



FOR IMMEDIATE RELEASE

Lynn M. Kincaid, President/CEO of H-E-B Federal Credit Union Retires, Internal Hire to CEO and Two Additional Chief Positions Filled

San Antonio, TX (January 2023) – H-E-B Federal Credit Union (HEBFCU) announced President/Chief Executive Officer Lynn M. Kincaid will retire May 1, 2023. Kincaid joined the credit union as CEO in 1996, and HEBFCU has experienced tremendous growth under her leadership. Kincaid has been part of the credit union movement since 1983, and prior to HEBFCU Kincaid served as CEO for credit unions in Nashville, Tennessee, and Dallas, Texas.

“Lynn was our devoted leader for a long time, and to say she will be missed would be an understatement,” said Board Chairperson John Carroll, of Kincaid’s retirement. “With Lynn as our CEO, the credit union has become more than we thought it would, and for that we will always be grateful. We wish her a happy and healthy retirement.” Kincaid will continue to serve the Board of Directors as Strategic Advisor.

Following Kincaid’s announcement, Don R. Ford assumes the role of President and will promote to Chief Executive Officer upon Kincaid’s retirement. Ford has successfully served as the credit union’s Chief Operating Officer for 25 years.

“Don has been a fundamental part of our success for a long time,” said John Carroll. “Elevating him to be our new CEO was easily the best decision for our organization following Lynn’s departure. We are more than confident in Don’s ability to provide stability, promote further growth, and foster a culture of excellence and service for our people and our members.”

Ford’s promotion left a vacancy at the COO position which has been filled with the hiring of Natalie Wood Jones. Jones holds a graduate degree from Our Lady of the Lake University and served most recently as Seguin Market President and President of Insurance with First Commercial Bank in Seguin, Texas. She brings more than 15 years of financial industry and management experience to her new role with HEBFCU.

Additionally, Dolores M. Huerta, formerly the Vice President of Member Service Support for HEBFCU, has been promoted to Chief Administrative Officer. Huerta has served the credit union for more than 28 years.

About H-E-B Federal Credit Union

A full-service financial institution with assets over \$214 million, **H-E-B Federal Credit Union** was chartered in 1963 to serve the needs of H-E-B employees and remains a single-sponsor credit union today. HEBFCU was recognized as a 2021 Top 200 Healthiest Credit Unions in America. For more information, visit www.hebfcu.org.

About D. Hilton Associates, Inc.

D. Hilton Associates, Inc. is one of the most recognized credit union consulting firms in the country. Our major practice areas are Executive Recruiting, Compensation Services, Retention & Retirement, Strategic Services, and Board Leadership. To date, D. Hilton has conducted over 3,000 successful searches for credit unions nationwide and has been employed by 95% of the largest credit unions in



d. hilton associates inc.

EXECUTIVE RECRUITING | COMPENSATION | RETENTION & RETIREMENT | STRATEGIC SERVICES

the country to fill senior executive management positions. For more information, please visit our website at www.dhilton.com.