



FOR IMMEDIATE RELEASE

For more information, please visit parcstreetgroup.com or contact:

Bruce D. Smith
Partner, PARC Street Group
(516) 639-0556
bsmith@parcstreetpartners.com

**PARC Street Consultants Share Exec Benefits/Compensation Expertise
and Demonstrate Radical Service
At 2025 Governmental Affairs Conference**

Visit our expanding team and hear our latest news at booth #428.

Syosset, NY—Feb. 26, 2025—The highly experienced executive benefits and compensation consultants from PARC Street Partners and PARC Compensation Consulting will share their expertise and demonstrate their commitment to radical service during America’s Credit Unions’ Governmental Affairs Conference March 2-6, 2025, in Washington, D.C.

Visit our growing team at booth #428 and at Mike Lawson’s CU Broadcast studio, where we are a sponsor.

PARC Street has added three people already this year and now boasts more than 180 years of combined experience working with the unique needs of credit unions and their leaders.

On Jan. 2, PARC Street announced the addition of Jen Morgan to its compensation team, led by J.P. O’Connor. On Jan. 8, PARC Street announced the addition of Uma Zielinski and Jason Berman as its newest executive benefits consultants. This move made the executive benefits team, led by Chris Jones and Bruce Smith, nine strong.

The PARC Street team is dedicated to radical service, along the lines of the “unreasonable hospitality” that restaurateur and author Will Guidara will speak about during a GAC keynote.

Eleven years after Guidara took the helm of Eleven Madison Park, a struggling two-star brasserie that had never quite lived up to its majestic room, the restaurant was named the best restaurant in the world.

Guidara pulled off this unprecedented transformation through radical reinvention, a true partnership between the kitchen and the dining room—and memorable, over-the-top, bespoke hospitality.

For example, Guidara's team surprised a family who had never seen snow with a magical sledding trip to Central Park after their dinner; they filled a private dining room with sand, complete with mai-tais and beach chairs, to console a couple with a canceled vacation.

The PARC Street team likewise prides itself on delighting its executive benefits and compensation customers. While we're necessarily exceptionally good at math and compliance, we also feel the magic in what we do as we serve credit unions, their leaders and their members—and we share that with our clients.

"We love credit unions, the people that lead them and the people that do business with them," says Chris Jones, a partner in PARC Street Group. "That's why we leverage our deep experience with executive benefits and compensation to help credit unions Plan, Attract, Retain and Compensate their key people. Drop by our booth (#428) at GAC and experience our commitment to radical responsiveness. You will witness how our team members work together to respond rapidly and knowledgeably to any inquiry—whether your question is about the realities of executive benefit and compensation today or why our plans are among the most resilient to market conditions of any in the industry."

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****About PARC Street Partners****

The team at PARC Street Partners has spent decades serving credit unions that want to attract and retain top talent through benefits packages that motivate their leaders without burdening their members' resources.

As experts in Supplemental Executive Retirement Plans (SERPs) and Split Dollar plans, they design benefits packages that credit unions can afford, and leaders can't afford to miss out on.

Their experience has helped them learn the plans that help credit unions the most. That experience, along with their commitment to radical service (lightning responsiveness, extreme

customization, white-glove support), have made them a trusted resource. They are relied upon by the hundreds of clients who call them partners.

****About PARC Street Group****

PARC Street Group is a leading consultancy providing specialized services across a range of sectors. With a focus on delivering innovative and practical solutions, PARC Street Group has built a reputation for excellence and client satisfaction.