



**FOR IMMEDIATE RELEASE**

Media Contact:  
Musette Bracher  
(915) 774-8209

## **GECU names Crystal Long President & CEO**

*~May retires; Board of Directors to name May President Emerita~*

El Paso, Texas – December 21, 2011 The Board of Directors announced today that Crystal Long is GECU's new President and CEO. Long succeeds Harriet May who announced her retirement at a recent Board meeting effective on March 31, 2012. May will serve as senior advisor until then. In addition, May will be named President Emerita at GECU's annual meeting scheduled in the first quarter of 2012 to honor her 38-year distinguished career with GECU and her legacy to the credit union movement.

Ms. Long has been with GECU for 32 years, and previously served as the Executive Vice President and Chief Operations Officer.

Greg Watters, Chairman of the Board stated, "We're confident that Crystal Long, with her vast credit union experience and management skills, will continue building on the strength, philosophy, service, education and products that GECU is well known for. We're also delighted to honor Harriet with the title President Emerita. Harriet's legacy is that of a leader and visionary who dedicated her career to GECU, the El Paso community and the credit union movement."

GECU is one of El Paso's largest locally-owned financial institutions serving more than 300,000 member/owners. GECU recently celebrated 79 years of service to El Paso in October 2011. GECU's financial products include checking and savings accounts, debit and credit cards, access to sixty-one ATMs locally, CDs, Youth Savings Accounts, mortgage loans, business checking and business loans, auto loans, individual retirement accounts, and credit counseling. GECU is proactive in community-sponsored initiatives and offers the public free financial education seminars throughout the year in both Spanish and English. Today, GECU employs over 650 employees to serve the needs of its member/owners and has \$1.7 billion in assets at 12 locations throughout El Paso, Socorro, and Horizon City.

To qualify for membership, you must live or work in the El Paso County and/or in Doña Ana County not more than 25 miles from GECU's 1500 North Resler office. For more information, please visit their website at [www.gecu-ep.org](http://www.gecu-ep.org).

###