



ASCENTRA CREDIT UNION RECEIVES DIAMOND AWARD FOR OUTSTANDING MARKETING, BIZ DEVELOPMENT ACHIEVEMENTS

BETTENDORF, Iowa –Ascentra Credit Union was recently honored with a Diamond Award, which recognizes outstanding marketing and business development achievements in the credit union industry.

The award was presented by the Credit Union National Association (CUNA) Marketing and Business Development Council, a national network comprised of nearly 1,000 credit union marketing and business development professionals. Awards are given in each of 33 categories ranging from advertising to community events and beyond.

Ascentra Credit Union won the Segmented Marketing category (credit union asset size \$100 Million to \$249 Million) for its entry, entitled Ascentra Latino Outreach. For years Ascentra has implemented a strategic Latino outreach plan that includes the hiring of bilingual staff, community outreach, advertising to Latinos, staff cultural immersion training, and development of Latino friendly products and services.

“The Diamond Awards recognize the best-of-the-best in credit union marketing, advertising, and business development,” said Anne Legg, council chair and vice president of marketing for Cabrillo Credit Union in San Diego, Calif. “It takes hard work, imagination, and perseverance to be selected as a Diamond Award winner from nearly 1,000 entries.”

Award winners were recognized at the council’s 18th annual conference held March 16-19 in Las Vegas, NV. For more information on the Diamond Awards or to view the entire list of winners, go to www.cunamarketingcouncil.org.

For more information about Ascentra Credit Union, please visit www.ascentra.org.

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Ascentra Credit Union was established in 1950 at the ALCOA plant and has grown to over 30,000 members. It currently has 8 branch locations in Bettendorf (1710 Grant St.), Clinton (1702 North 2nd St. and 1116 South 14th St.), Davenport 1710 W 3rd St., and 1515 W 53rd St.), LeClaire (949 Mississippi View Court), Moline (3005 7th St.), and Muscatine (2419 Park Avenue). With a full range of financial services, membership is available for anyone living or working in the Quad Cities or surrounding counties including the following counties in Iowa: Cedar, Clinton, Delaware, Des Moines, Dubuque, Jackson, Johnson, Jones, Linn, Louisa, Muscatine, Scott and Washington; in Illinois: Carroll, Henry, Jo Daviess, Knox, Mercer, Peoria, Rock Island and Whiteside.

About the CUNA Marketing and Business Development Council

The CUNA Marketing and Business Development Council is a member-led organization comprised of nearly 1,000 credit union professionals from across the United States. The council strives to provide superior educational and networking opportunities to help its members be recognized in the credit union industry as the premier experts in credit union marketing, business development, and related disciplines. For more information, visit www.cunamarketingcouncil.org.