

# Excellence in Operations, Sales & Service Awards

EXCEL

## 2012 Excellence Award Winners

Two credit unions were the winners in the 8th annual CUNA Operations, Sales & Service (OpSS) Council's Excellence Awards, which recognize innovative solutions optimizing credit union performance. The award winners were recognized during the council's 15th annual conference, which took place October 14-17, in Las Vegas.



### Red Canoe CU in Longview, Washington

**Sales & Service Management category** for their multiple sales programs. Some of them were: Ahead of the Curve, Around the World in 80 Calls, Extreme Makeover: Financial Group Edition, QuestionSANDanswers, and the \$25 pyramid. They also utilized their own communication tools BERT and ERNIE and a Member Solution Worksheet. As a result of their programs they implemented and the additional tools used, they had loan growth of 43.6% from the same time in 2011 to 2012. Other measures of their success were 6,824 outbound calls for the first half of 2012, which is more than double the previous year's production. Red Canoe also measures their competitor buyouts and through the first half of 2012, were on track to increase more than 59% from 2011. They are also exceeding their own goal by experiencing a Quality Service Rating of 95.09%. [See the Entry](#)

### Directions CU in Sylvania, Ohio

**Miscellaneous category** for a successful merger of equal credit unions. They are a unique blend of three credit unions and now one of the largest in the state of Ohio. Toledo Area Community Credit Union, a \$185 million credit union and Empire Affiliates Credit Union, with \$138 million in assets originally merged and Erie Shores Credit Union later added \$126 million in assets to the final piece of the merger that is now Directions Credit Union, a name that can embrace the future of all of the credit unions involved. [See the Entry](#)

