

# 2018 Board Candidate Bios

## Randy Bachman

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- Credit union member since 1992
- Six year incumbent. Currently Board Chair.
- 25 years with Principal Financial Group
  - Currently Assistant Vice President – Marketing, responsible for the strategic direction and execution of all marketing functions for the US Insurance Solutions division, which encompasses Life Insurance, Non-Qualified Deferred Compensation, Group Benefits and Disability Insurance and Life Insurance and Disability Internal Wholesaling teams.
  - Held leadership roles with PFG for over 20 years in areas of Marketing, Administration, Sales Engineering and Product Management
  - Served as General Manager pro tem for Principal International startup in Beijing, China.
  - Serve on the LIMRA Group & Worksite Benefits Committee, Customer Insights Advisory Council and Strategic Marketing Insight Group; University of Iowa Marketing Institute Advisory Board
- Owner, Farrell's ExtremeBodyshaping, Ashworth Road, West Des Moines, IA.
- BS In Management from Southern Illinois University
- MBA, Webster University
- Business Leadership Certificate, Drake University
- Retirement Plan Associate designation, International Foundation of Employee Benefits Plans/Wharton School of University of Pennsylvania
- As a longtime member of Premier Credit Union, I have benefitted from the great work done by the employees, management teams and board members. I am interested in the board position as a way to pay that forward, and feel my work experience and interest to serve can benefit the credit union and members.

## Dan Kline

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- Credit union member since 1998
- Nine year incumbent. Chair of the Asset/Liability Committee and member of the Credit Committee. Previously served on the board from 2002-2005.
- Fifteen years with Principal Financial Group
  - Currently Director of Risk Management in Principal International
  - Previously worked in the internal auditing department
- Four years with Wells Fargo Home Mortgage
  - VP, Credit Risk Management
- MBA, Drake University
- BSBA in Finance, Banking & Financial Markets, University of Nebraska – Omaha
- Chartered Financial Analyst (CFA)
- As evidenced by the length of time I've been a member of Premier Credit Union, I truly believe in the credit union philosophy of members helping members. As a current board member I've been able to witness first the benefits of Premier's not-for-profit business model and our ability to offer higher deposit rates and lower loan rates compared to traditional banks. I would like to remain on the board because I enjoy the opportunity to "give back" and also because the duties I perform as part of my position at Principal can be directly applied to helping Premier.

# 2018 Board Candidate Bios

## Sarah Barthole

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- Credit Union member since 2009.
- Incumbent, currently serving as Secretary and a member of the Nominating Committee.
- 10+ years of experience in financial services industry focusing on marketing/communications
  - 3 years with The Members Group
  - 8 years with Principal – currently Marketing Data Consultant for RIS Full Service Accumulation
- Class of 2016 Graduate of Greater Des Moines Leadership Institute's Community Leadership Program
- Currently or have volunteered on leadership positions with non-profit organizations:
  - American Marketing Association – Iowa Chapter (AMA Iowa) board of directors -7 years
    - o leading programming and development efforts
  - Ronald McDonald House of Greater Des Moines
  - Greater Des Moines Leadership Institute alumni committee
- Bachelor of Arts - Advertising and Bachelor of Science – Marketing, Iowa State University
- Personal interests including spending time with husband and two young boys, cheering on Cyclones, Cubs and Green Bay Packers, running and cooking

## Marcus Coenen

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- Graduated from the University of Iowa: BA in History & MS in Urban and Regional Planning
- Associate Transportation Planner with the Des Moines Area Metropolitan Planning Organization (DMAMPO) – Since January 2016
  - The DMAMPO is the agency tasked with regional long-range transportation planning for the greater Des Moines Area. In my role, I manage transportation performance data to ensure planned projects address the regional transportation needs and meet the goals of the regional long-range transportation vision. Additionally, I monitor trends in demographic and employment data.
  - Recent project of note: The Greater Des Moines Water Trails and Greeways Plan (<https://dmampo.org/water-trails/>)
- Previous experience includes: 2 years as a transportation planner at a local engineering firm and 5 years working in various positions at the University of Iowa's Parking and Transit Department.
- Member of the American Institute of Certified Planners (AICP) and a certified Professional Transportation Planner (PTP)
  - Point of interest: I am currently the only Iowa resident to hold the PTP certification.
- Board Member of the Beavertdale Neighborhood Association
- Current Young Member on Transportation Research Board - Urban Transportation Data and Information Systems Committee
  - The Urban Transportation Data Committee is a national committee of professionals working in transportation that are interested in the collection, analysis, and reporting of transportation data needed for transportation planning.
  - As a Young Member, part of my role is to engage and encourage other young professionals in the field to volunteer for, and support the work of, the committee and the Transportation Research Board.
- Personal Information:
  - Iowa native from Creston
  - Recently Married (Rebekah) and have two cocker spaniels (Darts & CableCar)
  - Hobbies include: Renovating our home, Homebrewing, reading, cooking, and playing fetch with the dogs.