



**FOR IMMEDIATE RELEASE**

**Media Contact:** Amy Doane  
**Office:** 541-225-6606  
**Email:** [Amy.Doane@PenFed.org](mailto:Amy.Doane@PenFed.org)

## **PenFed Branch Relocates to High-Tech Facility in Fort Walton Beach**

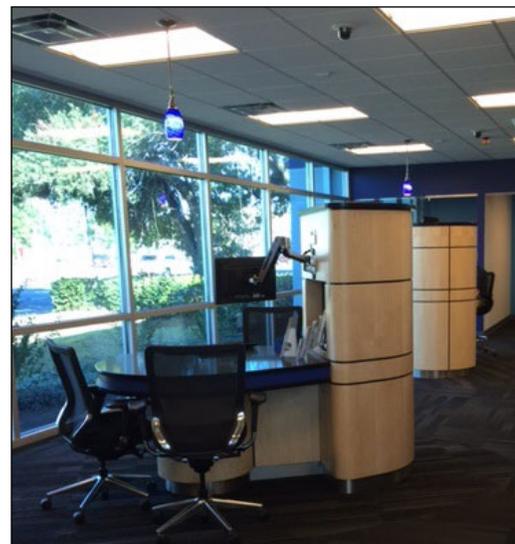
*Newest branch boasts cutting edge technology. Grand opening scheduled for Nov. 4.*

**ALEXANDRIA, Va., Oct. 28, 2015**— PenFed Credit Union has moved its Niceville branch operations to a new, state-of-the-art facility in Fort Walton Beach, Fla. The new branch also serves the surrounding communities that include Eglin Air Force Base and Hurlburt Field.

The credit union’s investment in high-tech branches reflects the needs and expectations of its tech-savvy members while supporting a strategy that calls for a small number of highly efficient, full service locations in key areas. “Our Fort Walton Beach branch is the new standard for all of PenFed Credit Union’s branch locations—worldwide,” said James Schenck, president and CEO of PenFed. “It is the perfect blend of technology and the warmth that only human interaction can generate.”

“This really is a key development in our credit union’s strategic growth trajectory,” said Michele Hart, vice president of branch operations with PenFed. “This is a proud day for us because this branch symbolically represents PenFed’s new approach to providing branch services to our members: A concept that is very technologically advanced, modern in look and feel, yet convenient and easy.”

The high-tech concept incorporates an open floor plan with interactive member-teller cash recycler kiosks and community board screens. Branch representatives are readily available to assist members with all questions regarding any of PenFed’s full-suite of best-in-class products. However, the new branch design removes the barrier between the teller and the member.



**PenFed Credit Union's Fort Walton Beach-Shalimar Branch, Florida.**

“The flow of action on the floor eliminates the teller lines,” said Hart. “The open floor plan dissolves the barriers between our members and the staff. The concept effectively creates a more user-friendly and engaging approach for our members while they conduct their financial transactions.”

Janice Gilstrap was selected to manage branch operations at the new Fort Walton Beach location. Gilstrap comes to PenFed with more than 34 years of banking experience. Originally from Rome, Georgia, she has been a resident of Fort Walton Beach for the last 10 years.

“I am extremely excited about our growth and expansion in the Fort Walton Beach-Shalimar area,” said Janice Gilstrap, Fort Walton Beach branch manager. “We want our members to experience the best customer service and the best financial products in the entire area.”

Gilstrap continued, “With our new state-of-the-art banking center, we expand the experience of competitive, innovative, and quality products and services to our military families at Eglin and Hurlburt; and into the entire Emerald Coast for our members and potential members. We are dedicated to growth, community service, core membership and offering quality customer service that is beyond any other.”

### **Grand Opening Celebration**

To celebrate the opening of the new Fort Walton Beach branch, the staff invites both the public and military communities to attend its grand opening event on Nov. 4. The celebration will include a ribbon-cutting ceremony that will begin at 10 a.m., followed by an open house.

The hours of operation for the Fort Walton Beach branch are Monday through Friday from 9-4 p.m. The branch is located at 1199 Eglin Parkway in Shalimar, Fla.

### **About PenFed Credit Union**

Established in 1935 as the War Department Credit Union, PenFed Credit Union is one of the largest credit unions in the country, serving 1.4 million members worldwide; with \$19 billion in assets. Its long-standing mission has been to provide superior financial services in a cost effective manner, while being responsive to members’ needs. PenFed Credit Union offers market-leading mortgages, automobile loans, credit cards, checking, and a wide range of other financial services with its members’ interests always in mind. PenFed Credit Union serves a diverse population, and no military service is required to join. We offer many paths to membership, including numerous employee groups and association affiliations. It’s easy to apply. We invite you to come see why you belong at PenFed Credit Union. PenFed Credit Union is federally insured by the NCUA and is an equal housing lender. *To learn more about PenFed Credit Union, visit [PenFed.org](http://PenFed.org), like us on [Facebook](https://www.facebook.com/PenFed) and follow us @PenFed on [Twitter](https://twitter.com/PenFed). Interested in working for PenFed? Check us out on [Linkedin](https://www.linkedin.com/company/PenFed). We are proud to be an Equal Opportunity Employer: M/F/V/D.*

###