



Coast Central Credit Union Promotes Fred Moore

Coast Central Credit Union announced that Fred J. Moore III, CPA, VP Chief Financial Officer, has been promoted to Executive Vice President, working closely with President/CEO James T. Sessa to lead and manage the credit union. Moore has a total of 35 years of financial institution experience and has been with Coast Central for over four years. In his new role, Moore will support vice presidents in providing guidance and oversight of Member Services Branches and various departments throughout the organization.

Prior to joining Coast Central in 2018, Moore was Senior Vice President – Chief Financial Officer at Redwood Capital Bank/Bancorp, working with a small team to launch the organization from charter application approval through start up in 2003. His responsibilities included financial reporting, treasury and asset/liability management, policies and procedures, and more. Prior to that stint, he held management positions at Humboldt Bank/Bancorp as Controller, Operations Manager, Technology Manager, and Compliance Officer.

Moore is a Certified Public Account (CPA), a 2003 graduate of University of Wisconsin's Graduate School of Banking and holds a Bachelors degree in Business Administration, with emphasis on Accounting from Humboldt State University (now Cal Poly Humboldt). He also holds memberships with the American Institute of CPAs, California Society of CPAs, Credit Union National Association Bank Secrecy Act Specialist and others.

A fifth generation Humboldt County born and raised, Moore is a graduate of Eureka High School, and has been active in the community, with leadership positions with Humboldt Fire District, Ingomar Club, as well as involvement with the Elk's Club and Moose Club.

Sessa stated, "The Board of Directors and I are very pleased to recognize Fred's many accomplishments with a well-earned promotion. In his newly expanded role, Fred's expertise will have an even greater impact on the future success of Coast Central. His many years of experience, knowledge and understanding of our local communities, and commitment to prudent financial management will serve the credit union and our membership very well."

Coast Central Credit Union is the largest member-owned financial institution in the area, with over \$2.1 billion in assets, 76,000 members, and operating 11 Member Services Branches throughout Humboldt, Del Norte and Trinity counties, including McKinleyville, open six days a week and Bayshore Mall, open seven days a week. Individuals and businesses in those three counties are able to join online at coastccu.org/join. Members also have access to free Online and Mobile Banking and free access to a network of 30,000 ATMs nationwide. More information is available at coastccu.org or by calling (707) 445-8801.