MEDIA RELEASE

April 29th, 2025 **FOR IMMEDIATE RELEASE**

Lake View Credit Union Appoints Marlana Blouin and Justin LaJeunesse as Co-Chief Executive Officers

Dawson Creek, Chetwynd, Tumbler Ridge, BC — Lake View Credit Union (LVCU) is pleased to announce the appointment of Marlana Blouin and Justin LaJeunesse as Co-Chief Executive Officers, effective June 1st, 2025. The LVCU Board of Directors approved this strategic leadership transition plan following several in-depth discussions, variables, and assessments.

Blouin and LaJeunesse, both seasoned leaders, currently serve in senior roles at LVCU. They bring over 40 years of combined experience, expertise, and a deep understanding of the credit union's values and mission. They're involvement in the BC Emerging Leaders initiative and the Provincial credit union system includes numerous roles on several critical committees. The appointment of Blouin and LaJeunesse reflects the organization's commitment to innovative leadership, member-centric service, and growing talent locally.

"We are thrilled to welcome Marlana and Justin to these key roles," said John Kurjata, Board Chair. "Their combined expertise, passion for our members, and dedication to Lake View Credit Union's success position us for continued growth and excellence. This leadership transition ensures stability, continuity, and a bright future for our organization."

Kurjata continued, "As an institution that's been in the Peace for over 80 years, we're often one of loudest advocates for supporting local. We have two highly qualified people born and raised here in the Peace, with deep roots in our community, who've grown up alongside our organization and have matured into this role. When you invest in people, support local, and prioritize community and common good, it pays dividends; that's what Lake View Credit Union is all about."

Blouin and LaJeunesse will work collaboratively to lead LVCU's senior leadership team, driving strategic initiatives, fostering a culture of innovation, and delivering exceptional service to members.

Marlana Blouin's Biography:

Marlana Blouin brings over 20 years of experience and dedication to her new role as co-CEO of Lake View Credit Union, with more than 12 years in management and over 5 years in executive leadership. Starting as a teller, Marlana progressed through various retail branch positions, including Branch Manager, and developed extensive expertise in retail lending and member services. She currently oversees LVCU's corporate risk management and compliance program, leveraging her skills as an Accredited Consumer and Residential Mortgage Lender and Business Lender, certified through the Canadian Credit Union Association and Dalhousie University.

Marlana holds a Master's Certificate in Project Management from the University of Northern British Columbia and has led major corporate initiatives as a project manager. Her professional development also includes participation in industry working groups and the BC Emerging Leaders working committee. Marlana is committed to giving back to her community, actively serving with the Sunrise Rotary Club of Dawson Creek. As a born and raised resident of the Peace, Marlana is deeply committed to the cooperative values that drive LVCU's mission and is dedicated to making a positive impact in the lives of members and communities.

Justin LaJeunesse's Biography:

As a proud Dawson Creek native, Justin brings a lifelong connection to our community, paired with extensive credit union experience, to his new role as Co-CEO of Lake View Credit Union. With a career spanning over 15 years in the credit union system, Justin has demonstrated strategic leadership and a commitment to team development. His expertise in finance, technology, and innovation has been shaped by contributions to provincial and national working groups, as well as his MBA completion in 2022.

Justin's enthusiasm, integrity, and results-driven approach have earned him recognition as a mentor, team leader, and coach. Beyond his professional pursuits, he actively contributes to the community through coaching sports teams and serving on the board of South Peace Community Resources Society, where he currently holds the position of Chair.

With genuine enthusiasm and optimism, Justin is dedicated to collaborating with LVCU's staff and Board of Directors to propel the credit union into a successful future.

About Lake View Credit Union

Founded on August 3, 1943, Lake View Credit Union has been a pillar of financial strength in the Peace region. With branches in Dawson Creek, Chetwynd, Tumbler Ridge, and through its digital banking solutions, Lake View Credit Union offers a full range of personal and commercial financial services. Proudly serving the community, the Credit Union reinvests a significant portion of its profits into regional projects and offers lower-cost services and profit-sharing to its members. For more information, visit www.lakeviewcreditunion.com.

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