

Excellence in Operations, Sales & Service Awards

EXCEL

2013 Excellence Award Winners

Eight credit unions were the winners in the 9th 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 16th annual conference, which took place September 22-25 in Hollywood, Calif.



Element FCU in Charleston, West Virginia

Branch Design category (assets < \$150 Million) for their redesign of the main branch. They created a high tech setting in which members can access social media in a café, or conduct business at a transaction center as opposed to the traditional teller line. [View the entry.](#)

NYMEO FCU in Frederick, Maryland

Branch Design category (assets \$150 Million - \$500 Million) for their infusion of technology into a non-traditional setting to complement their rebrand and name change. Now members can bask in a neighborhood setting while conducting their credit union business. [View the entry.](#)



TwinStar CU in Lacey, Washington

Contact Center/E-Support category (assets > \$500 Million) for assembling and deploying their E-Channel team. They are able to deliver service at the speed of "now" with this team. In addition, their outbound specialists have enhanced their business development efforts markedly improving their loan growth. [View the entry.](#)

Excellence in Operations, Sales & Service Awards

EXCEL

Mill City FCU in Minnetonka, Minnesota

Miscellaneous category (assets \$150 Million - \$500 Million) their Impress program which completely transformed their employee culture. They now strive to impress their members and each other while delivering superior service and growing their business. [View the entry.](#)



Numerica CU in Spokane Valley, Washington

Miscellaneous category (assets > \$500 Million) for their decentralization of loan underwriting. They were able to simultaneously improve service, increase loan volume, increase loan yield and empowered their branch staff. [View the entry.](#)

Neighbors FCU in Baton Rouge, Louisiana

Sales & Service Management category (assets > \$500 Million) for their well executed sales program that focused on increasing loans and overall credit union profitability. They combined sales contests with their overarching annual goal to produce great results. [View the entry.](#)



Empower FCU in North Syracuse, New York and Red Canoe CU in Longview, Washington

"Best of Show" for living the true spirit of cooperation. The two credit unions worked together to run a contest and promotion to grow business. Both credit unions benefited from this coast to coast effort. [View the entry.](#)

