

Excellence in Operations, Sales & Service Awards

EXCEL

2009 Excellence Award Winners



Red Canoe CU - Longview, Washington

Sales & Service Management winner for their creative implementation of CUNA's "Creating Member Loyalty" program. They began the with the ENTIRE management team trained in Sales Leadership Strategies, and followed course with both trainers being certified in ALL the "Creating Member Loyalty" Programs. By focusing solely on the practices of the Creating Member Loyalty Program, and creating innovative, fresh classes to reinforce sales, Red Canoe met both deposit and loan goals for the entire year early! Most importantly.... They increased the self-esteem of employees, enabling them to serve the members with confidence. [See the Entry](#)

Missoula FCU, Missoula, Montana

Branch Design winner. Green technology and service technology played significant roles in the design of our new Russell Street Branch. We wanted to demonstrate to our community the wide range of possibilities in using "green" building practices....so much so that we achieved the US Green Building Council's highest LEED certification—Platinum (only the second building in the state to achieve this level of certification). The branch opened November 2008, and our transaction volumes continue to grow, however, a comparison of transactions between the old branch (Fairway) from April-June of 2008 and the new Russell Street Branch for the same months in 2009 shows we are at about 80% of the transactions. [See the Entry](#)

