



Lisa Ruddy-Alward In the front as a teller...that is probably the toughest area.
16 hours ago · Like · 1

Joanne Dobrindt New kid on the block must buy lunch, work the front line and I like Linda's idea of greeter serving tea, coffee and xmas cookies
11 hours ago · Like · 1

Linda St-Amand Bob should be the door greeter, welcoming members as they come in... oh and make the coffee...
17 hours ago · Like · 1

Adam Rempel I think Bob should sit in with a Financial Advisor when they have a member!
a few seconds ago · Like

Will PenFinancial's CEO be hired or fired?

PenFinancial Credit Union's CEO, Bob Watson, to work in various roles within the company's Lake Street Branch as the 'Not-so-undercover Boss'

For Immediate Release NIAGARA

December 11th- When's the last time you've seen any of the Canadian 'Big Five' Banks CEO's working in one of their branches? You'd be hard pressed to remember. The nice thing about being a Niagara Region based Credit Union is that you can do just that.

On Friday, December 14th, PenFinancial CEO Bob Watson, will be coming down from his Ivory Tower, A.K.A. Downtown Welland, to work at the Lake Street branch in various roles within the Credit Union including Member Services Representative, Financial Advisor and Branch Manager. In addition to this he'll also be spending time greeting and interacting with members, and no 'first day' would be complete without taking a coffee order or two.

PenFinancial Credit Union CEO, Bob Watson, says "There's no question that this is going to be a fun day, however I also think this is a great opportunity to understand some of the core functions of our company and in turn use that knowledge to better the products, services and procedures we offer to our members." Bob continued, "Sometimes in your day to day work it's easy to fall into the trap of losing touch with what happens at a branch level. Think of this as my refresher training."

Members of the Lake Street staff as well as followers of Penfinancial's social media platforms were able to make suggestions for what Bob's schedule would look like for the day. However, the question remains, will Bob do a good enough job to be hired or fired by the Lake Street Staff? We'll find out on Friday.

Photo Opportunities

1:30 p.m.-2:30 p.m. Bob Trains with Member Services Representative
2:30 p.m. - 3:30 p.m. Bob Trains with Lake Branch Manager, Cindy Cwiertniewski
3:30 p.m. - 4:30 p.m. Bob Trains with a Financial Advisor
4:30 p.m.-5:30 p.m. Bob greets members

For more information contact:

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PenFinancial Credit Union has been nurtured for almost 60 years right here in Niagara. With 6 branches serving over 15,000 members, PenFinancial delivers a full range of financial services and advice tailored to meet every member's needs. Membership is open to anyone looking for a financial institution that provides superior service and reinvests in local communities to help build a stronger and more vibrant Niagara.