



Media Release

For Immediate Release

July 29, 2025

North Bay Credit Union Announces CEO Transition

SANTA ROSA — North Bay Credit Union’s Board of Directors announced today that Chief Executive Officer Chris Call has stepped away effective July 24, 2025.

During Call’s tenure as CEO, North Bay Credit Union grew to manage more than \$118 million in assets and serve nearly 3,000 members.

Day-to-day operations remain unchanged during this leadership change, with the same experienced and friendly staff ready to serve at the credit union’s four branches.

“On behalf of the Board, I want to let members know that it’s business as usual at North Bay Credit Union” said Chairman Mike Tramontin.

Established in 1948, North Bay Credit Union is the oldest credit union in Sonoma County, and was originally known as Sonoma County Grange Credit Union. It was founded by members of Sonoma County granges who pooled their savings to help farmers who had no access to bank credit, so they could buy land and equipment to grow their own farming operations.

The credit union’s name was changed in 2017 to better reflect the members it now serves, and it offers a full range of loans, including mortgages, vehicle loans, home loans, and agricultural loans.

The credit union is federally insured by the National Credit Union Administration and serves everyone who lives, works or worships in Sonoma, Marin, Napa and Solano counties.

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