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United Heritage Credit Union Dedicates Central Tyler Conference Room to Former Longtime Employee BJ Hornbostel

TYLER, Texas (December 8, 2025) – United Heritage Credit Union (UHCU) is proud to announce the dedication of the Tyler branch conference room in honor of BJ Hornbostel, whose 31 years of service left a lasting impact on the organization, its members, and the Tyler community.

Hornbostel, who began her UHCU career in 1992, played a central role in shaping the member experience in Tyler. As Texas Regional Manager and later as East Texas Regional Coordinator, Hornbostel showed warmth, expertise, and an unwavering commitment to service. Her legacy reflects the heart of UHCU’s mission: supporting members with integrity, compassion, and exceptional service.

“BJ’s dedication set a standard for what it means to serve our members with genuine care,” said Deena Massa, Chief Operations Officer at United Heritage Credit Union. “Her impact on our team and the community is immeasurable, and we’re honored to celebrate her legacy in a space where collaboration and service continue every day.”

The newly named BJ Hornbostel Conference Room will serve as a permanent tribute to her contributions and leadership. The organization installed a commemorative plaque to recognize her commitment and the mark she left on UHCU’s history in Tyler.

UHCU extends its heartfelt gratitude to BJ Hornbostel for her decades of service and dedication to members and staff alike.



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About United Heritage Credit Union

United Heritage Credit Union is a full-service financial institution whose vision is “To be your primary financial institution.” United Heritage has over \$1.6 billion in assets, more than 81,000 members and 10 branch locations. Through innovative technology, exemplary service standards and competitive products, United Heritage is a strong force in the credit union industry. United Heritage Credit Union was established in 1957 and over 65 years later serves communities within the Bastrop, Bell, Blanco, Burnet, Caldwell, Hays, Lee, Milam, Travis, Williamson, Cherokee, Gregg, Henderson, Rusk, Smith, Upshur, Van Zandt or Wood counties as well as those that live in the rest of Texas through TXCC membership. For more information about United Heritage, visit uhcu.org. Federally Insured by NCUA.