



CONTACT:
Alison Skrocki, M.S.
VP Marketing Officer
(888) 295-4373

PRESS RELEASE

For Immediate Release
July 3, 2026

Banking Leaders join West Shore Bank with a Shared Commitment to Serving Oceana County

LUDINGTON, MI – West Shore Bank is pleased to announce the addition of two experienced banking professionals to its Hart team: Michele Cunningham, Vice President and Retail Banking Officer, and Deana Fox, Vice President and Mortgage Loan Officer. Together, they bring more than 50 years of combined banking and customer service experience and a strong commitment to serving the Oceana County community.



As Vice President and Retail Banking Officer, Michele Cunningham brings more than 20 years of banking experience serving individuals, families, and businesses throughout Oceana County. Throughout her career, she has earned a reputation for providing trusted financial guidance while fostering meaningful relationships within the communities she serves.

Michele is also a dedicated community leader, serving on the Board of Directors for the Silver Lake Sand Dunes Area Chamber of Commerce, the Southern Oceana Area Chamber of Commerce, and the National Asparagus Festival. She is an active member of the Shelby Optimist Club and Hart Rotary Club, where she works alongside fellow community members to support local initiatives and strengthen the region.



Joining her is Deana Fox, Vice President and Mortgage Loan Officer. Deana brings more than 30 years of experience delivering exceptional customer service, including nearly a decade in the mortgage industry. She is passionate about helping customers navigate the home financing process with professionalism, efficiency, and personalized guidance while building lasting relationships based on trust and integrity.

Outside of her professional responsibilities, Deana is deeply committed to community service. She is a founding member of Oceana Women Who Care and currently serves as President of the Shelby Optimist

Club, demonstrating her dedication to supporting the people and organizations that make Oceana County a vibrant place to live and work.

"We are excited to welcome Deana and Michele to West Shore Bank," said Jeremy Holmes, Chief Operating Officer at West Shore Bank. "Both bring extensive experience, strong community connections, and a genuine commitment to helping customers achieve their financial goals. Their expertise and leadership will further strengthen our ability to serve the Hart community and surrounding areas."

Customers can connect with Michele for retail banking services, deposit accounts, and financial solutions, and with Deana for mortgage lending and home financing needs at West Shore Bank's Hart office located at 4070 W. Polk Road.

###

Founded in 1898, West Shore Bank is here to help make a real difference in your life. Offering valuable banking services and community support, we remain committed to helping the people and businesses in Michigan improve their financial well-being.