

Mission

A strong, member-owned financial cooperative providing value through:

- Meeting members' needs with quality services and products,
- Caring for members at every contact, and
- Enhancing the communities we serve through volunteerism and leadership.

Ultimately, we embrace the credit union difference by bringing people together to achieve a better life for themselves and their communities.

Vision

The most trusted, respected, and sought after financial institution providing value-based innovation, financial education and support to our member-owners, employees, volunteers, and communities we serve.

Values

Ethics

- We adhere to an uncompromising standard of ethical conduct and integrity to including trust and respect for each other, our member, and their communities.
- We will be financially responsible in everything we do to ensure continued success.

Member Driven

- We are fundamentally committed to serving our members, who are our foundation, by providing the highest standard of individualized service...always placing members first.
- We recognize the importance of listening closely to our members and communities to better understand their unique requirements. Anticipating their needs and providing creative solutions are key to our mutual success.

Cooperation

- We seek opportunities to involve members allowing them to contribute to the credit union as a member-owner.
- We honor each person's ability to create and contribute toward the goal of delivering quality member service and innovative products, individually or as part of a team, through open communication and mutual trust.
- Our culture encourages fun, friendly competition, and support for one another.
- We believe that our differences as well as our unity build character and strengthen our community, and that diversity adds value to our organization.

Innovation

- We support the courage, creativity, and discipline needed to lead change and bring value to the membership and the credit union.

- We encourage creative thinking and continuous improvement because we must be better than our competition every day in order to attract and retain our members and employees.

Education

- We encourage continuing education and training for members, volunteers, and employees, recognizing that knowledge builds confidence and enables innovative thinking and wise financial decisions.

Community Minded

- We challenge ourselves to build and support the communities we serve.
- We accept responsibility for our impact on our environment.
- We strive to be a socially responsible organization, recognizing we are all part of a community where our members and employees live, work and play.
- We recognize that our community is larger than where our members live or work; it is also our industry, the community of credit unions.