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Arkansas Federal Credit Union Announces New President/Chief Executive Officer



Jacksonville, Arkansas – Arkansas Federal Credit Union is excited to announce the selection of Rodney Showmar as the credit union's new President/Chief Executive Officer.

"We are excited to have Rodney take on the role of President/CEO," said Phillip Boudreaux, Chairperson. "Rodney has extensive operations and financial management experience and is just the individual to lead us on our continuing journey of growth and development."

Rodney has served as the Vice President/Chief Operations Officer of Arkansas Federal Credit Union since 2008 and was previously the Vice President of Marketing and Business Development at Arkansas FCU from 2001 to 2008. Rodney has served as Senior Marketing Research Analyst at Reliant Energy and was a Senior Buyer at Dillard's Incorporated. Rodney also served as the Founder/President of Partygras Party Rentals, Inc. in Little Rock, Arkansas. At Arkansas FCU, he was instrumental in implementing strategic growth plans and creating a successful community focused service platform for the credit union. He worked to increase efficiency and productivity across all operations and significantly grew their membership and contributed to the development of the sales and service culture of the credit union. Rodney holds a Bachelor's in Business Administration with an emphasis in Marketing Management from the University of Arkansas Fayetteville. He currently serves on the Arkansas Credit Union League Board of Directors & Technology Committee and is also the Military Relations Committee Chair for the North Little Rock Chamber of Commerce Board of Directors.

"Rodney has many great ideas for continuing Arkansas FCU's history of growth and exceptional member service. His unique vision and drive will be critical in finding new ways to serve our membership and meet their financial needs," said Phillip. "The Board is looking forward to seeing what the future holds for Arkansas FCU under Rodney's leadership."

About Arkansas Federal Credit Union

Founded in 1956, Arkansas Federal Credit Union (AFCU) was formed to serve the financial needs of the Little Rock Air Force Base personnel. Since then, AFCU has grown into the largest financial cooperative in the State of Arkansas. Between the years of 1990 and 2000, the credit union opened six additional offices and merged with nine other credit unions. Arkansas Federal Credit Union now serves over 92,500 members, has assets of \$1 billion and offers a full-range of leading edge products and services to its membership. For more information, please visit <https://www.afcu.org>.

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