



Frida Farrera Velasco Named Manager Retail Branch at Interra Credit Union

IMMEDIATE RELEASE, March 18, 2025 – Liz Borntrager, Vice President, Senior Manager Retail Delivery, announced that Frida Farrera Velasco has been named Assistant Vice President, Manager Retail Branch at Interra's Ligonier branch. With a decade of dedicated service at Interra, Velasco has proven to be a passionate leader, committed to both the growth of the credit union and the financial well-being of its members.

In this new role, Velasco will oversee the daily operations of the Ligonier branch, providing support, guidance, and coaching for the retail team. She will also focus on fostering membership growth and strengthening community engagement, aligning with Interra's mission to serve members and the local community.

Velasco's career journey with Interra began at 17 when she started as an intern in the Marketing Department during high school. Over the years, she has held various positions including, Member Consultant, Member Advisor, and Member Advisor Team Lead. Throughout this time, Velasco has continually demonstrated a commitment to growth and development, not only in professional roles but also in helping to create a supportive environment for both the members and the team.



Frida Farrera Velasco

"I never imagined I'd be where I am today. Interra has been my only employer since graduating high school, and I'm incredibly grateful for the opportunities I've had to grow with this amazing company," said Velasco. "I'm driven by the opportunity to make a meaningful impact on members' financial well-being and build strong relationships while leading with integrity. I look forward to continuing to serve the Ligonier community in this new role."

A key milestone in Velasco's career was recently celebrating 10 years of service at Interra. She credits hard work, dedication, and a willingness to learn from feedback as essential components of success.

Outside of work, Velasco is actively involved in community service. She volunteers at the Boys and Girls Club in Elkhart County, mentoring a group of kids in STEM. Velasco has been doing this for over two years and plans to seek similar volunteer opportunities in Ligonier to further engage with the community.

Velasco resides in Goshen with her spouse, Hector, and their children, Isaac and Laylah.

About Interra Credit Union.

Interra Credit Union, headquartered in Goshen, Indiana, was chartered in 1932 and has assets of \$1.8 billion. The credit union's field of membership spans 24 counties in northern Indiana, with more than 325 full and part-time employees serving nearly 90,000 members. Interra currently operates 16 offices in Elkhart, LaGrange, Kosciusko, Marshall, and Noble counties in Indiana and via robust electronic services at interracu.com.

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For more information, contact Meegan D. Siegwarth, Vice President, Senior Marketing Manager meegans@interracu.com or 574-534-2506 ext. 7159.