



*Our talented marketing team knows our brand well, People Caring More. We look professional, but not corporate. We talk a lot about our uniqueness, highlight our service to our members and our communities, and try to slide in just enough about our products and services to remind you that we have whatever you are looking for!*

*PCMCU has a high standard for our employees. Jared and Sue are exceptional examples of this with their creative minds, attention to detail, and commitment to PCMCU.*

*Their ideas and campaigns always are designed with YOUR best interest in mind, our members.*



**Jared Pahl - 3 years  
Graphic Design & Social Media  
Specialist**

Jared's days are mostly split between a variety of things: creating and updating print materials as well as digital pieces for the website, Facebook page, and digital screens. He also works on art and visual elements for the larger marketing promotions and campaigns.

Jared grew up in Appleton and once he was in 7th grade, his family moved to rural Kaukauna. He went to high school in Freedom. He has one younger brother and a whole parade of aunts, uncles, and various cousins. Jared currently lives in De Pere.

His co-workers would say that he has a great creative instinct. He can sense what will grab people's attention and where things need work.

In sharing about his job at PCMCU Jared said, "I get paid to do my hobbies (drawing, making movies, thinking creatively.)"

Jared's friends would say he has a dry sense of humor and always keeps things light-hearted. There are three topics he can discuss, very passionately, all day long: movies, sports, and food.

Jared is a very talented graphic designer as well as a videographer. He brings a unique quality to PCMCU and has been a great addition to the marketing team since he started in 2019. His passion for being creative and putting out high-quality work is admirable. Jared has been a key player to the



**Sue Richardson - 22 years  
Marketing Director**

Sue's primary role is to communicate the PCM brand to our members and community, which includes creating and publishing campaigns for the many special programs and unique offers available at PCM. She also is a liaison with many of our business and community partners.

Sue grew up on a farm just outside of Casco. She is the youngest of four siblings and shared that she really enjoyed living in the country and would like to again someday.

She is married to her husband Wayne for 30 years and they have three children, 1 son and two daughters.

Her friends would say that she is a caring and loving person that supports others. She is trustworthy, dedicated, loyal, and loves to gab and just hang out. She appreciates the little things in life, truly valuing time spent with others.

Sue is very creative and crafty. Her co-workers would say that she is easy to work with and will always do whatever she can to help. When she does have the opportunity to speak with members she is a great listener and enjoys connecting and helping them with their concerns.

When we asked Sue about her role at PCMCU she said, "The position I've held as Marketing Director has been very rewarding. As I have grown in my work experiences and knowledge, I've also gained lasting friendships over the years."

videos on our PCMCU YouTube page, the designs that you see in our lobbies, at our events, and on our website and Facebook page.

Not only does Sue have an exceptional creative talent, she loves to make a difference for others. She is a pillar at PCMCU and in our community.

*The average length of employment for our staff at PCMCU is 8 years and 14 years for our leadership team. Watch for more of these connections in the coming months.*

*We are real people just like you, with a passion to impact your life!*

VALUED DEDICATED PASSIONATE UNIQUE TALENTED RESPECTED ENTHUSIASTIC TRUSTED

**PCMCU Culture CARES**

Connecting Us with YOU!

[www.pcmcu.org](http://www.pcmcu.org)

