



Photo by Lisa Means

▲ CUCCU employees gather to pick up litter along Republic Road, an adopted street site located near one of the credit union's branches. Keeping Springfield clean and beautiful is just one way CUCCU people contribute to their community's quality of life.

CREDIT UNION OFFERS SOLUTIONS FOR TODAY AND TOMORROW

At CU Community Credit Union (CUCCU), members are more than just keystrokes on a calculator; they are people with lives to build.

Started in 1934 as City Utilities Employees Credit Union, CUCCU changed its name when it expanded its service territory to Greene and Christian counties. Today, this not-for-profit financial institution serves some fifty-two hundred members and has reached over \$47 million in assets. While a majority of members are still CU employees, whose loyalty has formed the foundation of the credit union's rich heritage, anyone who lives or works in CUCCU's two counties, is related to a member, or is offered association through an employer can become a member of the credit union.

CUCCU's size and personable staff are its true assets, allowing the credit union to stay in touch with its members and their needs.

From two full-service locations in Springfield, CUCCU offers a full range of checking, savings, and loan products. CUCCU also offers credit cards and online banking as well as access via over twenty-five thousand automated teller machines worldwide.

CUCCU's size and personable staff are its true assets, allowing the credit union to stay in touch with its members and their needs. "Our desire to work closely with individual members reinforces their desire to utilize our services," says Judy Hadsall, president and chief executive officer. "Members take comfort in knowing they can call someone directly when an issue arises."

This close community association, combined with a progressive business outlook, also allows CUCCU to retain a rare nimbleness in the financial services industry. "One reason for our success is our ability to easily identify needs, brainstorm for solutions, implement changes, gauge each new program's success, and then alter it if needed," explains Hadsall.

In evidence are some of CUCCU's tailored solutions. While the CUCCU loan lineup includes selections for home buyers and owners, automobile and sport vehicle shoppers, and students heading off to college, its savings choices range from holiday and health accounts to certificates of deposits and individual retirement accounts. For area employers, CUCCU offers payroll services and free finance seminars for personnel. And, in an effort to instill financial sense at an early age, CUCCU provides savings programs for kids and older youth.

As an organization so closely connected to its neighbors, CUCCU understands that corporate philanthropy makes for a strong community and, in turn, a stronger financial institution. "We realize the importance of being connected with our employees, members, and communities' needs," says Hadsall. "It's evident that the success of a business is directly related to the health of those who support it."

That's why CUCCU promotes wellness at work, stays active in the Springfield Area Chamber of Commerce, and supports at least one charity each month through monetary donations or hands-on involvement. From collecting food for the hungry to celebrating the holidays with students to golfing each year in support of kids, CUCCU and its people give back to the community that helped make it what it is today—a place that people rely on to help them grow. ♣

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As part of the annual fall celebration party at Campbell's Farm, young members of CUCCU Kids Club get to pick out a pumpkin and spend time with "Cuccu," the club's mascot. Membership in the club is intended to plant the seed of fiscal awareness at a very early age.