

Robyn Abbott –

TruWest Credit Union to me means Security, Service and Smiles. Being a stay at home mom is not the most glamorous job in the world. At the grocery store, the dry cleaners, and at restaurants, I struggle to keep my 3 year old occupied so he doesn't make a scene. But when I tell him we are going to the Credit Union, he gets excited, because it's actually a treat to go there. TruWest doesn't make me feel like a small time stay-at-home mom. When I go in there, I'm greeted by my name and a smile. When we arrive at the teller's window, my son loves running his hands over the cool granite counter. It never ceases to amaze me how he patiently waits for me to finish whatever business is at hand so he can have the grand finale: The sucker. Oh yes. My son LIVES for that piece of candy at the end of our errand. Even going through the drive through is a treat- not only for him, but if the family dog is along for the ride, there is usually a special treat in the canister at the end of my transaction waiting for him, too (a dog bone!). And of course there was the time when real, life sized Elmo was waiting at the entrance of our branch just to give my wide-eyed 3 year old a big hug. TruWest has managed to make even the most mundane of tasks exciting. Any organization that can do that gets an A+ in my book! As far as security goes, TruWest has proven to me to be top notch. Last year, my husband was traveling across the country and had his wallet stolen. TruWest actually knew his wallet was stolen even before my husband did! He received a phone call asking him to verify a transaction which turned out to be fraudulent. TruWest swiftly canceled the card and had a new one waiting for him when he arrived at his final destination. TruWest once again proved to be swift, convenient, and courteous in solving our problems. I've been a member of TruWest since I was 18 years old. TruWest has expanded to offer big time services, but with a small town feel. I look forward to growing with TruWest as time goes on. I can't wait to see what the future holds for this wonderful organization.

Laurie Heath –

To me, TruWest Credit Union is all about the 3 C's of convenience, confidence and compensation, all in a familiar and comfortable environment. First, let's talk convenience. Where else can you cash a check, open a Christmas Club account, make a Visa payment, notarize a document, buy a book of stamps, establish an equity loan, and inquire on the latest state issued quarters for your kid's collection- all without leaving your work building? This one stop shopping experience is as simple as walking down the hall, in between meetings or on the way to the cafeteria. TruWest also has a State-of-the-Art electronics banking website that offers the convenience of managing one's accounts by easily clicking through the menus. Aside from their many conveniences, TruWest provides high standards of consumer confidence. As a voting member of the institution, I am given the opportunity to have a voice into the Board of Directors that are elected by and from the membership. A few of these individuals I have had the pleasure of working within one capacity or another over the years. It is gratifying to have such a strong and personable connection with the leaders that are making decisions that directly impact how funds are invested, protected and shared. There are no extravagant executive bonuses, lavish vacations, or government bailouts to worry about with TruWest. Just complete confidence and trust in knowing the leaders are hard working individuals like the rest of us that have a vested interest in the collective wellbeing of our money. This is the caliber of experience and confidence I am entrusting to ensure continuity of TruWest into the next generation with my own young adult children who have just begun their own TruWest journeys. Now let's talk about the really good stuff- compensation! At TruWest the members share equally in the rewards through the dividend payouts as well as the competitively priced products. Like other financial institutions, TruWest offers a Visa package with low interest rates and a rewards program towards points that can be redeemed for airline tickets and merchandise. There are also other perks to being a TruWest member. They have a way of truly making you feel like family. There have been times they've served up root beer floats or cookies to kick off their latest promotion. They've even brought in a massage therapist that provided complimentary chair massages for folks waiting in line. How cool is that? Tell me where you would ever find that kind of service at any other bank? There is something to be said for the down home friendly greeting of a familiar face who is just down the hall from your work office. There is something to be said about having so much confidence with my own banking experiences at TruWest that I did not hesitate for one second to introduce and invite my kids to start their financial management with TruWest. They both consistently deposit their paychecks from their part time jobs at the Dobson & Elliot location, where the employees all greet them on a first name basis. I know I can't always be there for them. But at least when it comes to their personal banking, I know I can always depend on TruWest to be like family to them. When they have made mistakes, like any kids first starting out, TruWest has been very fair with them. Just like a parent! Thank you TruWest, for giving us the convenience, confidence and best compensation choices possible in a financial organization. More importantly, thank you for being an extension of my family.

John Donald –

I was excited to see this essay contest to have the opportunity to put into writing what I try to verbally convey to my friends and co-workers when speaking of TruWest and recommending that they consider becoming members. I have been a member of TruWest for approximately 18 years (back when it was still MECU). In that time, I have seen the credit union experience its share of up's and down's with membership, financial health, etc., but through it all, the one thing that has remained consistent is the exemplary level of customer service and sense of being welcome that I experience every time I step into a branch or pick up a phone to speak with a TruWest representative with a question or request. I have been working in the hotel industry for the last 5 years, and in that time, I have developed a greater awareness of where I experience outstanding guest service, and where I experience sub-par guest service, and I can honestly say that in all the years I have been a TruWest member, I have never had an issue that was not resolved at or above my expectations. This is one of reasons that I am always quick to recommend TruWest to someone that may be searching for a financial institution or considering changing institutions. I previously had a loan with another financial institution, and they were always trying to convince me to set up a free checking account with them. I would always politely decline, and tell them that I was very happy with my credit union. There is no perk that they could have offered that could have convinced me to switch over to conducting business with them. When I did to go in there, it was always impersonal service, and a quick push to try to get me to sign up for their services, not to mention consistently having to wait in a long line. Compare that to going to TruWest, and TruWest is like a breath of fresh air! I am also always impressed with the level of community involvement that TruWest participates in. Not just for the benefit of the members, but for the benefit of the community. And by doing so, TruWest is able to help a broad range of charities, non-profits, our armed forces serving overseas, and countless other excellent causes. By having TruWest team members assisting with these events, it really adds the personal touch that most of the larger mainstream corporate sponsorships are lacking. Lastly, I am impressed with the educational tools that TruWest offers its members. Many companies are quick to put out a newsletter with generic articles that are really not that helpful to most readers. TruWest separates itself from the pack by publishing a newsletter that it can be proud of. It is always professionally put together, and has relevant, current, useful information that appeals to a broad range of readers versus just one demographic. Additionally, the seminars that TruWest offers are well thought-out, and are facilitated by qualified, knowledgeable personnel, which makes a world of difference versus just having someone reading slides to you for two hours. In a nutshell, when I step into a TruWest branch, regardless of location, it really feels like family. I can walk in, and am greeted on a first name basis, always asked how things are going, and even with normal turnover of employees, I always see a familiar face that I've previously dealt with, and that remembers me, and is warm and friendly. To me, it is this personal touch, coupled with the ability of the team members to quickly and efficiently handle any issues or questions that makes TruWest shine. I am proud to be a member of TruWest, and will continue to give TruWest a stellar recommendation to anyone that may ask.