that Kendra and Christian will bring to our organization."

Kendra O'Brien: Leading the Future of Human Resources

O'Brien joined Coast Central in 2021 and quickly distinguished herself, earning a promotion to Human Resources Manager in 2022. With over 25 years of experience in human resources leadership, she holds Professional in Human Resources (PHR) and SHRM-Certified Professional (SHRM-CP) certifications. Her promotion ensures continuity in the culture of care, excellence, and innovation that Ann Jadro-Bettiga so passionately built.

"Ann has been an outstanding mentor and leader," said O'Brien. "I am honored to step into this role and continue fostering a workplace where our employees feel supported, valued, and empowered to serve our members."

Christian Hill: Bringing a Fresh Vision to Marketing & Communications

Hill joins CCCU with a diverse background in communications, marketing, and community engagement. A graduate of UCLA, he began his career in sports journalism, interviewing legendary figures like Magic Johnson, Wayne Gretzky, and Steve Young. After moving to Humboldt County in 1992, he worked as a sportscaster at KVIQ-TV before transitioning into sales, philanthropy, marketing, and communication roles.

Most recently, Hill served as Communications Senior Manager at Providence Northern California, where he led strategic public relations, community engagement, and crisis communication efforts for multiple hospitals.

He is deeply committed to organizations that positively impact the community and has been involved with the Eureka Rotary Club and youth sports coaching.

“I’ve always been drawn to roles that allow me to connect with the community in meaningful ways,” said Hill. “Coast Central’s mission of service aligns perfectly with my passion for impactful storytelling and engagement. I look forward to continuing Colleen’s exceptional work while bringing fresh ideas to expand our reach and strengthen member relationships.”

Honoring Two Remarkable Leaders

Jadro-Bettiga and Toste each leave behind 40-year careers in their respective fields and extraordinary legacies at Coast Central. Ann’s leadership in Human Resources helped shape a workplace culture that prioritizes employee well-being, while Colleen transformed the credit union’s marketing, community giving, financial literacy, and digital presence.

“In their years with Coast Central, Ann and Colleen have exemplified what it means to be mission-driven leaders,” said Moore. “Their impact will be felt for years to come, and we are deeply grateful for their service.”

Looking Ahead: A Strong Commitment to Community

As Coast Central celebrates its 75th anniversary this year, these leadership transitions come at a time of strength and growth. The credit union continues to be the largest and oldest financial institution in the three-county region, dedicated to serving members and giving back to the community.

“Our legacy is one of trust, service, and meaningful local investment,” said Moore. “With \$2.5 million donated to local nonprofits through grants over the past 17 years—and \$300,000 in grants, \$300,000 in direct donations, and \$50,000 in scholarships just last year—this is the Coast Central difference. I am confident that Kendra and Christian’s involvement will help us deepen our community engagement and continue making a positive impact for generations to come.”

About Coast Central Credit Union

Founded in 1950, Coast Central Credit Union is the largest member-owned financial institution in Humboldt, Del Norte, and Trinity counties, with over \$2.1 billion in assets and serving over 78,000 members with 11 Member Services Branches. Coast Central is

committed to financial empowerment, exceptional member service, and investing in the local community. More information is available at coastccu.org, [facebook.com/coastcentral](https://www.facebook.com/coastcentral), @coastccu on Instagram, and by calling (707) 445-8801.