



For Immediate Release: Monday, August 15, 2022

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## Advia Credit Union Names New President & CEO, Jeff Fielder Following Retirement Announcement of Cheryl DeBoer

**Kalamazoo, Michigan, August 15, 2022** – Advia Credit Union’s Board of Directors has named Jeff Fielder as the next President and CEO of Advia Credit Union, following previous announcement of retirement plans for current President & CEO, Cheryl DeBoer. DeBoer has thrived as a leader within the credit union industry, spanning over 40 years, with her tenure with Advia (formerly First Community FCU) beginning in 2004. She will officially retire in early 2023, and with the Board, she is now ready to transfer leadership to Advia’s long-time and trusted Chief Financial Officer, Jeff Fielder.

Beginning his career in the industry as a financial auditor, Fielder joined First Community FCU (now Advia CU) in 2007. Throughout his time at Advia, he has advanced through roles including Manager of Finance and Accounting, Executive Vice President of Finance, and most recently Chief Financial Officer. Fielder oversees all finance and accounting, information technology, compliance, recovery, and fraud prevention for the credit union. In addition to his experience in leadership, Fielder holds his degree in Accounting from Western Michigan University and his Master’s Degree in Investment Management and Financial Analysis, and his MBA, from Creighton University. He also holds numerous certifications including CPA, CIA, CMA and CISA.

“We’ve really chosen the right candidate to lead Advia’s continued growth”, said Nicole Kalmbach, Advia’s Board Chair. “Jeff has vast experience in leadership, finance, and our credit union industry. He is well positioned for this next step,” stated Kalmbach.

“Jeff is extremely talented, very knowledgeable and compassionate, and is going to be a great next leader for Advia,” said DeBoer. “I’m truly going to miss our team and members, but I feel confident in the next generation of leadership that will continue to grow Advia well into the future,” DeBoer further mentioned.

“I’m very lucky to have experienced years of mentorship by Cheryl (DeBoer), and it means everything to me to be part of this team, and to now serve as Advia’s President and CEO”, said Fielder. “Our team focuses on our core values, which includes building and strengthening relationships. I’m very excited about our future, and will continue to drive progress for our membership,” stated Fielder.

Advia’s Board worked with Jill Nowacki, President & CEO of Humanidei ([humanidei.com](http://humanidei.com)) on the executive search process, an organization with over 30 years specializing in credit union executive search and consulting services.

Advia is within the top 3% of credit unions nationally when measured in terms of total assets. Advia offers membership to all those living within the southern peninsula of Michigan, nine counties in Wisconsin, and seven counties in Illinois. Advia is also well-positioned as a commercial lender, with the organization now serving nearly 10,000 businesses.

### About Advia Credit Union

Advia Credit Union’s mission is to provide financial advantages to its members. With over \$2.8 billion in assets, Advia seeks to provide quick and easy access to money and time-saving financial tools to nearly 200,000 members in Michigan, Wisconsin, and Illinois. Advia’s team of over 500 professionals delivers excellent service and innovative products at 28 locations and via digital and mobile platforms. Advia is guided by its core values: driving progress, acting with integrity, building, and strengthening relationships, and keeping people at the core. Visit [adviacu.org](http://adviacu.org) to learn more about how Advia provides Real Advantages for Real People™.

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